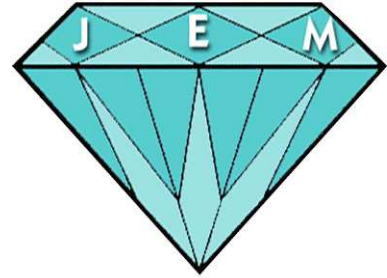


Slide Presentation – Transcript



How to Attract Qualified Potential Customers to Your Website

Slide #1 -

How To Attract Qualified Potential Customers To Your Website

Compliments of JEM Consulting
Div. A-BnC Parties and More, Inc.
<http://www.diywebjem.com>
Michael Yublosky, Vice President
November, 2009

Slide #2 -

Outline - What to Expect to Learn (to pass the Quiz at the end)

- 1) Old Marketing Techniques
- 2) New Web Based Marketing
- 3) What You Have To Do to Attract Qualified (Ready to Buy) Prospects
 - A) Prepare Your Site
 - B) Market Your Site

Slide #3 -

Who can benefit from this presentation?

Self employed businesses owners
Small, mini- and micro- business owners
Solopreneurs
Do It Yourselfers

Slide #4 -

Traditional marketing is based on
Interrupting people, grabbing their attention,
while hoping they will swing at what you are pitching
(buy your product, service, set an appointment...)

Slide #5 -

That's the old sales numbers game
(throw enough stuff on the wall and something will surely stick!)
and it is called....

Slide #6 -

“Outbound” or Interruption Marketing Telemarketing
Cold calls
Print advertising

Direct mail
E-Mail
Networking
Trade Shows/Seminars

Slide #7 -

There is a Considerable Down Side to "Outbound" Marketing
Low Response Rate (1%-3%)
High Cost – Expensive
Too Much Waste
Harder and Harder to Gain Results

Slide #8 -

The consumer has defensive Tactics and Tools
to stop the endless bombardment
of "Outbound" or Interruption Marketing

Slide #9 -

Defensive Tools

Do not call lists
Caller ID
DVD and TiVo to record TV and fast forward through commercials
Sirius satellite Radio/Hulu.com/NBC.com
Ignoring print ads
Discarding junk mail
Voice mail screening
Unsubscribe me

Slide #10 -

So, if you are still only marketing the way it's been done in the past,
STOP Wasting Your Time and Money
gaining limited (1%-3%) results.
Join the Internet revolution...

Slide #11 -

"Inbound" Or Permission/Availability on Demand Marketing
As brought to you in part by...
The Internet, Browsers and High Speed Access.

Slide #12 -

The Internet provides many sources of information and is open for business 24/7/365

Reviews
Price Comparisons
Comments
Suggestions
Tutorials
How To's
Interviews

Slide #13 -

Be Prepared When Your Prospects Start Looking
for Similar Products or Services at their convenience.

Slide #14 -

Make Sure You Have a Significant WEB presence When it
Counts the Most...
When Your Prospects are Ready to Shop!

Slide #15 -

Learn the rules to gain free search engine results and implement them for your site.
Keep tabs on what your competition is doing.
Target a niche market with weaker competitors.
Analyze results and "tweak" your program.

Slide #16 -

Use A Four Step Planning Guide

- 1) Target Market
- 2) Analyze Results
- 3) Tweak Strategies
- 4) Repeat Until Successful

Then go to top and start anew as often as desired.

Slide #17 -

Attract Prospects By Building Links to
Your Site through The Art of Friendly Persuasion

Slide #18 -

"Inbound" or Permission/Availability on Demand Marketing

Tutorials, How To's and Demonstrations
Free Offers
Article Submissions
Blogs
Videos and Podcasts
Social Networking

Slide #19 -

Benefits – Cost

Free, Easy to Use Tools
Much Higher Response Rate
Lower Investment to Publish
High Return on Your Investment (ROI)
You Are On A Level Playing Field Equal When You Pick Your Battleground

Slide #20 -

Benefits – Sales

Higher Closing Ratios
Builds Long Term Relationships with Prospects and Customers
Gain Referrals Through Word of Mouth
Often Leads to Repeat Sales

Slide #21 -

Benefits – Permission

Gain Prospects' and Customers' Permission to Interrupt Them at a Later Date
Supply Them with More Information
Offer “Specials”

Slide #22 -

Remember, your Website does not have to be perfect.....
It just has to be a little bit better than the competition!

Slide #23 -

And then, the Search Engines will love you and give you “atta-boys”...for good performance!
And then, your sightings (on search engine results pages) will increase...
And then, your traffic flow of prospects will increase...
And then, so will your sales results!

Slide #24 -

Review Time

- 1) Old Marketing Technique – “Outbound” or Interruption Marketing
- 2) New Web Based Marketing – “Inbound” or Permission/Availability on Demand Marketing
- 3) Be Prepared When the Prospect is Ready
 - A) Prepare Your Site for Search Engines
 - B) Market Your Site with Free Web Resources

There is No Quiz!

Slide #25 -

Thank you for your time.
Please visit our Website for more hints and tips
or contact us for Training, Research, Mentoring or Coaching
on these and other Web DIY E-Marketing techniques!
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