

STEP FOUR

ATTRACTING CUSTOMERS TO
YOUR SITE

The logo consists of the letters 'SMPPO' in a bold, sans-serif font. The letters are a vibrant yellow-green color and are set against a solid dark grey rectangular background.

SELL MORE PRODUCTS ONLINE

STEP FOUR

Attracting Customers to Your Site

Daily (imperfect) action
Steady steps forward
Rome was not built in a day

The 2%

Estimate that 2% of people who land on your site are ready to buy TODAY. 50% will never buy from you so we just ignore them.

The 48%

The other 48% WOULD BUY from you if they needed something and probably WILL buy in the future. We don't want them to forget about us. The goal with this 48% is to get them to sign up on our list so we can keep in touch and later sell via email.

Keep in mind the KLT factor...

Know
Like
Trust

If you have all 3 you probably have a sale.

Avoid BSOS

Marketing “Bubbles”

All the different possible strategies to your marketing strategy

- Your blog
- Guest posting on others' blogs
- Groups / committees
- Networking
- Social media
- Podcast (your own)
- Being a guest on others' podcasts
- PR



- Influencers
- Experiential marketing
- Direct mail
- Cartoon/ meme/comic strip
- Advertising
- Public speaking
- Strategic alliances
- Selling events
- JV's
- OPC
- Video
- LIVE video (i.e. Periscope or Facebook Live)
- Freebie offer / IFO / opt-in form
- Industry events
- "WUP" letter (coming up in Step 5)
- Website
- Business cards / postcards / brochures
- Testimonials

You are NOT going to pick everything on this list!! Start with 1 or 2 and get good at them, and stay consistent before you even consider adding other strategies.

The process of lead generation and capturing leads

Keep it simple and do-able!

How it works:

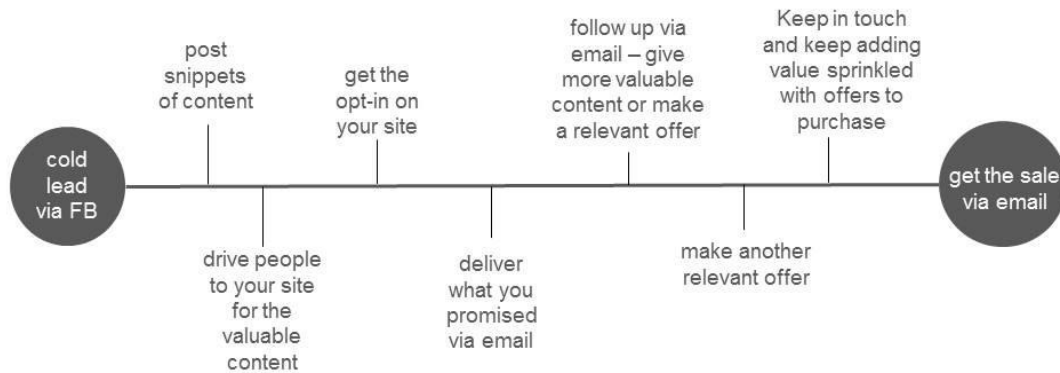
- Create content (*any format will work – what are you GOOD at??*)
- Put it out
- CTA brings them to your site or blog
- Sell Now if they're ready
- Sell Later (more likely)
- If they don't buy, have a reason for them to opt-in to your list
- "Trade" them something for their email address – your Freemium, IFO, special on first order
- Keep the relationship going through email

Most people say NO the first time. Expect the NO and plan for it! Keep marketing to them consistently and make them offers to buy.

Example: How it works on Facebook to get leads and customers



GETTING LEADS ON FACEBOOK



How to get “qualified” traffic to your site

You only want to ATTRACT the right people. Your content, branding, pricepoint, photos – they all do it. But it’s your marketing message and your decision to ACTIVELY REPEL some people that really gets results.

Jane’s client example – the dresses her customers couldn’t afford.

Takeaway: Make your content ONLY relative to your Buyer Persona (ideal customer). Your content is the flower that attracts the bees. Or... your content is like the breadcrumbs that lead to your site. Put out the right kind of breadcrumb bait and you’ll attract the right animal.

Your content marketing strategy

Keep it simple and do-able! Try one MAIN strategy for producing content and stick with it for 90 days minimum (even better if you can give it 6 months). It takes time and patience to decide if a strategy is working.

- After 90 days, then decide if you want to continue
- Go Beyoncé on it (Jane’s FB story)
- BSOS is your enemy

3 highly recommended strategies to keep things simple and DONE

1. Q & A - #askjane or similar – answering your questions from your community

- My favorite strategy EVER



- Never have to come up with content, they give it to you
- Easy to do in ANY format – video, written, podcast, screenshot videos

Example of a simple Q&A format

Answer a reader's question every Thursday (*like the David Neagle [example](#)*)

1. Announce that you are taking questions
2. Give simple, specific details about how to submit a question
3. Choose 4 questions (batch your work)
4. Type out the answers or use speak-to-text
5. Add a visual for the blog
6. Create graphics for social media
7. Write the snippets for social media
8. Schedule everything

Examples in the training video:

- Fabulous Over 40: <http://www.fabulousafter40.com/what-to-wear-over-40-cruise/>
- Rachel Aust: <https://www.youtube.com/watch?v=UF59SRvFM30>
- Parent Savvy: <http://parentsavvy.com/ask-an-expert>

2. Weekly or twice a month videos – doesn't have to be fancy

- Why video is so great
- Can be LIVE or taped
- Can be talking head or screenshot
- Less prep time than writing articles
- Use bullet points and just start talking.
- You'll get a LOT better with practice

Example: muscle man's 30 minutes per week Facebook LIVE strategy

Example: Your Facebook LIVE video "show"

Choose a topic of discussion, could be different every week or could be the same. For instance...behind the scenes, what's in the studio, JH's example of the Periscope artist, people trying on your product and having a little "show"...

Example: Marie Forleo's MarieTV. What she discusses on her show is NOT the same as the product she sells but the two are related.

3. Listicles / curated content



Consider the idea of NEVER needing to come up with brand-new content at all. You can become a curator of other people's content and still provide terrific value and info for your community.

You don't EVER have to come up with your own original content if you don't want to. Here's how it works...

3a) Listicles! They're everywhere and there's a reason for that. Pick up any women's magazine or business magazine and they're filled with them.

Ideas...

- "4 Earth Friendly Jewelry Designers You Don't Want to Miss"
- "3 Great Restaurants with Fireplaces in Chicago"
- "Top 5 Indie Bands Your Friends Don't Know About Yet"

3b) Feature companies and people you know your ideal customer loves. You will be giving shout-outs to your INDIRECT competition. Choose brands and influencers small enough to care they're included in your content, but big enough to have an audience to share it with. Featuring others is a great way to reach a new audience.

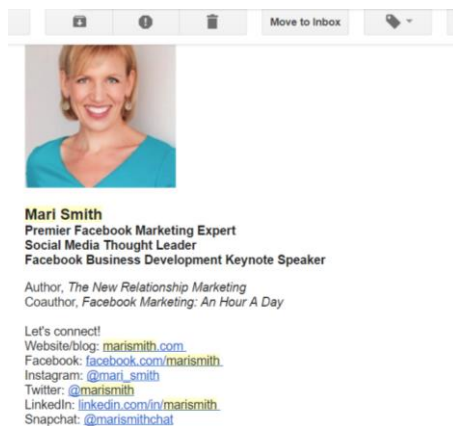
This is a great resource to find new products if you choose to do listicles:

Product Hunt <https://www.producthunt.com/>

Examples in the Training Video:

- Who What Wear: <http://www.whowhatwear.com/fresh-styling-tricks-for-summer/>
- The Every Girl: <http://theeverygirl.com/7-affordable-emerging-designers-artists-and-brands-you-need-to-know>
- The Shelf: <http://www.theshelf.com/blogger-roundups/2015/7/6/10-top-chicago-fashion-bloggers>
- Mari Smith – weekly curated content EMAIL

Side Note: Take a look at Mari Smith's email signature:



Getting help

What parts of your content creation and distribution can you outsource?

Examples:

- Research
- Formatting and posting blog posts
- Editing
- Video and audio editing
- Photo research, sizing, and uploading
- Photo descriptions (3 different places to describe the photo - SEO)
- Creating graphics for your site, blog, or social media
- Formatting documents and PDFs
- Creating infographics

For instance, it could be YOU that writes the headline, main bullet points of a blog post, and the call to action at the end of the post. Someone else could do the rest. Fill in the details, format the post, create the featured image, add the hotlinks, etc. Someone else could then do the first draft of the email to send out, and create the social media graphics and blurbs.

Keep asking yourself...

“What can I NOT do?”

Resources for getting help and outsourcing

- [Fiverr](#)
- [Upwork](#)
- [Task Rabbit](#) (real people in your city)
- [Clarity](#)
- You Tube Space: <https://www.youtube.com/yt/space/>

NOTE: I’m going to remind you one more time...

Keep it simple and do-able! Try one MAIN content strategy to start. Don’t overthink it and don’t make it a bigger deal in your mind than it needs to be (*ask me how I know...*). MORE is not better. It’s just more.

Before you choose your Content Strategy - work it backwards

Let’s consider your end goal. What outcome would you like to achieve from all this content you will produce?



Obviously, one goal is to get sales. Every single piece of content you make should have a purpose. Sometimes it's not just sales – it's community building, relationship, spreading a message, supporting a cause, goodwill, etc... And in the end, we need sales. You don't have a business without sales.

Your job is to reverse engineer your content to lead the prospect to a purchase. A large % of what you produce should lead directly to ONE item for sale. If you're brand new and don't have anything to sell yet, you can still do it! Just do all the other aspects of content marketing and exclude the CTA (call to action).

For example, if you know you will be selling a new product (let's say it's a line of pillows) with polka dots and bright colors, you want to reverse engineer your content so it "seeds" the idea of how cool it is to have color in your home. For a few weeks, your posts, social media graphics, Q & A – EVERYTHING, all your content – includes a discussion about color and polka dots.

So when the product is finally available, the prospect has had 3 weeks of priming and "warming up". They are ready for color. They are indoctrinated already to think how cool it is.

Example of "seeding" an idea to prime your prospects so they're ready to buy

October 1: #askjane question: "Dear Jane, I just moved into a new home and am starting to decorate. Here's my question. How can I add color into my home when my husband wants everything all white and basic? I can't stand the idea of living in a museum! Any ideas?"

October 8: #askjane question: Dear Jane, I'm finally ready to decorate my master bedroom and do something different. I'm wondering how to choose a color scheme that won't go out of style in 5 years. I want something fresh but I'm worried about doing something too "of the moment" and hating it later (think 1970's avocado and brown). What do you suggest?"

October 15:

Option 1: Featured client post. Ask clients to send in pics of their home that include your products. Choose one that uses a LOT of color to feature and point out how fresh and unique that looks.

Option 2: Curate content around famous people's homes that you know use a lot of color. For example, Zandra Rhodes in the [New York Times](#).

October 18: Announce new collection and feature ONE main product. Watch the sales roll in. One product at a time almost ALWAYS converts better than multiple products or "shop the collection".

Keep your eye on...

JH recommends paying attention to

- Snapchat
- Influencers
- Video
- Podcasts
- Facebook – terrific for advertising



The 6 step process of creating content that leads to sales

1. Decide on the goal of your content. What's the purpose, the CTA, the product you're leading them towards? Reverse engineer your content into this.
2. Create content. If it's getting very long and drawn out, consider making it a 2 or 3-part series.
3. Add graphics / images that go with your content and upload it to the applicable platform(s)
4. Optimize your content. Check for keywords, tags, hot links, jpegs filled out, SEO on the back-end, etc...
5. Distribute it. Send an email to your list, post to your chosen social media channels, tag AND email any brands/people you mention in the content (when appropriate)
6. Distribute it some more – from different angles to appeal to different prospects

Break this system into DCUODD...

Decide

Create

Add

Optimize

Distribute

Distribute some more...

NOTE: Don't just start creating content because you want to. THINK about what you want to sell – or what you want to accomplish – with this content. If you are leading them to buy a certain style of a dress, your content should lead them there.

Keep in mind what THEY want to hear, rather than what YOU want to talk about.

Choose Your Content Strategy

This is about WHAT YOU SAY in your content.

Keep it simple and do-able! Try one MAIN strategy for producing content and stick with it for 90 days minimum (even better if you can give it 6 months). It takes time and patience to decide if a strategy is working.

- After 90 days, then decide if you want to continue
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Consider the examples in this training material. What sounds relatively easy to do and fun?



What are people always asking you?

What could you talk about all day without getting bored?

What's a simple marketing strategy that you feel you could stick with?

What's the MINIMUM commitment you will make to this strategy?

Refer back to the section on Marketing "Bubbles". Decide on your bubbles and how often you (and your team) will do what part of the strategy.

Here's what I recommend... If you want to commit to doing a weekly Facebook Live video, it's OK to start with "every other Thursday" at first. Get it going, learn the ropes, and stay on top of it. THEN, add extra "episodes" when you can. You could pop in a new video on a day you're not scheduled to publish a video. That's a great way to stay consistent.

We're all kindergarteners. Your community wants to know WHEN to expect WHAT from you. So Commit to the MINIMUM schedule and do more as a bonus, OK?

NOTE: Your Content Calendar is coming up. For now, I want you to make a decision about a marketing strategy you can stick with for the next 90 days. It takes that long to determine if something is effective. PATIENCE is key, it really is.



Choose your Marketing “Bubbles”

This is about HOW YOU DISTRIBUTE your content.

The marketing bubbles I will start with are as follows:

- 1.
- 2.
- 3.
- 4.
- 5.

Next year at this time I will consider adding these bubbles:

- 1.
- 2.
- 3.

Your simple content planner

Download your handout.

Notes:

Your ROBUST content planner, week-by-week, to help automate pieces of your marketing

Download your handout.

Notes:

Action Plan

Take 15 minutes right now and write down your next steps. Be as specific as possible.

After each task, write down WHO is going to do it? Is it something that can be outsourced or delegated?

After you write down your action steps, grab your calendar and find a time and date for EACH activity (even if it's 3 months from now).

Remember to always ask yourself... ***"What can I NOT do?"***

1)

2)

3)

4)

5)

6)

7)



Step Four Checklist: Attract Your Customers to Your Site

- Small steps every day, speed to implementation
- The 2%, the 48%
- Avoid BSOS (bright shiny object syndrome)
- Your marketing “bubbles”
- The process of lead generation and capturing leads
- Step by step lead generation using Facebook
- How to get “qualified” traffic to your site
- Content marketing strategies
- Jane’s three BEST (and easiest) content strategies
- Outsourcing - the parts of your content creation and distribution you can outsource or delegate
- Resources for NOT doing it all and getting help
- Before you choose your Content Strategy - work it backwards
- Choose your marketing “bubbles”
- Choose your content strategy
- What to keep your eye on
- The 6 step process of creating content that leads to sales
- The SIMPLE content planner
- The ROBUST content planner – week by week

