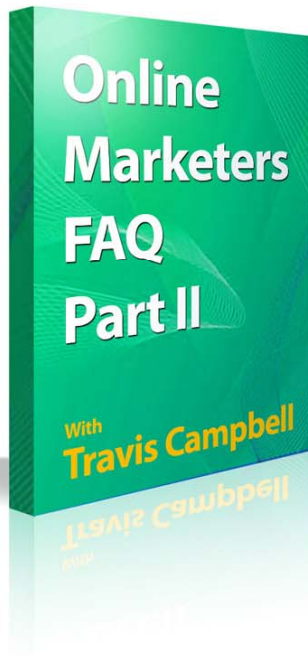


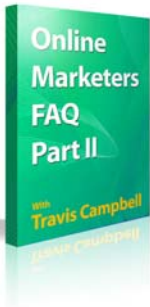
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10 Questions those Interested in Marketing Online Should Ask But Don't





With Travis Campbell

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Welcome...to Online Marketers FAQ Part II

Hi. I hope you have taken the time to read Part I, if you did, you saw some of the lessons I learned (painfully), and I hope it positioning you for quick wins in this game of online marketing. If you have not, I encourage you to read them in order...close this one, and read Part I first. As I stated in Part I, (verbatim) this special report is for you, and is about you. It is about you moving forward with your goals and ambitions. It is about marketing your business online and achieving the freedom you desire in your life. This is something I wish I had when I started. The difference in this report is it presents questions I didn't know were worth asking early on...some of them are based on lack of experience (and why I'm sharing with you), and some are related to technologies that have emerged more recently. Regardless of where you are at in your business or career, my hope is that sharing from my experience will benefit you, if you are serious about making it online, I'm confident it will. As with both of these reports, they may get a periodic update, and I'll notify you when that occurs, so stay tuned.

Why you should read this...

In case you missed it in Part I, let me quote, as I think it bears repeating.

Time. That is the main reason you should read this. The lessons I learned as described in these pages are a reflection of my experiences. My hope is that you would learn from them, saving you time in hitting your goals and avoiding mistakes I (and many others) have made.

Whether you are a solo-prenuer, small business owner, or a marketing executive with a Fortune 500 company consider this sage advice from Eleanor Roosevelt, *"Learn from the mistakes of others. You don't have enough time to make them all yourself."*



Image credits to [Patrick Q](#)

I also want to give back some of the secrets that I have discovered. Secrets that are rarely disclosed, but can significantly accelerate your goals. A value

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proposition that Aristotle Onassis appreciated as the key to business success, revealing *"the secret of business is to know something nobody else knows."*

I want you to get the most from this advice, but I don't want to bore you with the same exercise from Part I. For Part II I want you to think about leading in your market, not simply surviving, but thriving, consider what leading in your market would look like, and consider this a new beginning. Even if you have already had success online, there is always room to improve, a better understanding of your market, increasing web visitors, conversion, and more. This is where I want you to start--a new beginning.

There is so much information available on online marketing. Some good, but most not worth the time. However, in all cases it is too much. I don't want this information to go in a stack of great ideas. I want you to put it into action with a simple pre-tip. Don't simply consume this information, rather, identify 3 things that you learn from this information, 3 things that can help your specific situation, and then put it into them into action.

Who is Travis...



Husband and a Father. Travis also happens to work online with entrepreneurs and small businesses who are endeavoring to grow their business using the power of the Internet. He specializes in installing marketing automation systems, and providing high-level consulting. A graduate of Arizona State University, Travis has been in business consulting much of his career.

FAQ Part II: Top 10 Questions those Interested in Growing a Business Online *Should* ask, but don't (wish I did):

#1: Is there a market for what you want to offer?

This is literally the million dollar question. The question is a critical one to explore because regardless of the online business you start or the marketing methods you use--there will be significant upfront investment in time and/or money. Finding the right answer to this question will give your business a jump start to success.

The tough part of course is answering the question without being "in" the

market yet. There are a lot of ways to assess the "want" in the market, but here are a few starting points:

- Use keyword tools to determine the related search volume
- Search Blogs in Google, as well as Technorati to understand the discussions in the market
- Survey potential consumers talking about their desires (i.e., Twitter, forums, blogs)
- Set up listening posts for related keywords (i.e., Twitter search, Google alerts)
- Ask the market questions about their challenges and ideal solutions (i.e., Yahoo Answers, LinkedIn Answers, Twitter)

You will gather a lot of data with just these few simple tips. Now for my cautionary tip: As you gather this information there will be a temptation to look at the chatter and come to a conclusion of what the consumers "need." This is certain failure. Listen to what they are, as a consensus, telling you they "want"--that is the firestorm idea that will spread.

#2: Does the market have money that they are willing to part with?

This is a great question that most new entrepreneur skip over at their own peril. Don't be carried by your own passion into a market of paupers. To answer this question I like to go to two primary sources.

First, and probably most important to your online business, I head straight-away to the major search engines' PPC tools. This tells me three things that are important:

- Where is the consumer search volume?
- Where are companies paying the most for customers (should be directly correlated to the amount consumers are paying)?
- What is the competitive pressure on my niche?

Second, if there is an industry group or association--I want to get my hands on their consumer surveys. I am looking for the typical stats they gather: market size, affluence of customers, related purchases, and projected growth.

Search engines data gives me tactical monetization data, while the market surveys can give me a more strategic view of long-term business opportunity.

#3: Do you have an entry level product you can offer, and then follow up with other products?



Image credits to [Stefan Baudy](#)

Maximizing your online conversion is as much about building trust and credibility as it is about having the perfect product. This is where having a good tiered product strategy is a smart move. I always design my product strategy with the classic buyers' decision making process in mind: identify, search,

evaluate, decide, purchase, reevaluate. I want to offer value and product all along this decision chain.

- **Identify:** Help consumers identify their wants and needs. This means using content, blogs, and social media to build up conversation around problems. These very well may be problems they don't even realize or don't realize the impact of neglecting them. While you may not consider such tactics products, if manage them as such, the returns can be huge.
- **Search:** This product level is connected to your organic and PPC search strategy. It is well documented that thin landing pages or squeeze pages (designed specifically to get visitors to opt-in) with little value are counterproductive to your conversion and Google is increasingly penalizing these tactics. Build your search landing pages with value: quick tips, brief hints, maybe even an introductory free ePamphlet (a teaser to an eBook)
- **Evaluate:** Get them into a evaluation of your product ASAP. This should be easy to do, fully functioning, and adding value to their business immediately. There are lots of potential forms this can take: limited software evaluation period, free for individual use, an eBook that explains the concept clearly, yet leans towards bringing in the expert, or an abbreviated online training boot camp. The key is getting a sample in their hands with enough value to drive them to want more.
- **Decide:** Make this easy too. It should naturally flow from the trial offer-- maybe even be the call to action for the predecessor product.
- **Purchase:** When you get to the point of purchase it is important to keep it easy and simple to transact, keeping it as close to one-click buying as possible. In addition, this is a good place for intelligent choices. Is there an offer for a less expensive, but similar product or trail offer? If they exit is

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there a counteroffer that may get them to still give you a try? When they do purchase, like your mom always told you, never forget to say "thank you."

- **Reevaluate:** Once they get your product it is important to reinforce the value of that purchase. This means fighting buyers remorse or neglecting to use the product. Continue to communicate with the customer about learning the product, using the product, and generating value with the product. Ultimately, your objective should be to demonstrate how continuing to buy from you will make them more successful--you will be reevaluated, be an active participant in that process.

#4: How many sales do you need to make to have a real impact on your life and business?

Starting any business without knowing where you want to be is dangerous. As Yogi Berra said, with his signature clarity, "You got to be careful if you don't know where you are going, you might not get there." The start point of any online business or even individual online campaigns should be some idea of where you are headed and breakpoints.

Being successful online means maximizing your results, while optimizing your efforts and resources. Make sure you know those numbers and tier them into meaningful benchmarks:

- How many visitors does it take for one to perform the call to action (opt-in)?
- How many opt-ins does it take for one to purchase your entry level product?
- How many entry level product purchases to purchase an up sell or next level product?
- How much to call an idea or product a success?
- How much success to start scaling it?
- How much success to outsource non-differentiating or expert tasks?
- How many successes to call it a business?
- For online marketers wanting a career change, how big a business to quit my non-passionate day job?
- How big a business to hand it to a successor and retire?



Image credits to [Josef F. Stuefer](#)

Answer the questions and review the numbers regularly.

#5: Have you shared your idea with those who know you to get feedback, clarification, and validation?



Image credits to [Fernando J. Toucedo](#)

Trusted friends, family, and colleagues are not only great promoters, they should be your first focus group. Make sure you impart on them to be honest. Sometimes friends are too nice, but if you can get them to be diligent and honest they can be a powerful asset to be leveraged. If you are going to start small and nimble it would also behoove you to find a few experts to query. These should be people that are developing, sell, use, or review similar products. They are probably in your neighborhood and on your kid's soccer team. Don't try to hire or monopolize their valuable expertise, but a quick here it is what do you

think at first impression can be very valuable.

You never know that little inquiry could produce a partner, another evangelist, or even an investor. Always be asking questions and opinions. You will be amazed what value questions yield.

#6: Getting started will require an investment of time (sometimes a significant amount), have you prepared those around you for that? Do you have their support?

Any business, but especially a small business are not lone endeavors. When you start (assuming you have the right passion) you will be absorbed, obsessed, and oblivious. You are dragging all those around you into this "new thing." You will invariably neglect your spouse, your children, your friends, and your dog. Hopefully, only for a short, start-up time, but you will neglect them. Prepare them.

There are lots of ways to minimize the negative effects of your initial investment of time and maximize the support of those around you:

- Explain what you are about to do
- Ask for their support
- Get them involved in the dreaming, brainstorming, and planning
- Get them involved in the start-up
- Enlist their help as a focus group and promoters



Image credits to [Jeremy Brooks](#)

In all cases involve them, be honest and realistic, and above all schedule dedicated time for your support team--family, friends, and colleagues. After all, it is just a business, relationships with those closest to you are more important than any cool online venture (or it least it should be).

#7: What questions do I need to ask of an email service provider before making a decision?

If you are building a list, and outsource your email or autoresponder service, if it doesn't work out, switching to a new service isn't that simple... It is painful, I know, so choose wisely.

Obviously the most important question is can you do it? However, the devil are in those details...

Here are some of the most important features of a top email service provider:

- Good support and knowledge base to get your email marketing started efficiently
- Ability to migrate or import email subscriber lists
- Robust delivery, open, and click-through reporting
- Opportunity to build simple (cut 'n paste) web subscription forms
- Templates to give your eZine or newsletter a professional look
- Blog post(s) or RSS to email feature ([what's that?](#)¹)
- Actively optimizing to maximize email delivery (i.e., white listing, understanding new spam filter technology)
- Actively manages client practices to maintain reputation
- CAN-SPAM compliant

There are a lot of email service providers and more cropping up all the time. Determine what you want to accomplish with your email marketing then ask or observe what email services your colleagues are using. ([good entry level service here](#)², [high end service here](#)³.)

#8: How can I work most effectively in order to get the fastest results?

I hear a lot of people bragging about how good they are at multi-tasking, but the facts generally show specialization wins the game. If you look at a finely tuned industrial assembly line you see hundreds of people and machines working in amazing harmony. The secret? Each contributor is finely tuned and precisely focused. If you want fast results, that scale, this is the way you should begin your online marketing.

Pick something, one thing--try, test, explore, and learn how it works. Then determine if you can get the results you want from that technique. If you can, perfect it. If you can't, put it aside (maybe you will try it again later, but it doesn't make this cut). Once you have one component of your bigger strategy humming along nicely, first scale it and then look for opportunities to build on it.



Image credits to [Jason Bechtel](#)

Spreading your focus is likely to dilute your results. After all, Rome and Google were not built in a day.

Here is the framework I like to use:

- Build a solid knowledge-base or foundation of expertise (i.e., blog, article base, tips, and how-tos)
- Cultivate an audience, or as Seth Godin terms it--a "tribe" (i.e., RSS subscribers and/or email subscribers)
- Engage the audience to find out what they want (i.e., comments, surveys, polls, free or trial offers)
- Create a few test products and services (i.e., eBooks, teleconference, videos, simple software tool)
- Scale the winners!



Image credits to [Athena](#)

The last piece here is to write it down. Start a business journal of your ideas, and track your progress. Reviewing this can be revealing, and save you from going to the lonely trail of unprofitable ventures.

#9: You spent a reasonable amount of effort to get visitors to your site, congratulations. How can I maximize

their stay?

To answer this question simply ask another, more important, question-- why do they leave (bounce)? That question is a lot easier to answer and if diligently worked on will solve the original question. People bounce or leave when you don't meet their expectations or needs.

Its kinda like the Apple iPod strategy (I am personally convinced this was the secret strategy). Apple has a dieing personal computer line, which still had premium pricing. However, instead of dropping that price dramatically they introduce an small compelling, personal, simple, and cheaper device--the iPod. Lots of people were reintroduced to Apple through the iPod. After all, you come looking for an MP3 player, which at a few hundred dollars may seem too much, but you can still get a Nano or Shuffle for much less--and if you like our MP3 you should try us for your next computer.

The secret to Apple.com and other get online merchants is they get you as the old adage says, "coming and going." I say this in a good way--have something that hits the original inquiry, something that hits a little lower (that's the "going"), and something that goes much higher for when they really become a loyal and addicted customer.

This is the same strategy you should be using to optimizing your landing page to meet visitor expectation and saving those who are a little off the mark.

- **Make sure your site meets their expectations:** This is where articles and single concept landing pages are so effective. The more specific you make SEO articles the more likely your SERPs and article are correctly aligned for that first visit. Likewise, the more specific and targeted your landing page is to your PPC campaign the more likely you are to convert that click-through.
- **Show them the benefit of exploring more:** This is the objection-pivot technique that all sales people use. Look at your website or landing page. What are the natural objections to buy? Too expensive, wrong features, solution for the "big guys," solution for the "small guys," too complex, too simple? Make those objections links or pitches and get them to buy a reasonable alternative or starter offer.
- **Lead them to more value:** Show them additional ways you add value to them after a potential sale--other partnerships, additional information, members-only benefits, subscriber-only newsletter
- **Call them to action:** Ask them for the sale on every page, some sale. It

doesn't have to be your platinum top of the line product, but ask them for some level of commitment--email address, trial offer, smaller incremental sale.

- **Convince them they need to stay in touch:** This is a great little secret conversion technique. Add a little "coming soon" teaser section to your articles or landing page. This is a great section that says you may not buy now or see what you like, but we have big news just around the corner. This is a great technique for getting email sign-ups. Maybe you have: "Version 4.0 coming next month," or "author of the forthcoming book the Secrets of Winning at PPC," or "don't miss our upcoming Real Estate Mastermind forum launching this month."

If you want visitors to stick remember this simple formula: Get closer to expectations, overcome objections, and show future or long-term relationship value.

#10: After the sale, what will you do to help the customer and assure them they made a good decision and even get more sales?

An online sale should not be the ultimate goal of your marketing. Building a customer relationship that is a loyal, promoting, referring, recurring buyer should be your objective. This means your online campaigns should be designed to achieve these goals. Here are some proven ways to build a profitable online relationship:

**THANK
You!**

Image credits to [Vern Hart](#)

- **Say thank you:** This is a killer relationship technique! Actually be respectful and appreciative of your clients. If they give you a suggestion or feedback--thank them. If they comment, participate, or advocate you--thank them. And above all else if they pay you--THANK THEM!
- **Show them how or encourage them to maximize their purchase:** Don't just take the cash and run. Give them the little unexpected value no one else does--give them tips and examples of how to maximize their purchase.
- **Ask them what they think:** Real people, trying to accomplish real things, in the real world is worth more than 100 Harvard or MIT graduates in your company building products. Harvest this millionaire making knowledge base. It's simple and starts kind of like this..."So, whaddya

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think?"

- **Make them your focus group for other projects:** Bring customers inside the lab. Use them as your trusted advisers. Everyone, especially a customer, likes to feel they get something a little extra special.
- **Survey them for their biggest challenges:** Again harvest the knowledge. Your online business should always be developing and creating for the next challenge. Ask your customers what frustrated them the most.
- **Survey them for their wish list:** Get every customers' wish list for your product and for their business or life. Compile them, cross-reference them to your skills inventory, and prioritize them. This becomes your product and R&D road map.
- **Make it easy for them to tell others:** Every communication, product, and service should have little hints, incentives, and opportunities for them to share it with their friends and family.
- **Ask them to tell others:** You may make it easy, but don't forget to ask-- "will you share this with a few friends, we can help them too."
- **Give them an inside track on new ideas and products:** Existing clients and customers should be the first to get new releases, new services, and new opportunities. Make being a customer valuable and differentiating in and of itself.

Your customers are always evaluating you and their purchase whether it is with their use or lack of use of your product. Do everything in your power to engage you customers in actively using your product and being involved in your business.

What's Next

Well, I have introduced you to a lot of the gotchas that had me in the early going. My sincere hope is that I help you leap over those obstacles to much quicker success. The value lies not in the information presented here, rather in the implementation of the information. So, similar to Part 1, I want you to pause...I asked you at the outset to identify 3 things (the top 3) from what you read here that you believe could help your current situation. If you haven't done that yet, do so. With that in hand, pick one of them, and implement it right away, or in the next 24 hours. Then, why don't you email me what you chose and how it worked out (marketprofessor@gmail.com). BONUS: Head out to the [blog post regarding FAQ Part II](#)⁴ and see what others have done, then chime into the



Image credits to [Scott Maxwell](#)

conversation, you'll be glad you did.

My final advice comes back to where we started together--asking questions. If you want to truly be successful you have to investigate and ask questions. Of course, that is a bit simpler than said than do and you know I like systems so here is one final framework for success:

1. Read a lot, but not too much--get to know the smart people you are reading
2. Ask questions and build a network of online marketers
3. Find something, one thing, that is interesting
4. Try it, re-read, try again
5. Ask more questions--repeat and grow

Always be learning, stay focused, and ask a lot of questions!

¹ <http://www.marketingprofessor.com/email-marketing/syndication-meets-your-email-list-with-this-service-provider/>

² <http://marketingprofessor.com/rec/aw>

³ <http://marketingprofessor.com/rec/inf>

⁴ <http://www.marketingprofessor.com/rec/faq2post>