How to Create a Meaningful User Experience

Understanding the Digital Marketing Journey: Prospect to Loyal Customer

Presented by Gary Corbett
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## Where do SMB’s Need Help?

<table>
<thead>
<tr>
<th>Business Areas</th>
<th>% of Respondents, Dec 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook and/or social media marketing</td>
<td>32%</td>
</tr>
<tr>
<td>Company website development/Ecommerce platforms</td>
<td>28%</td>
</tr>
<tr>
<td>Cloud-based technology or services</td>
<td>22%</td>
</tr>
<tr>
<td>Mobile marketing</td>
<td>25%</td>
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<tr>
<td>Paid search advertising</td>
<td>22%</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>19%</td>
</tr>
<tr>
<td>Location-based/Geo-targeted marketing</td>
<td>18%</td>
</tr>
<tr>
<td>Customer analytics</td>
<td>17%</td>
</tr>
<tr>
<td>Customer relationship management (CRM) systems</td>
<td>16%</td>
</tr>
<tr>
<td>Online display/banner advertising</td>
<td>16%</td>
</tr>
<tr>
<td>Loyalty marketing</td>
<td>15%</td>
</tr>
<tr>
<td>Reputation monitoring and review generation</td>
<td>15%</td>
</tr>
<tr>
<td>Listings management</td>
<td>14%</td>
</tr>
<tr>
<td>Online content creation/marketing</td>
<td>14%</td>
</tr>
<tr>
<td>Online scheduling systems</td>
<td>12%</td>
</tr>
<tr>
<td>Traditional media</td>
<td>12%</td>
</tr>
<tr>
<td>Marketing automation systems</td>
<td>11%</td>
</tr>
<tr>
<td>Deals/promotions/coupons</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Note: 86% of SMBs have 25 employees or less and all have less than 500 employees*

What is the purpose of your website?

#1 Impress potential customers

✓ You feel like the kind of company I’m looking for
✓ Your have what I want and are in my service area
✓ You are impressive/different

**DON’T**

- Photos of trucks/tanks only
- Old company photos
- Outdated design
- Hide where you serve

**DO**

- Feature customer reviews
- Pictures of real people
- Easy to navigate
- Current design
- Add live chat

Organized, helpful content
Mobile friendly
Why us?
Call to action
What matters most to oil & propane customers?

- Communicate what they are looking for

<table>
<thead>
<tr>
<th>Important</th>
<th>Overrated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependability</td>
<td>Family Owned</td>
</tr>
<tr>
<td>Safety</td>
<td>Easy/Convenient</td>
</tr>
<tr>
<td>Reasonable Prices</td>
<td>Local**</td>
</tr>
<tr>
<td></td>
<td>Cheapest Price</td>
</tr>
<tr>
<td></td>
<td>Efficiency</td>
</tr>
</tbody>
</table>

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Examples
✓ Engaging image
✓ Clean navigation
✓ Optimized for search
✓ Communicate brand message
✓ Tagline
✓ Optimized for search
✓ Highlight on reviews with links to more of them
84% Say They Consider Reviews
✓ Frequent blog posts drive traffic to the site if keyword driven
✓ Tax credits, hot water installations, propane generators, etc.
✓ Use real photos of your people
✓ Communicate your brand
✓ Real people keep the site compelling and credible
✓ Specific content to address the common questions
✓ What’s the difference between a vented and vent free fireplace?
✓ Note: That would also make a great blog post because there is search on that topic
✓ Make it easy for them to see your service in their area
What is the purpose of your website?

#2 Attract potential customers organically - SEO

- Google is the boss
- What you don’t see can kill you

**DON’T**
- Neglect to update after launch
- Weak on-page SEO
- Slow page load speed
- Wrong keyword optimization

**DO**
- Use keyword based copy
- Regular ranking adjustments
- Focus on quality score
- Add new copy regularly

- Too many banners
- Too little content
- 404 errors
- Poorly tagged

- Have newsletter articles
- Include location pages
- Link to your other sites
- Google My Business
Cover All Your Digital Bases
2017 Study of Relative Impact on Lead Generation

- Pay-Per-Click: 34.2%
- Social Media Marketing: 24.8%
- SEO: 41.0%
Poor SEO

This company showed up on page 5 of Google search results for “propane delivery Albuquerque” despite the fact they are located in that area.

Why?

1. Keywords in the header are “Timely Gas Delivery Services to Your Home” There is no mention of propane – only gas

2. Headers don’t have any location references so the site won’t rank for them

To rank on Page 1, they would have to make all headlines across the site **keyword rich**.
Updating your website – not just words!

LinkedIn: Then (2003)
Updating your website – not just words!

LinkedIn: Now
Updating your website – not just words!

Facebook: Then (2004)
Updating your website – not just words!

Facebook: Now

![Facebook screenshot of Tech Insider page](image-url)
What is the purpose of your website?

#3 Get existing customers to buy more from you

✓ Win the battle to sell equipment/appliances and diverse services
✓ Don’t just link back to manufacturers info

Do:

Robust section about appliances/equipment (whether or not you install them)

Calls to action

Blogs
What is the purpose of your website?

#4 Enable Convenient Functionality

**Do:**
- Online payments
- Order fuel
- Contact us
- Schedule service calls
- Look up account information
What is the purpose of your website?

#5 Provide other useful information

**Do:**

- Safety information
- Payment program explanation
- Tank sizes/descriptions
- How stuff works including video
- Forms
- FAQs
- Weather crisis updates
Socialize

✓ Facebook would be the largest country in the world
✓ Facebook ad revenue is skyrocketing
✓ Prospects come to see who you are, what you’re like
✓ You can push out messages to engage them, build relationships, manage reputation and attract new business

DON’T
Assign it to just anyone who knows Facebook
Post only business or only social
Fail to respond quickly to negative reviews
Buy likes from wholesalers
Post too little
Get into a fight online

DO
Mix content about community, personal, and business
Use as a communication line during crises
Pay attention to metrics
Get creative
Post multiple times per week
Take conflicts offline
Proactively drive reviews
Advertise

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Facebook Spans Generations

Why?

✓ 82% of baby boomers who use internet have at least 1 social media account

✓ Facebook is #1 option in that group

✓ Spend more time online than watching TV per week (27 hours vs 16 hours)

✓ Family dynamic
✓ Boomers will navigate to other sites AFTER social media to conduct searches
Baby Boomers & Social Media

Which of the following actions, if any, were taken as a result of using a social networking site?

- Visited a company website: 57.1%
- Continued search on a search engine: 56.8%
- Like, shared or commented on a status update: 47.6%
- Watched a video about the topic of interest: 46.4%
- Visited a retailer/store: 41.3%
- Made a purchase: 33.8%
- Thought more favorably about a topic of...: 33.4%
- Felt comfortable and ready to buy the...: 30.6%
- Called or contacted a business, store or...: 19.9%
- Talked to others about what I learned: 18.6%

Percent of Respondents Who Took Each Action
Communicate Your Brand

We would like to take a minute to say a BIG thank you to our delivery drivers, service techs, and customer service reps, working around the clock, braving the storm, and doing their absolute best to meet our customers’ needs during the extreme weather conditions last week. We truly appreciate your hard work and commitment to serving our customers!

As many of you know, we partnered with Catholic Charities Maine, for our Spread the Warmth project to bring a new heating system to a family in need.

The Holt Family have been customers of Murray-Heutz Oil and Propane since the Murray family started the business – Randy Murray himself installed the previous heating system over 30 years ago! It was great to see them selected by Catholic Charities and be able to help them stay warm. Being able to give back to the communities we...
Millennials & Brand Perception

✓ 60% of Millennials remain loyal to brands they purchase

*Source: Forbes*

✓ 67% of Millennials believe they have a responsibility to share feedback with a brand about their experience

*Source: Edelman*

✓ Millennials are more likely to share positive customer service experiences than negative ones

*Source: American Express*
Creating a Meaningful User Experience
Questions?

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