



FINN MEDIA
SALES FOCUSED MARKETING

Fully Qualified Marketing Company

And we want our clients to succeed.

Visit www.finnmedia.ie for free advice & details

Q & A

Succeeding Online

1. Planning & Strategy
2. Why Invest
3. Prevent Headaches – Popular Problems
4. Track & Measure Success
5. Digital Strategy

Planning & Strategy

Ask plenty of questions

Why do I want a site ?

What are my targets/goals? (Make clear sales and task objectives

Who is my target audience and their online behaviour?

What are the products/services you are selling?

Why should people buy from you online?

What are your successful competitors doing?

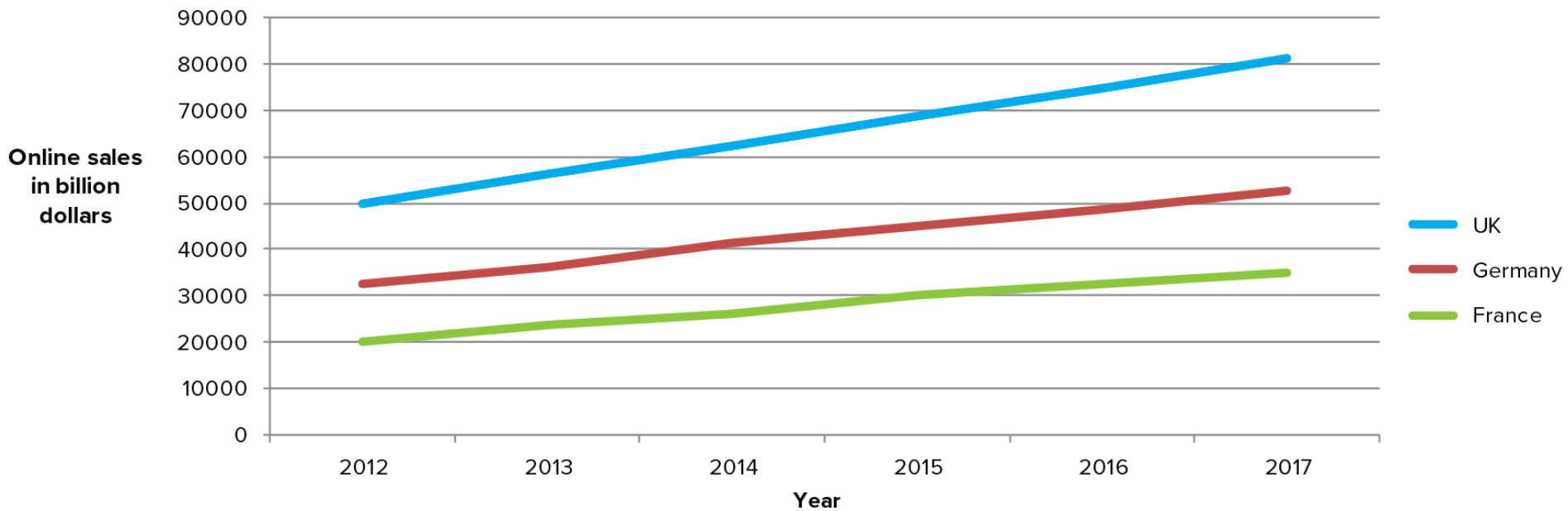
What type of conversion pages do you need?

Have you planned the site/business for growth and expansion

Why Invest

Don't be left behind

Online Retail Sales in Top European Countries



Why Invest

- Determine quality leads which can be delivered to your inbox – Lead generation
- Use SEO/PPC to find prospects who are actively searching for services/products
- Upsell full product range and increase market reach
- Collect valuable data (using Analytics) to determine what people like
- Automate some processes such as selling products, downloads etc
- Collect emails and contact details for your database marketing
- Work along side your other marketing activities to add value to your campaigns

Prevent Headaches

Will cause problems later if not thought of now

- Web partner – Choose your developer wisely
- Wrong advice (no strategy) – Research & ask for references if choosing DM, developers
- CMS Platform to meet needs & plan for growth
(Recommend Open source unless large resources)
 - ecommerce (Magento, OpenCart)
 - Story focused (Joomla, Wordpress)
- Domain
 - Ownership
 - com Vs Country based domains - .ie, .co.uk (.uk),
- Hosting – Ensure it meets your platform requirements and digital marketing

Prevent Headaches

Will cause problems later if not thought of now

- Choosing correct modules

(Meet your needs as can be costly later to add)

Checkout features, IP, Catalogue, up-sell, vouchers, reviews)

- Mobile – Responsive or Mobile adaptive

- Payment Gateway & SSL Certs

PayPal and/or Stripe – Easy to set up but can become costly if high no. of transactions

Realex – Monthly fee but lowers transaction fee

- Shipping costs for operations

- Maintenance & Security

Prevent Headaches

Will cause problems later if not thought of now

- Website structure, design and navigation - Key for UX (User experience)

- Content

It is your responsibility – customer focused content, graphics, quality images

- Integration & Reporting

Connect with your ePOS Ease of use -Uploading products – excel, one by one, - reports, vouchers, sign ups, changing content, blog & e-marketing software integration

- Generating business –Now what!!!

Digital marketing and treat it like a proper business

On-going strategy, SEO, PPC, Database marketing, Display advertising, Sales strategy

Track & Measure Success

1. Google Analytics & connect ecommerce tracking (Statcounter etc)

- Visitor numbers, conversion rates, time on site, bounce rate, exit pages

2. Google Webmaster

Tool for your digital marketer, web team to view Google bots reports, errors

3. Reports

- Sales reports
- Marketing ROI
- Other KPI's

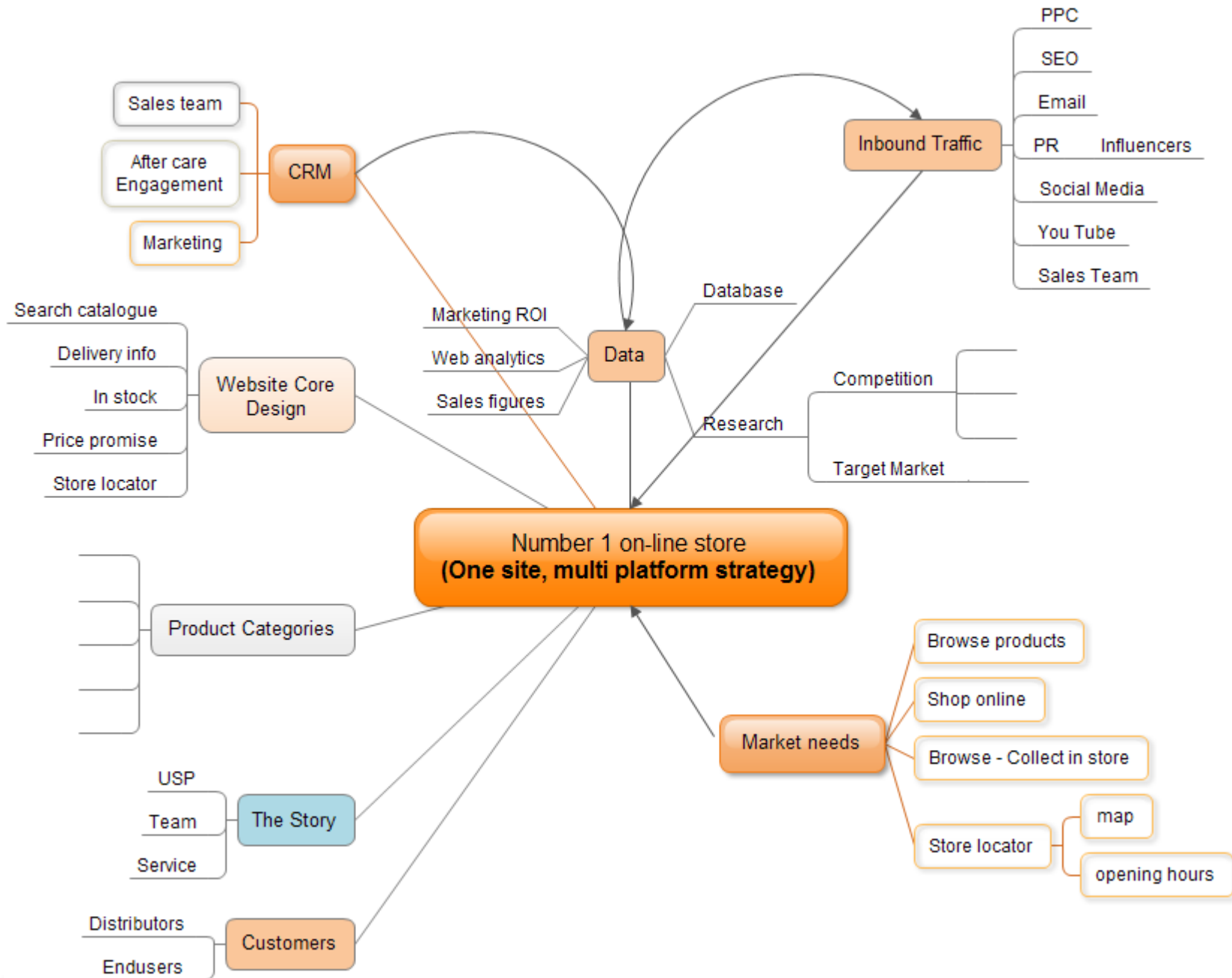
4, Weekly and monthly meetings

- Projections Vs Actual

Digital Strategy

Understand YOUR Why (Story/Brand) & Customers Why!

- Become the authoritative figure in your industry
- Research to become your customers hero
- How will you build, engage and succeed?
- Choose your marketing activities via ROI data



Thank You

Any more questions????

If you want to hear more....

- Free ½ hr consultation

We only work with clients we want to work with and whom we feel we can deliver results which is why we cover the costs ourselves of the initial consultation and review so there is no obligation on behalf of the potential customer.

- Face to face / Phone / Skype

Remember location not an issue