

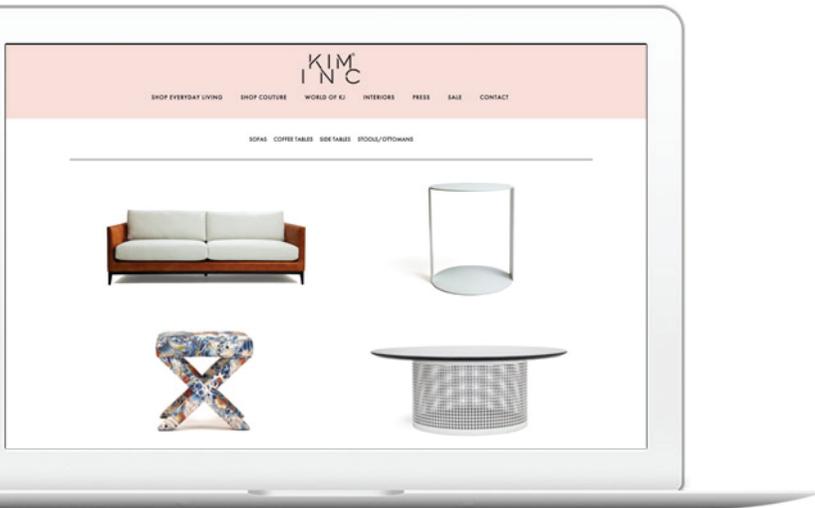
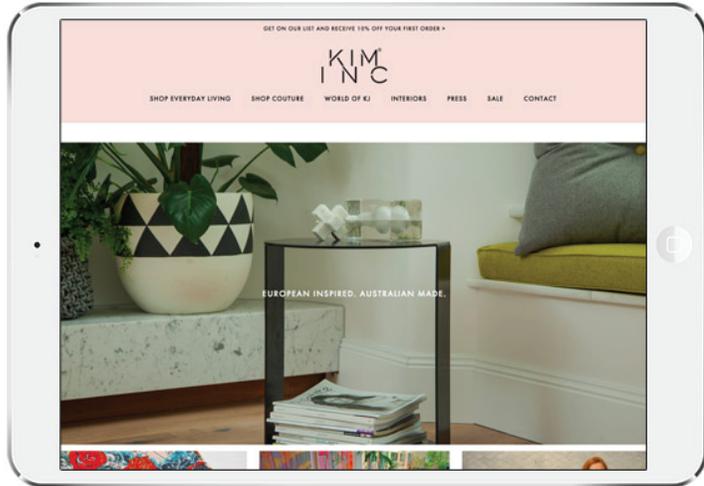
In 2018, the majority of consumers will be using the internet to research products and services even more than referrals from friends and family, according to the latest research by Google, Amazon and other industry leaders.

To stay competitive and grow, your business cannot afford to poorly use your website and online marketing.

Establish your brand as an industry leader and stay ahead of your competition by using the following methods for website design & online marketing. The wellbeing of your business depends on it.

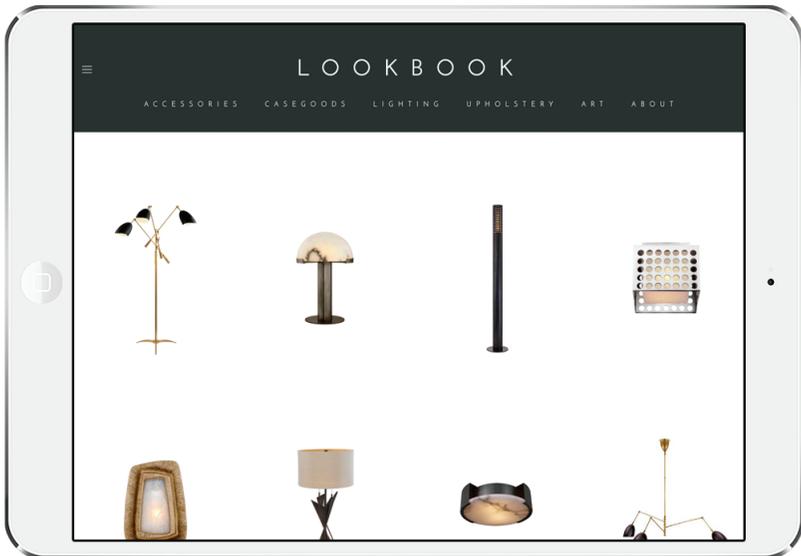
WEBSITE OPTIMIZATION

Most creative businesses in industries like architecture, interior design, & custom home building don't effectively capture leads and visitors like they need to in order to make the most of their website. The two most important ways to use your website are 1) To capture email addresses of leads, and 2) Clearly drive people to take action on your website, like to request a consult, get pricing, to buy now, or to get started. Collecting email addresses is the most important way to use your website and build your business. So if you're not doing that on your website, you must get it fixed right away.



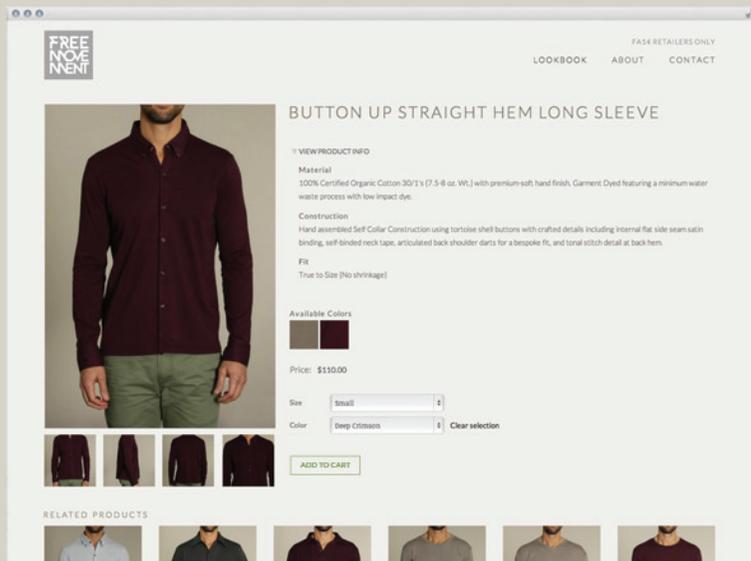
EMAIL MARKETING

Email marketing is essential for creative businesses to use on a weekly basis. And if people are not remembering your brand each week, they'll likely turn to someone else for similar products or services. To effectively capture new clientele, you must constantly be on their mind through repeat exposure. Don't worry about people unsubscribing to your email list, because the people who are still subscribed are likely interested in hearing more of what you have to say and are waiting for the right moment to move forward.



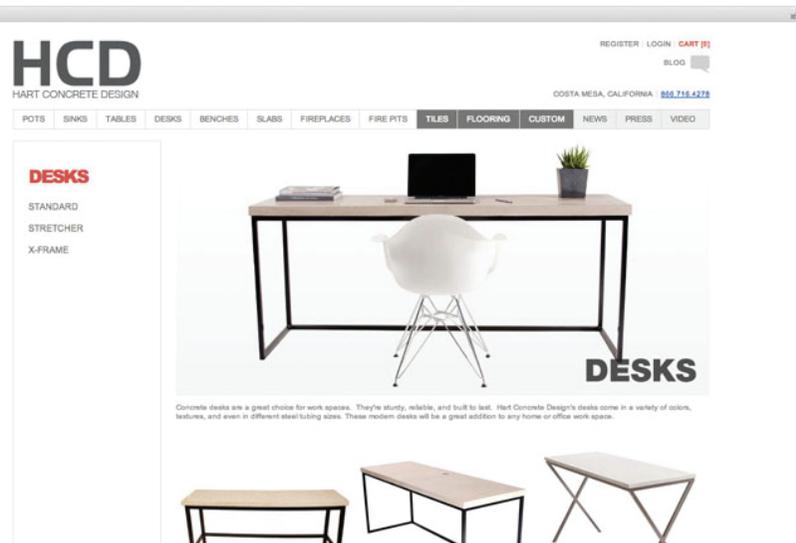
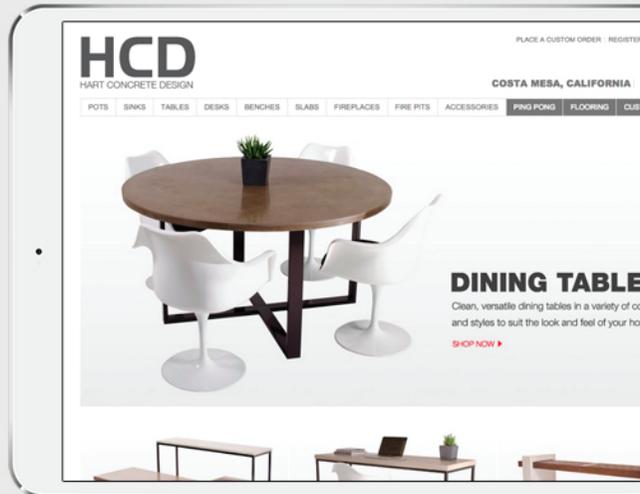
GOOGLE ADWORDS

Google Adwords can often be an expensive way to drive traffic to your business, so you really need to focus on making sure your website, call to actions and email campaigns are all optimized and working successfully first. Google Adwords is tough to master, so it's best to hire a professional before moving forward with Google Ads or other advertising online. I recommend to spend ads of about \$10 per day, or \$300 USD for the first month of advertising, so you can ensure your strategy is working well before expanding your reach and pushing harder the following month.



FACEBOOK ADS

Facebook & Instagram allow for visual ads that can easily capture your audience's attention, and tend to be less expensive than Google Adwords. The downside is that your ads are not necessarily target to people who are ready to convert right away. But in order to effectively use social media ads, you need to first ensure that your website design is optimized to collect email addresses, with follow-up email marketing campaigns. Once you know your website is optimized and easily converts new visitors, you can begin to use Facebook & Instagram Ads effectively. Your primary goal here is not to see people convert within 1 day, but over several weeks and months as new customers become aware of your brand. Refine your targeting by focusing on demographics like Age, Gender & Zip Code.



SEO & BLOGGING

SEO helps drive more traffic to your business on a regular basis. For most creative businesses like Photographers, Interior Designers, Architects & Custom Home Builders, there is so much potential to drive more SEO traffic to your website that most business owners don't realize. The easiest way to do this is to write about specific cities or communities you serve, as well as specific sub-niche services you specialize in. Focus on these items when blogging and writing SEO content for your website. Write 1 to 2 blogs per week and write about topics that help solve your client's concerns and questions. Pairing SEO & blogging with Google Adwords can greatly improve your SEO visibility more quickly.



SALES FUNNELS

As your website, email marketing, and advertising start to lead towards actual sales and new customers, you can use tools like Google Analytics to track exactly how people come to your website, what items they are interested in, which email marketing your customers engage with, and how to lead them towards a final sale. The final goal is to tie all of your websites & marketing work into a solid sales funnel which is perfected over several months to easily lead people to end purchasing your products or signing up for services. A sales funnel would look similar to this:

- 1 | Bring new people to your website through Google Adwords, Facebook Ads & SEO
- 2 | Create regular blogs, newsletters and other content on a weekly basis
- 3 | Perfect the way your website captures new leads through Pop-Ups and Contact Forms
- 4 | Regularly send email marketing roughly once per week
- 5 | Drive a clear Call To Action with your emails towards your products & services
- 6 | Optimize your website to capture sales quickly and effectively with only 1-2 clicks
- 7 | Deliver a great customer experience with your products & services
- 8 | Delight your customers at the end with something unexpected to keep them coming back, giving you great reviews & referrals on Yelp, Google Business & Facebook.

WE'RE HERE TO HELP YOU WITH YOUR NEXT PROJECT

1 | SCHEDULE A PHONE CALL

2 | WE'LL DISCUSS YOUR BUSINESS NEEDS

3 | TOGETHER, WE'LL CREATE YOUR BEST PLAN FORWARD

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