



sensei

SENSEI INTEGRATED PRESENTS

A 6 Step Guide to Improving Website Conversion

Distributed via The Social CMO

Profit From Enlightenment



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The Art of Online Demand Generation



The Ultimate Goal is to Simplify the Online Experience

**Making the simple complicated is commonplace;
making the complicated simple, awesomely
simple, that's creativity.**

- Charles Mingus



Improving Website Conversion Starts with Some Ugly Truths

- Our perception of our brand is not the same as our customer's perception of us. **Be clear.**
- Our brand ego most often stands in the way of our success online. **Be modest.**
- By fulfilling the needs of our customers, we fulfill our own needs. **Be unselfish.**

The customer is looking for the same thing you are; a solution that delivers acceptable value.

What are the 3 keys to Success?

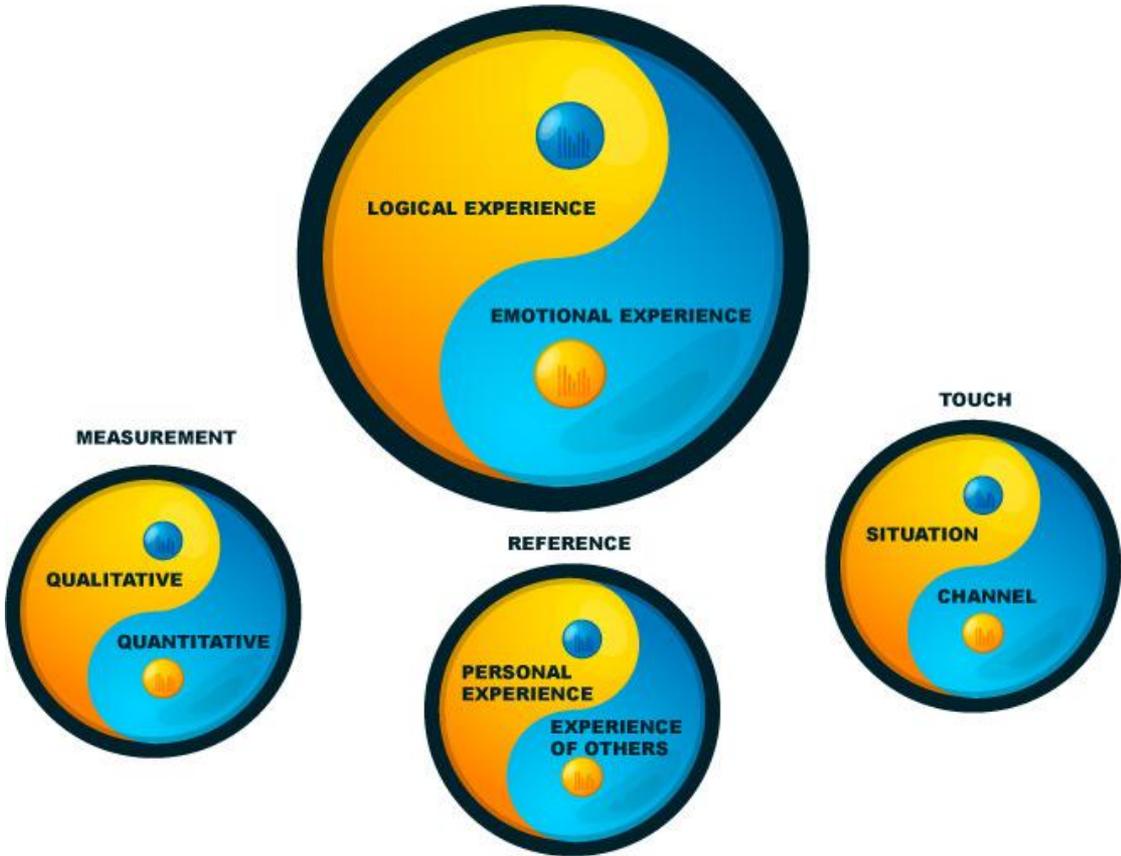
1. **Simplify your approach**; make it easy for them to buy from you.
2. **Become Customer-Centric**; its not about you, its about them.
3. **Deliver a positive emotional experience**; make them feel good

Everyone, without exception, makes decisions based on emotion and then justifies with logic.



A balanced approach delivers a positive online customer experience

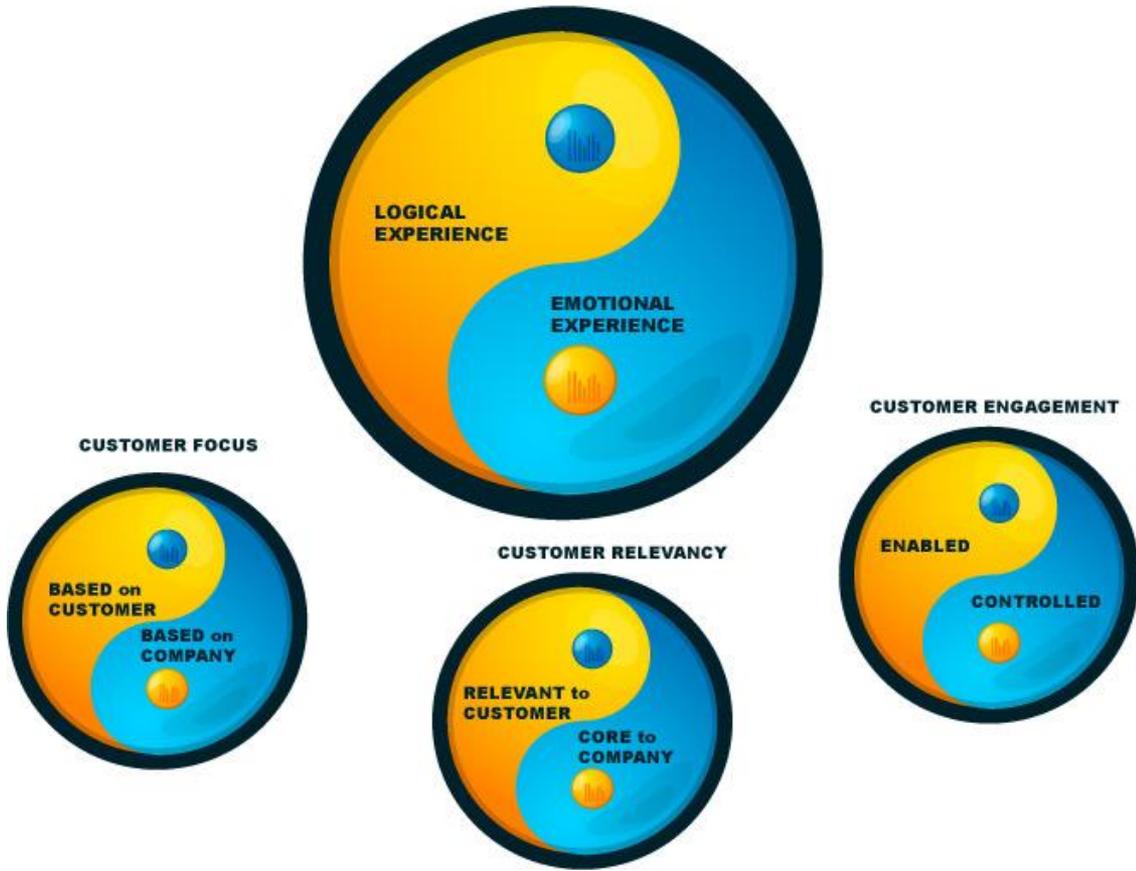
SENSEI CUSTOMER EXPERIENCE DESIGN





You are building a relationship, not making a sale.

SENSEI CUSTOMER EXPERIENCE DESIGN - RELATIONSHIP





5 Steps to Improving Online Leads and Revenue



Step 1: Understanding customer emotional and business need

All successful conversion is based off of understanding both logical (business) need and emotional (people) need.

Simple research can uncover most of what you need; the rest can be adapted over time.

1. **Design research questions that focus on the person**, not the company.
 1. Look for needs: pre-dispositions,, unfulfilled need, and communication preferences
 2. Look for process: buying process, key challenges, and what never to do
 3. Look for emotional triggers: likes/dislikes, fears/joys and sacred cows
 4. Look for How to reach them: how are they convinced and who do they trust
2. **Interview 5-10 current customers** and leverage Customer Advisory Boards
3. **Interview sales executives**; understanding their perspective is part of a seamless process
4. **Analyze and simplify the findings** into generic truths that anyone can understand
 1. Example: Our CIO customers need brevity and prefer short audio/visual content.
5. **Create profiles of customer types by roles** (CIO, CEO, VP Marketing, etc)
6. **Identify preferences** for language and style
 1. Language: Create a key word list for that specific profile; its SEO for a person
 2. Style: Do they prefer visual, audio, or written? Brief or detailed? Do they like to steer or be shown the way?



Step 2: Architecting a Website Demand Generation Framework

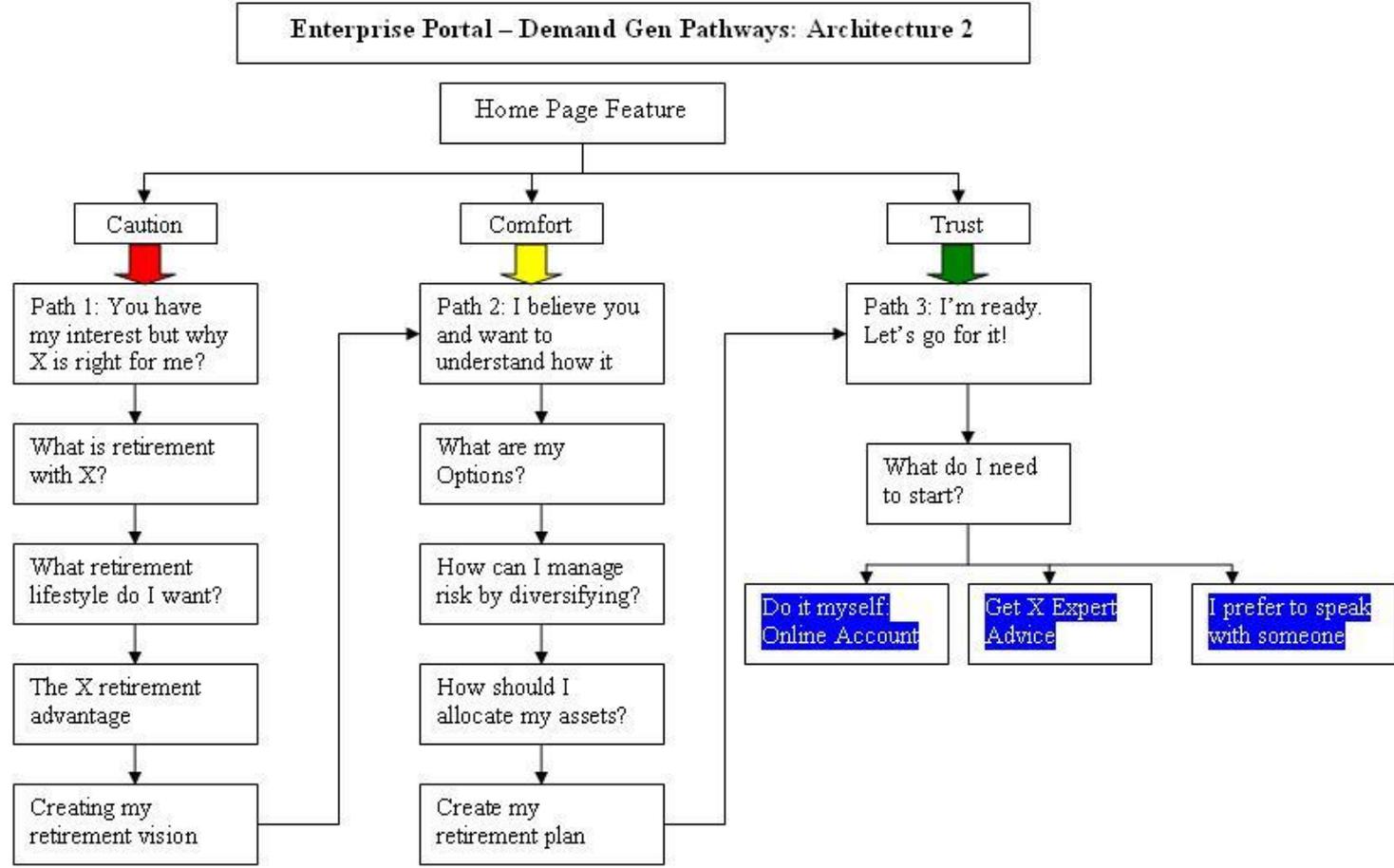
Seek balance between emotion and logic. Seek to align with their perspective.

This is best delivered as an interactive Flash presentation or some other type presentation embedded on the home page of the website.

- **Choose a target audience and solution(s)** to base your framework on.
- **Layout major (logical) decision steps** from beginning to end
- **Identify all possible entry points** based on where they are in decision cycle
- **Overlay ideal emotional states** over your logical steps.
- **Add key questions into the process** to trigger emotional and logical actions
- **Create a content map** that flows through the process including trust content, fact content, and interactive content (interactive questions for example)
- **Acid test the framework** with a safe group of customers and sales



Step 2: Demand Generation Framework Example





Step 3: Designing a Simple Positive Experience with Valuable Content

Don't try and do too much. The key here is to make it dead easy for them and you.

Focusing on a single target audience allows you to clarify your message and make it more alluring to that specific audience.

1. **This is about business romance.** How can you make yourself attractive to this mate?
2. **Create a design that matches the emotional stages** of the customer; advance them.
 1. Eg: Smiling people buying something at the beginning sends the wrong emotional message. Use someone listening with a half smile instead.
3. **Keep the experience simple** and easy to navigate
4. **Create layered content** – overviews, light detail with visuals, and heavy detail.
5. **Make sure you have content that answers** any questions you ask.
6. **Create the content that corresponds to the content map**; leverage third party references to trumpet your virtues only.
7. Embed passive and active calls to action, but allow them to come back and not feel bad for doing so.
8. **Acid test the presentation** with a safe group of customers and sales

The end result should be simple and memorable. Make it easy for them to share your story with others.



Step 4: Integration with Social Media, the Website, and Traditional Marketing

The key is to allow them to come and go as they please, but making sure each return brings them closer.

Integration should be thought out strategically to match customer logical processes.

Social Media

1. **Social Media is about exposing them to you in a real way.** Integrate to places where they can “touch” your people and the people who do business with you.
2. The goal of Social Media integration is to **foster a “good feeling” that drives action!**

Website:

1. **Simplify the home page** to integrate the demand generation presentation. It should be the highlight. Make the rest of the home page (or main page) a frame to draw attention to it.
2. **Create ways in from other sections of the website** that correspond to the different emotional stages of the customer
 1. Eg: Linking from success stories (they are looking for trust), product pages (they are looking for validation), etc...

Traditional Marketing:

- **Give them access to you in other ways.** Invite them to events and webinars; expose them to third party research and opinion, let them talk to customers, service and sales without obligation

Integrate it so that they have options; what they want, where they want and when they want.



Step 5: Track, Measure and Adapt

Demand Generation and Conversion should evolve with customer need.

Keep measurement simple and ensure sales and service are onboard.

1. Primary metrics should be:

1. Traffic conversion
2. Qualified leads
3. Revenue (if you are selling online)

2. Cross reference to standard web traffic to identify conversion rates.

3. Captured data should be used in two ways;

1. Qualify leads
2. Understand customer need to adapt the approach

4. Review and adapt every quarter. Business and personal needs of customers can change rapidly.



About Sensei and Jeff Wilson



Sensei Integrated

Sensei Integrated is a specialty firm focused on Online Demand Generation and Social Experience Design for enterprise level customers for the past 12 years. Sensei has worked with an eclectic mix of large enterprise clients in the technology, services, financial, and industrial sectors including DOW, IBM, and HP.

During this time, Sensei has also designed and developed SaaS applications for the likes of Symantec Software and is currently designing a Social Sales software focused on mobile training and sales enablement.

Jeff Wilson

Jeff has been working the past 12 years on creating, practically testing and improving Sensei's proprietary demand generation methodologies.

Jeff is currently writing a book on Social Media called Social Dominance, applying Darwin's laws of Natural Selection to social media environments so B2B companies can improve their ability to compete and thrive in this new frontier.

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