

Online Business Tune-up



Today's Webinar



The pandemic has **Changed How Consumers Buy** and there is a strong possibility that this will have a lasting impact.



Today's presentation will touch on some of the emerging macro trends, including changing buying behavior, and importance of an **Effective Online Growth Strategy**.



We'll then review a three phase **Online Business Tune-up** guided by key questions and action steps that help:

- Attract the right customer
- Close the sale
- Drive continual improvement



Today's Speakers – Score



LARRY BRUCK
Marketing Executive



BOB DUFOUR
Marketing Executive

Leo Burnett

Kellogg's

Allianz 

cxLoyalty



Today's Speakers – Score

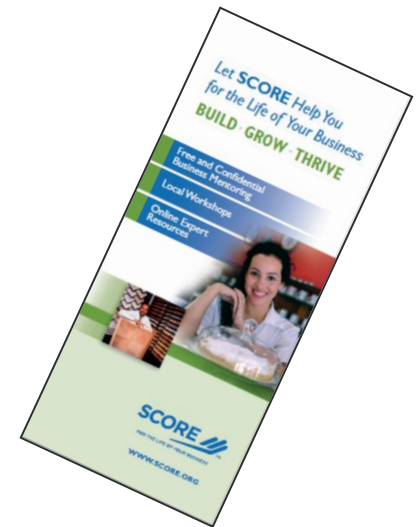


**SCORE is a non-profit
resource partner of the
United States
Small Business
Administration**



Free & confidential mentoring

- **Local:**
- Nearly 40 mentoring sites in North Cook and Lake Counties
- More than 50 mentors
- **National:**
- Over 10 million served since 1964
- 370,000 assisted last year



Have an idea, need some help
or just need a business person to
listen to you – SCORE can help.



What We'll Cover

- Macro Trends
- Effective Growth Strategy
- Online Business Tune-up
 - Discoverable
 - Desirable
 - Continual Improvement
- Q&A

MACRO TRENDS



Four Macro Trends are emerging from the pandemic

eCommerce = Commerce



Remote Personal Engagement



Customer Centricity



Customer Welfare



eCommerce = Commerce



Rapid acceleration and diversification of online commerce.

Established models get a big lift...

Pure Play

amazon

ebay

Omni
Channel

Walmart

TARGET

BOPIS

Kroger
ClickList
Order Online...PICK UP at Store.

THE HOME
DEPOT

..and being adopted by smaller businesses.

Home
Delivery

instacart

GRUBHUB™

Take-Out

Restaurant

Ingredient

Panera
BREAD®

DEARBORN
DENIM & APPAREL

Amazon revenue +26% in Q1

Grocery deliver/Pick-up projected \$70B - \$100B in Q1

Implication

Businesses must **follow the consumer** as changing buying behavior makes online commerce mainstream.

Remote Personal Engagement



Mass application of video engagement – social & professional.

ZOOM has become a cultural phenomena...



From 10MM in Dec. to over 300MM in March

...creating a tech war for video tools.



Google Hangouts



Messenger

Implication

Customer familiarity opens **new applications in running your business** – remote working, video customer care, consultation, etc.

Customer Centricity



What's old is new again, and more important than ever.

Disruption



We're experiencing an unprecedented level of disruption which will have a **profound impact on how customers view & define value.**



Shifting view of value coupled with **changing buying behavior** will create winners and losers. The winners will successfully follow the customer.

Implication

Navigating the changing landscape through the lens of customer centricity will **keep you on trend and in-step with shifting customer value.**

Customer Welfare



Pandemic has created a heightened focus on sanitary / clean conditions.

Cleanliness a key driver of repeat business.

Prior to Pandemic.

90% Cleanliness matters most to repeat purchase.

88% If environment not clean, worry about safety of food.

92% If clean more likely to recommend to a friend.

Healthier work environments will help attract and retain best employees.



"Overtime we fully expect there will be more fundamental changes happening as people will want to be in a healthier environment."

Lysol CEO - 5/1/2020

Implication

The new normal is high expectations for cleanliness; both customers and employees will **make buying decisions based on a healthy environment.**



STRATEGY

Growth Strategy

Developing a **Growth Strategy** can be intimidating.



We prefer to keep it simple – **Growth Strategy** defined.

A **Growth Strategy** is the method that a company uses in order to achieve their goals for expansion.



Growth Strategy

In its simplest form, a Growth Strategy has three components:



Where You Are

- SWOT analysis?
- How well deliver customer needs?
- Where is our value / profitability?



Where Do You Want To Be

- Where is market growing / declining?
- What new skills required to expand?
- What existing skills could leverage?

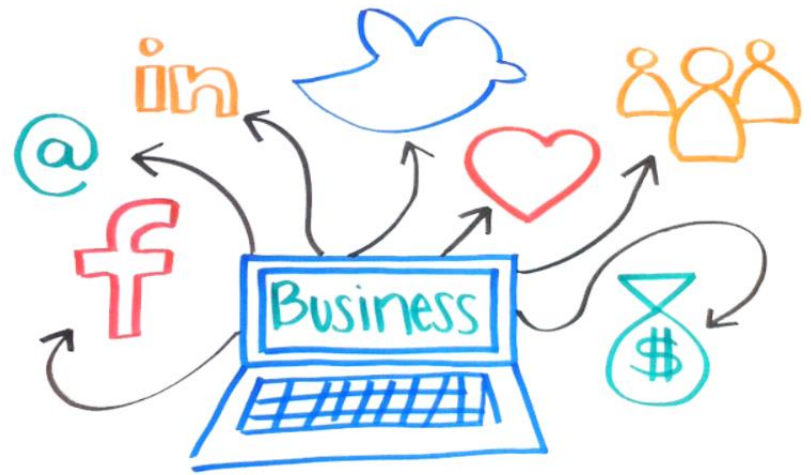


Your Plan To Get There

- What are key profitability metrics?
- What's your right to win?
- What's plan to expand capabilities?

Today's Webinar will provide input & perspective to help develop your Growth Strategy.

Online Business Tune-up



Online Business Tune-up

We'll now cover three phases for tuning-up online sales.

Discoverable

Can you be easily found by the right customers?

Desirable

Do you deliver a positive user experience making it easy to buy?

Continual Improvement

Are you capturing customer metrics providing insights to improve sales?

Online Business Tune-up

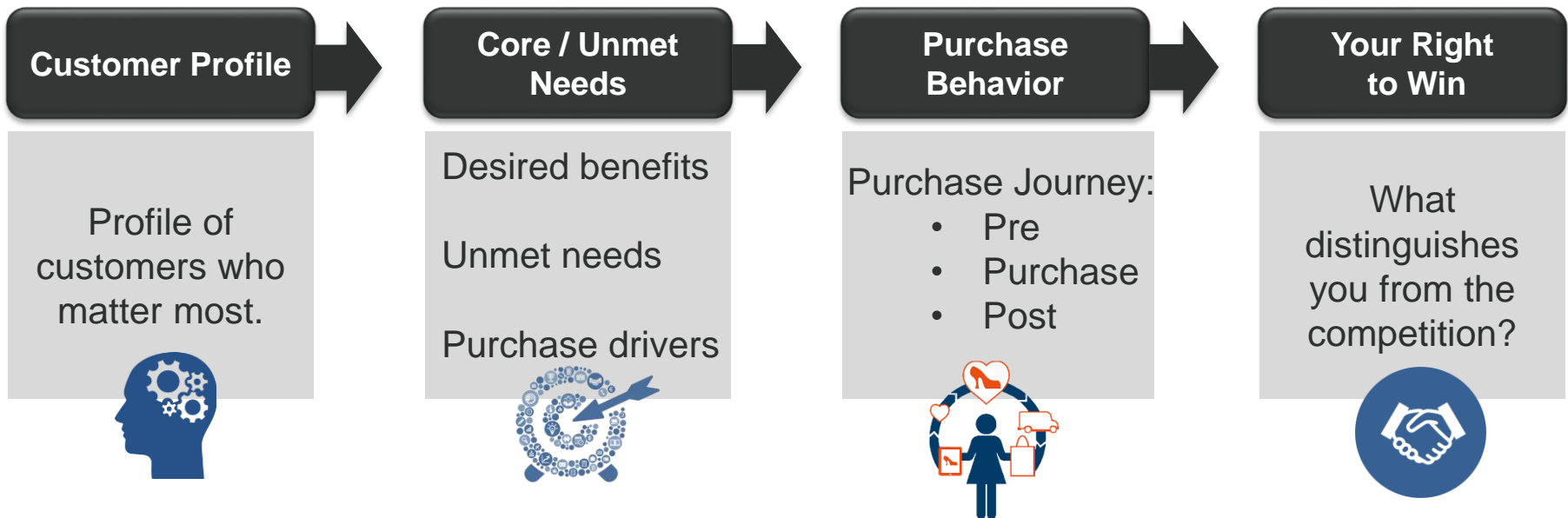
And, we'll address the following topics in each area.

Discoverable	Desirable	Continual Improvement
Target Understanding	Site Traffic & User Experience	Google Analytics
Online Storefront	Easy to Buy Navigation	Ratings & Reviews Insights
Keyword Optimization	Ratings & Reviews	Competitive Benchmarking
Paid Search / Email Outreach	Purchase Options: Online, Pick-up, Etc	Mobile Readiness

Key Question:

Can you identify: 1) who they are, 2) their unmet needs & desired benefits, and 3) how your offering provides a meaningful solution to their needs?

Target Assessment



Why Important

- Opportunity to heighten relevance of your business offering by speaking to customer needs.
- Identify who are the most valuable customers; focus marketing outreach against them.

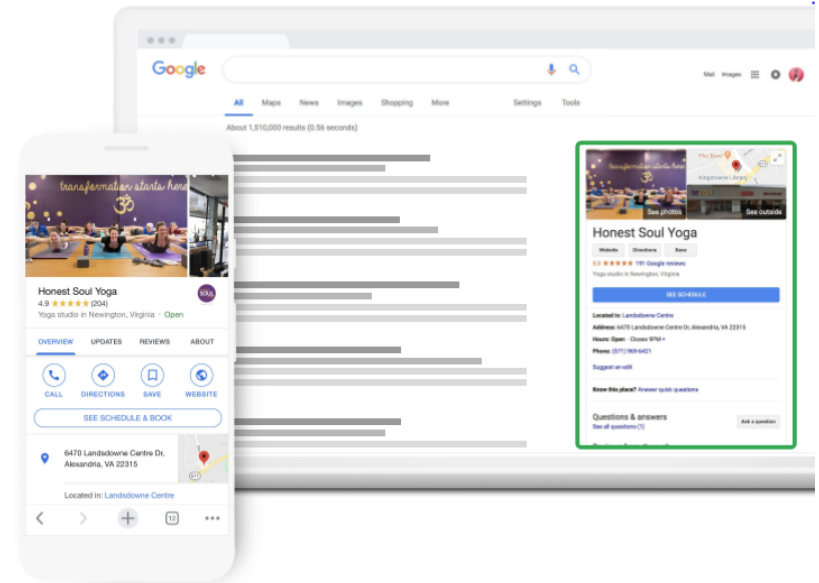
Key Question:

Is your business offering properly represented across the right online properties?



Why Important

- Register your business
- Generate & post reviews
- Respond to reviews
- Present hours of operation etc.



- If you can't be found, you won't be purchased.
- 85% of transactions still happen locally; registering site feed "Near Me" search queries.

Source: Grow With Google

Key Question:

Does your store front / web site leverage the top keywords your customers use?



plural noun: **keywords:**

- a word that acts as the key to a cipher or code.
- a word used in an information retrieval system to indicate the content of a document.

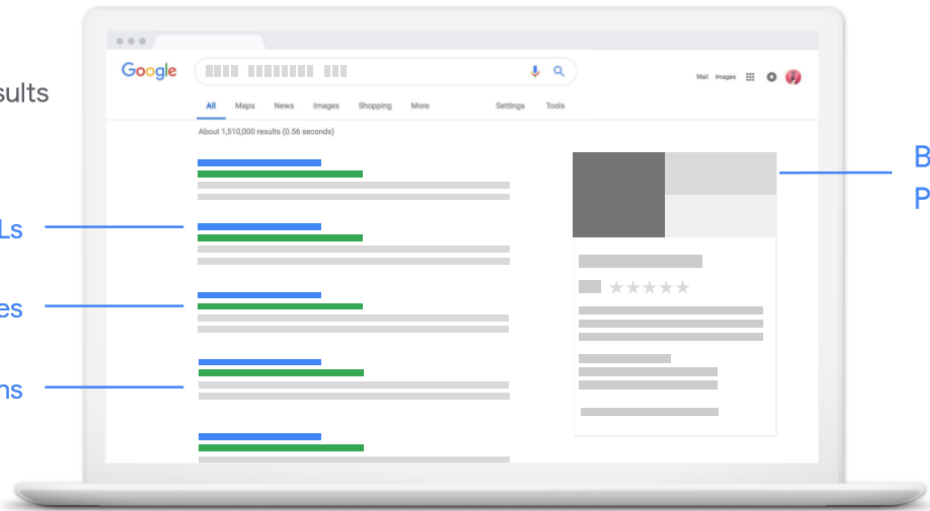


Search results include:

URLs

Page titles

Descriptions



Why Important

- Top keywords (mined from target understanding) makes you easier to find.
- “People Also Ask” on Google search is a goldmine for keywords consumers use to find your business.

Key Question:

Can you effectively reach the right audience, in the right context, with the right message?

Paid Search / Adwords



CREATE YOUR SEARCH AD

In just a few minutes, you can write a text ad that tells people what you offer.



CHOOSE YOUR AUDIENCE

Connect with potential customers by selecting relevant keywords people are searching for on Google.



SET YOUR BUDGET

Set a daily budget, and pay per click. You'll never pay more than your monthly max.

eMail Marketing



Effective emails:

- Laser focused targeting
- Clear & short headline
- Call to action
- Personalized content
- Strong mobile design

Why Important

- 75% of online users never scroll past first page / 57% of B2B marketers state SEO generates most leads.
- eMail marketing, when done right, is highly effective – 145% ROI..

Source: Google; JUNTO, 25 Mind Blowing SEO Stats 1/10/2020

Discoverable

Discoverable

Desirable

Continual
Improvement

**If you can't be found, you
won't be purchased.**

**First step is to ensure
you can be easily found
by the right customers.**

Key Question:

- Are you funneling the right customers to your site, from where?
- Does site meet / exceed expectations from search / store fronts?

Where are They Coming From

Direct: typed in your URL

Organic Search: Searched using Google, etc.

Social: Link from social media (Facebook, Instagram, etc.)

Referral: Link from another website

Paid Search/Email: Paid traffic builders

What are They Doing on Site

Pageviews: The total number of pages viewed.

Unique Pageviews: Number of sessions a specified page was viewed at least once.

Avg. Time on Page: Average amount of time users spent viewing a specified page.

Bounce Rate: The percentage of single-page sessions in which there was no interaction.

Why Important

- Strong user experience can lead to +83% site KPI's; a bad experience is a negative reflection on company.
- Attracting the wrong customers indicates your store fronts are sub-par / a waste of marketing resources.

Source: Business 2 Community 3/1/19

Key Question:

Does your site provide an efficient user experience making it easy to buy?

Different businesses will have different page flows depending on the action steps customers must take.



Select Item

Put in Cart

Proceed to Checkout

Give Credit Card #



Check address

Review menu

Proceed to reservations

Reserve date/time



Check services

Create profile

Receive coupon



Why Important

- Page flow optimized for your customer's purchase journey / business makes it easier to buy on your site.
- Can identify where customers are abandoning the desired path, reasons why and can take corrective action.

Key Question:

Exploiting Ratings & Reviews to build trust in your business and drive sales?

Consumers Trust Reviews

Top 3 Most-Trusted Ad Formats

% of global respondents who completely or somewhat trust ad format

#1
Recommendations
from people I know **83%**

#2
Branded websites **70%**

#3
Consumer opinions
posted online **66%**

Source: Nielsen Global Trust in Advertising Survey, 2015

Reviews Influence Shoppers

Purchase Influence

Consult reviews while shopping **95%**

Consider reviews essential input to purchase decision **86%**

Second only to price on purchase influence **#2**

Source: PowerReviews Research

Reviews Increase Sales

Impact of Ratings and Reviews on eCommerce Performance



Source: PowerReviews Research

Why Important

- **Authenticity Matters** – Reviews 4.2 to 4.5 outperform 5.0 reviews.
- **Quantity Matters** – Correlation between the number of reviews and sales lift.

Source: Profitero

Key Question:

- **Protect Downside:** Do you need to expand your purchase options to remain competitive?
- **Realize Upside:** Can you reach new customers through expanded purchase options?



- **Omni Channel:** Offer multiple sales channels (in-store, online, etc.).
- **Sales Lift:** Omni channel businesses outperform single channel.
 - 23% more profitable
 - 2X conversion rate
- **Digital Influence:** Digital projected to influence 77% of all retail sales.

Why Important

- Follow consumer changing buying behavior - let customers buy your offering the way they prefer.
- Protect against customer erosion; stay competitive and reach new customers.

Source: EKN Research 2015: IRI POV - eCommerce Opportunities Sept. 2018

Desirable

Discoverable

Desirable

**Continual
Improvement**

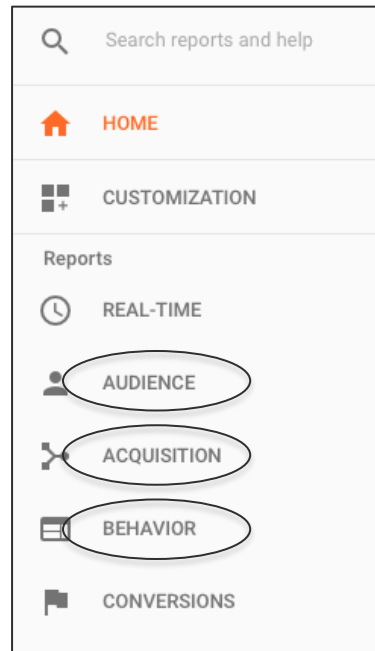
**Are you converting
shoppers into buyers?**

**Do you deliver a positive
user experience making it
easy to buy?**

Key Question:

How many people are coming to your website, do they like it (returning), which pages are most popular and, is your site driving business results?

Main Menu



Key Reports

Audience: how many people came to the website and how often?

Acquisition: how did people find the website?

Behavior: what did they do on the website once they got there?



Why Important

- Data driven feedback can help you improve site performance and, ultimately, sales.
- It's **Free** and linked to other Google resources like Adwords and Search Console.

Key Question:

What is the R&R feedback telling you regarding: 1) performance gaps, 2) ways to improve customer experience, and 3) new growth opportunities?



DJ

Local Guide · 213 reviews · 153 photos

★★★★★ 10 months ago

Just a note to people who go there. It's one way. In on rand off on lake cook. Its tight in there so dont be the person who turns around and tries to go out on rand.

Customer Experience



Brad

Local Guide · 349 reviews · 1,542 photos

★★★★★ 5 months ago

Great spot for lunch. Wish some of the less than desired chicken and turkey pieces would not end up in my sandwich. Outside of that everything is tasty. Fast and friendly service

Product Improvement



Joey B

1 review

★★★★★ 4 years ago

always takes the time to explain what is going on with the kids and their teeth. If they need something taken care of (like a cavity), the staff lets me know how much it will cost ahead of time so that there are no surprises. We are very happy with this practice. He also works well with our orthodontist.

Business Expansion

Why Important

- Ratings & Reviews is a direct line to your customer providing invaluable input for ongoing improvement.
- The language in reviews can be a good source of Keywords to help improve search performance.

Key Question:

How do you stack-up versus your top competitors on the items that matter most to your customers (price, service, performance, trust, etc.)?

Identify Key Business Drivers

Foundational: Must have to compete-Price, availability etc.

Distinctive: Drivers that set companies apart, motivators

Assessment

Select competitors

Identify Gold Standard delivery

Rate all versus gold standard (Red, Yellow, Green)

Scoring

Scorecard all key drivers, by competitor

Red: Losing

Yellow: Not gaining

Green: Winning

Action Plan

Action Steps to improve competitiveness

Close gaps

Create advantage

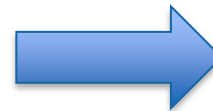
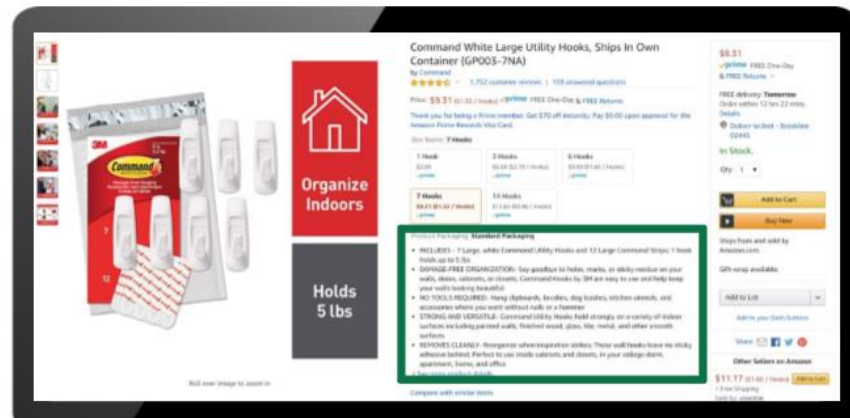
Why Important

- Your customers will do comparative shopping of your offering – more tools available to easily compare.
- Benchmarking provides insights on where you are winning & losing – and where advantage matters most.

Key Question:

Is your content / web pages mobile ready; convey messaging in a swipe?

Web pages look different on Mobile.



Why Important

- 60% of all searches now done on mobile; some categories higher (Food & Beverage 72%)
- Visual content is prioritized on mobile, bullet points de-emphasized; Increases importance of visual images

Source: Hitwise, 2/19/20

Continual Improvement

Discoverable

Desirable

**Continual
Improvement**

**Today's customer
engagement can setup
tomorrow's sales.**

**Are you capturing
customer metrics
providing insights to
improve sales?**

References / Additional Help



FOR THE LIFE OF YOUR BUSINESS
NORTH COOK AND LAKE
COUNTY



FREE

& Confidential Mentoring

- Nearly 40 mentoring sites in North Cook and Lake Counties
- More than 50 mentors

Requesting a Mentor is Easy

- Email type of assistance your looking for
- Score will then assign a mentor
- Send email to:
 - SCORENSCLC@gmail.com



- Google My Business google.com/business
- Google Search Console g.co/searchconsole
- Google Analytics g.co/analytics
- Google Ads ads.google.com
- Smart Shopping campaigns
google.com/retail/solutions/shopping-campaigns
- YouTube Advertising youtube.com/ads



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