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ESSENTIALS
For Growing Your



BUSINESS ON THE WEB

1

BE LIKE AN
octopus



reach out to customers

2

INTERACTIVE STRATEGY

The Web Is A 6-Stage SALES CYCLE Machine

- Be Found Easily
- Serve Relevant Info
- Engage In Conversation
- Build Reliability & Trust
- Sell When Time Is Right
- Reward Loyalty

online sales & marketing

3

BUSINESS
CENTER

YOUR WEBSITE IS YOUR
BRAIN ON THE WEB!



CONNECTS YOUR SALES WITH
your marketing tentacles

The head of the octopus

4

**DEFINE
YOURSELF**

WHAT DO YOU SELL?
WHO SHOULD BUY?
HOW DO THEY BUY?

eCommerce

eServices

eAssessments

eEngagements

You are what you offer

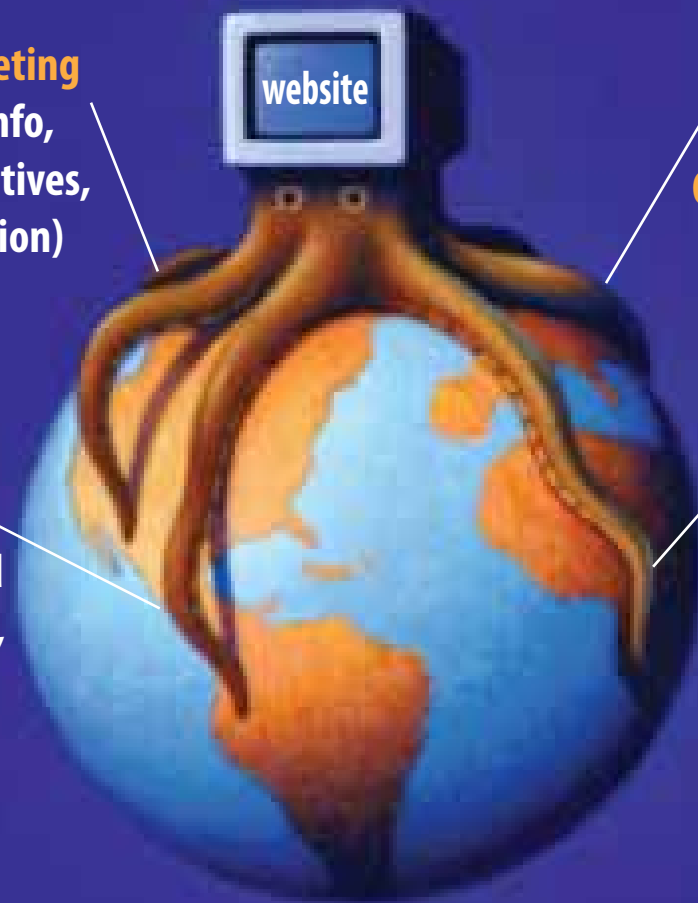
5 REACH & ENGAGE

Email Marketing
(sharing info,
timely incentives,
calls to action)

**Search
Engine
Optimization**
(keywords,
locality)

**Direct
Mail**
(on-demand
prospecting,
offers,
loyalty)

**Online
Media**
(advertising,
social
networking,
directories,
apps, mobile,
& more)



THE TENTACLES OF YOUR WEBSITE ARE CAMPAIGNS
DESIGNED TO ATTRACT QUALIFIED CUSTOMERS,
DELIVER INFO AND ENABLE YOU TO ENGAGE THEM.

integrated campaigns



LOCAL BRANDING

BECOME BRAND VISIBLE!

primary method:
OUTBOUND
SALES

Local Sellers Chase Leads To
Convince Buyers To Buy Their
Recommended Products

ARE YOU CHASING
leads?

primary method:
INBOUND
MARKETING

Buyers Search for Trusted
Local Value-Added Brands
Selling Reputable Products

ARE YOU A RELIABLE
brand?

TODAY'S CUSTOMER IDEA OF VALUE IS:
CO-BRANDED PARTNERSHIPS
LOCAL BRANDS SELLING MAJOR BRANDS

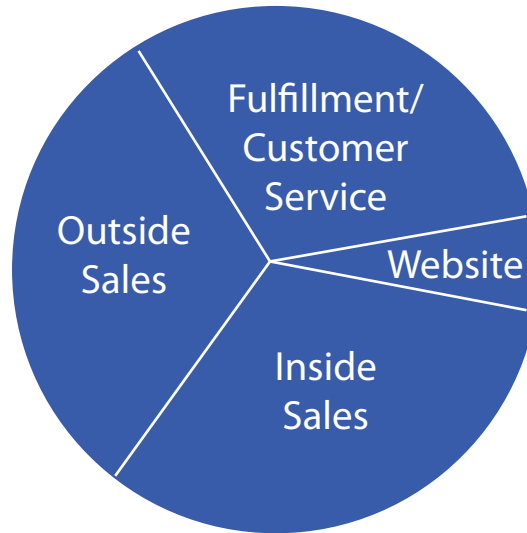
be a local trusted brand



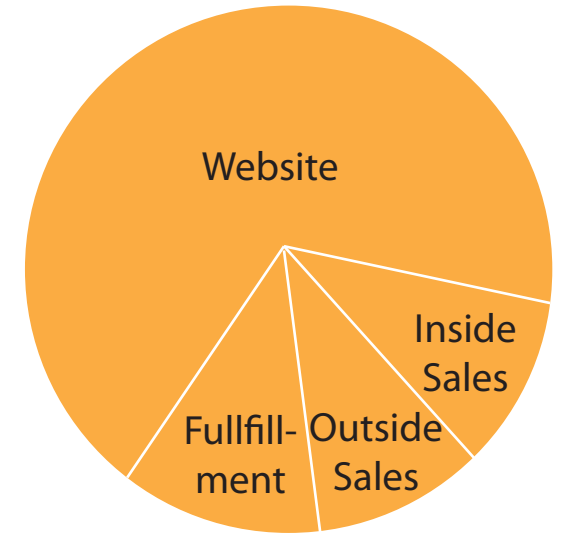
**CONTENT
IS KING**

WHO'S IN CONTROL?

Sellers Controlled Information
and How B2B Buyers Decided
(10 Years Ago)



Most B2B Buyers Now Use the Web
to Compare Buying Information
(Today)



CONTENT DIRECTS PURCHASE DECISIONS

info helps them decide



WHO & WHY

CAPTURE CONTACT INFO
TRACK UNIQUE VISITORS
WHO IS RESPONDING
WHAT ARE THEIR INTERESTS
HOW THEY SPEND TIME

WHO'S ONLINE?

Internet Penetration

Segmentation of People by How They Use the Web (%)

In	Influencers	20
Co	Communicators	11
Kn	Knowledge Seekers	16
Na	Networkers	27
As	Aspirers	4
Fu	Functionals	22

DAILY ACTIVITIES

What People Prefer
To Do Most Online (%)

●	Social Networking	17
●	Emailing	53
●	Knowledge & Planning	1
●	Organising	9
●	Admin	1
●	Shopping	0
●	Browsing	4
●	News, Weather & Sport	5
●	Personal Interest	1
●	Multimedia	1
●	Gaming	5

9

HOW TO
HELP

KNOW WHAT THEY WANT...

HELP THEM SPEND
THEIR MONEY WISELY.

HELP THEM BE MORE
PRODUCTIVE.

HELP THEM HAVE A
QUALITY EXPERIENCE.

get your message across

10

**ALLOCATE
PRIORITIES:
PEOPLE, TIME
& RESOURCES**

**HOW DO YOU
GET THE WEB TO
WORK FOR YOU?**

1. Outsource Website, Content & Marketing
2. Assign a Coordinator Inside Your Company
3. Focus on Servicing Customer Needs

YOUR ONE-STOP SOLUTION for **Customers in a digital world**



Website: TransitionITnow.com

Contact: Roberto Beteta Jr.

Phone: 866-976-8486

Email: roberto@transitionitnow.com



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