



**MAKE YOUR WEBSITE
WORK FOR YOU !!**

A Live Interactive Webinar

Presented by WebHeads United

CONTENT THAT CONNECTS



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Sustainable Marketing Strategies & Solutions
grassrootsTM
branding & web design

YOUR WEBSITE MATTERS.

- Central Hub for all Marketing Efforts
 - Search, Ads, Referral/WOM, Networking
- First Impression
- Establishes Reputation, Trust and Credibility
- Attracts New Customers
- Serves Current Customers
- Guides People to take Specific Actions
- Informs and Educates



MOST PEOPLE WILL LEAVE.

- **Less than 15 seconds.**
That's how long you have to capture someone's attention on your website.
- 55% will leave within 15 seconds.
- 40 % will wait no more than **3 seconds** for a web page to load before abandoning the site.
- The average time that a site visitor spends on a webpage is **52 seconds** across all industries.



A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

- Attractive, Pleasant Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Speaks Directly to Your Best Clients
- Guides visitors to ACT

- Messy & Disorganized
- Cluttered
- Confusing
- Ugly
- Broken / Security Warning
- Not Mobile Responsive

CONTENT THAT CONNECTS

- Immediately Draw People In
- Connect on an Emotional Level
- Immediate Positive Reaction
- They've come to the "Right Place"
- Holistic Brand Elements
 - Logo
 - Colors
 - Fonts
 - Imagery
 - Video
 - Messaging
 - Calls to Action



CUSTOMER-CENTRIC MESSAGING

- About Them, Not You
- Know your Customer Intimately
 - Difficult / Confusing Time
 - Looking for Genuine Support
 - Concerns, Fears, Frustrations
 - Values, Ideals, Hopes, Desires
- Show Empathy / Understanding
- Establish Yourself as a Guide
- Show the Plan / Solution
- Transformation



GUIDE YOUR VISITORS TO ACT.

- System w/ Purpose & Intention
- What do you NEED People to do?

- What is the best first step to serve them?
 - Read More
 - Sign Up / Register
 - Download
 - Call Now
 - Schedule a 1-1

- Highly Visible
 - Buttons
 - Bold Text
 - Images



AI FOR CONTENT GENERATION

- Writing can be ANNOYING
- Content Ideas – Spark Creativity
- Insights into Market/Audience

- Time Saving
- Consistency
- Efficiency

- Lack of a Personal Touch
- Inaccuracy
- Cost



THANK YOU!!



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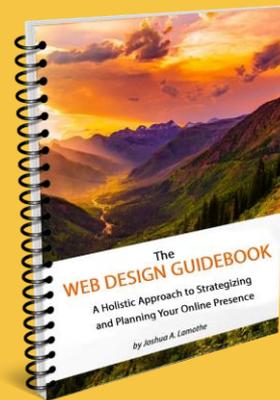
FREE GIFT

The Visionary Guidebook
Website Planning Blueprint

Download at:

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WEB CREATIONS

AUTOMATION FOR AN EFFICIENT BUSINESS

Save Time and Money

WHAT IS AUTOMATION?

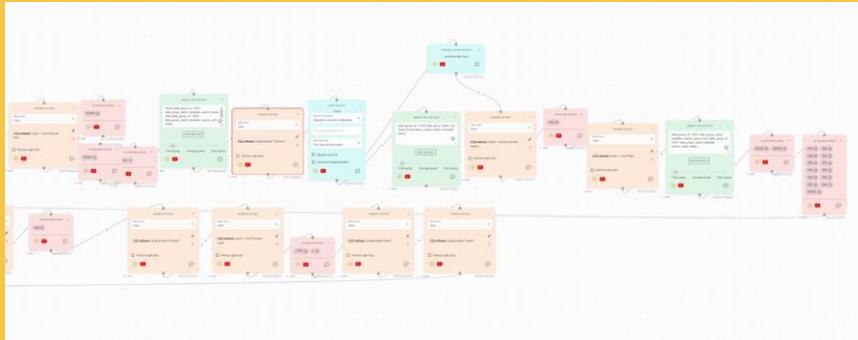
- Automation is the use of technology to perform tasks where human input is minimized.

WHAT WE THINK OF



WHAT WEBSITE AND ONLINE AUTOMATION IS

- Creating an automatic process for the tedious tasks you do online everyday.
- Website forms that send the information to you or adding someone to your mailing list
- Time and labor saving to be able to focus on other things



Zapier
make
IFTTT

Robomotion

ZERO
WORK



JNM
WEB CREATIONS

WHAT CAN BE AUTOMATED

- Tedious tasks that are done the same way every time
- Tasks that have a specific online workflow that can be mapped out in very specific steps
- Processes that require data management, filtering and doing specific tasks based on the data
- Data entry that may pull from a google sheet or something comparable online
- Social Media tasks



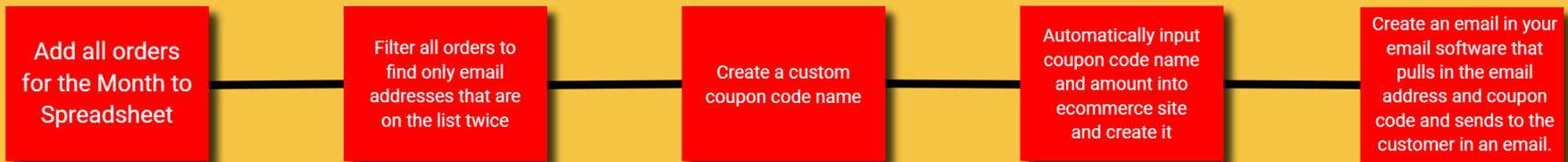
WHY SHOULD I AUTOMATE

- Save Time
- Save Money
- Focus on things you like to do in your business
- Less of the tedious annoying tasks
- No human error

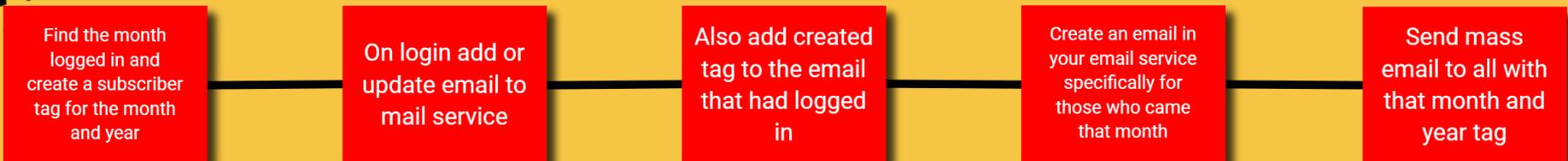


AUTOMATION EXAMPLES

- Ecommerce site Automation Workflow: We want to give everybody who bought twice in the month a special coupon code



- Login to Email Automation Workflow: We make everyone login when they come to our free kids play area



THANKS!

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HELLO! I'M...

ERIK SOPER

Clarity Business Design

Learn more:

<https://ClarityBusiness.Design>





PROFITABLE

MARKETING

YOUR WEBSITE SHOULD ...

- 1) Hold Attention**
- 2) Engage Visitors by Providing Value**
- 3) Present Opportunities to “Buy-In”**
- 4) Inspire & Measure Actions**
- 5) Nurture Your Prospects & Clients**

THE NEXT CHALLENGE

“I’ve got a decent website...

**“how much do I spend
on promoting it?”**

The background is a solid yellow color. In the center, there is a large, multi-pointed starburst shape in a slightly darker shade of yellow. On the left and right sides, there are circular halftone patterns consisting of small black dots of varying density. At the bottom, there is a larger, more complex halftone pattern that appears to be a stylized wave or a cluster of dots.

Your Budget: 30%
of Profit
(seems like a lot?)

THE CONUNDRUM

“But wait, can’t I market my business online for free?”

Perhaps, but consider the following...

CREATE YOUR OWN MACHINE

Advertising is like a Vending Machine.

Marketing is like a Claw Machine.



Adobe Stock | #140133162

"BUYING" OPPORTUNITY

Spend \$2 and
1 Minute Per
Opportunity



"BUYING" OPPORTUNITY

Spend \$2 and
90 Minutes per
Opportunity





**Advertising
Makes Sense of
Marketing**

EXAMPLES OF ADVERTISING

Promotion that directly correlates dollar costs to new customers/clients:

- **Google Ads**
- **Affiliate Marketing**
- **Facebook/Instagram/Pinterest Ads**

EXAMPLES OF MARKETING

**Promotion that doesn't correlate
dollar costs to new customers/clients:**

- **Blogging/Organic Social**
- **Word of Mouth**
- **Email Marketing**



**When you know your CAC,
you know when Marketing
saves you \$\$\$**

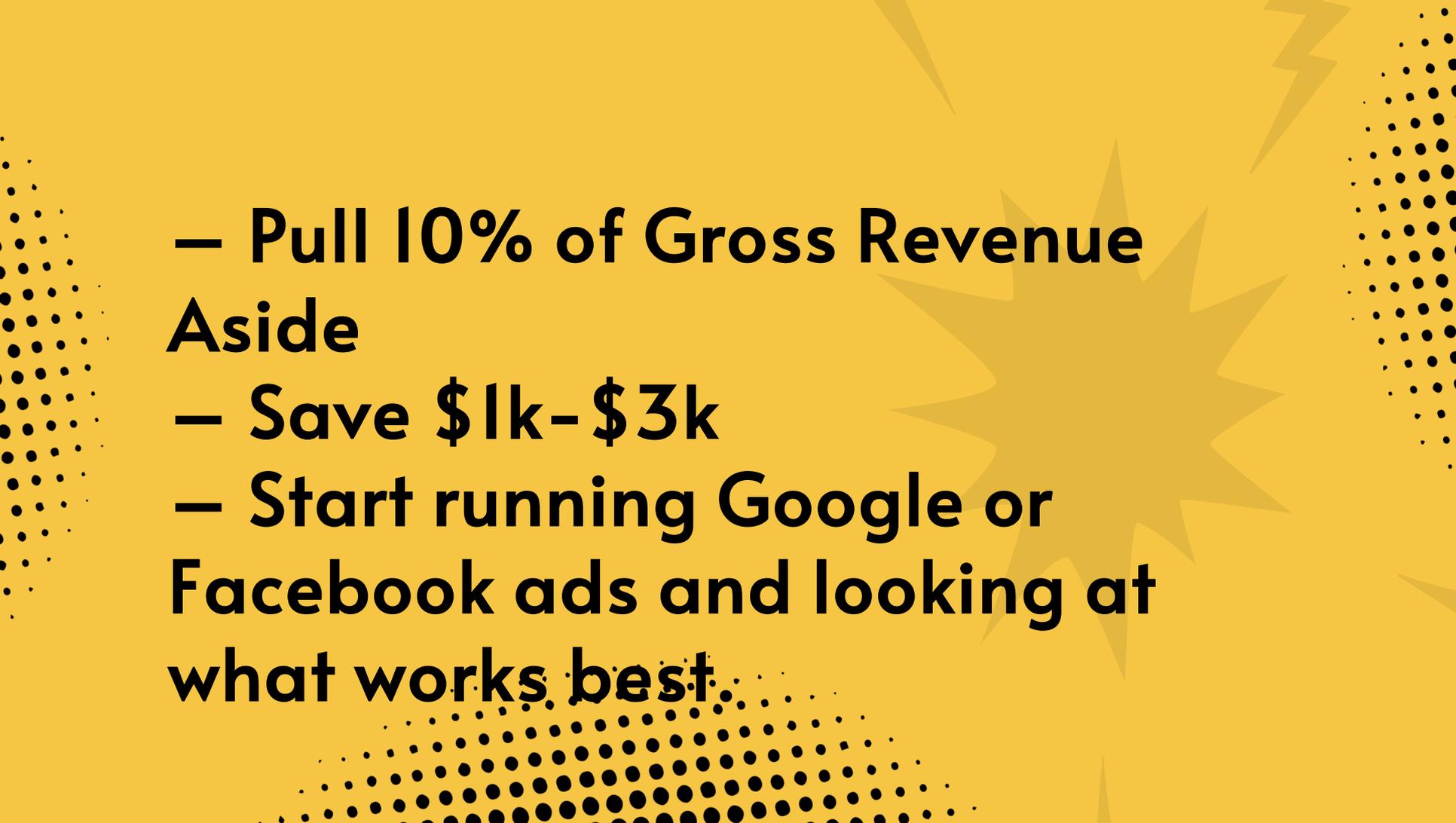
C.A.C. =

Customer Acquisition Cost

- Target of 10%-30% of *Gross Profit*
- Consider ALL Marketing & Advertising Expense
- Divide by New Clients



**How Might We
Get Started?**



- Pull 10% of Gross Revenue
Aside

- Save \$1k-\$3k

- Start running Google or
Facebook ads and looking at
what works best.

REMEMBER...

- Advertising Defines Your Cost.
- Marketing Reduces That Cost.
- You CAN NOT Reduce Cost Below 0.
- Marketing Without Advertising is Straight, Inefficient Cost.

THANKS!

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