

Planning & Executing a Customer-Centric Website

Stephanie Rodrigue



MARKETING DEPARTMENT
Strategy, Synergy & Solutions for Your Business

Tell Me
About
YOU!

Agenda

- ▶ Current Marketing & Consumer Trends
- ▶ Defining Customer-Centric
- ▶ The Case for Customer-Centric Web Design
- ▶ Factors to Consider in Customer-Centric Websites
- ▶ Steps to Create a Customer-Centric Website

“Enabled by a constant stream of new digital and social technologies, customers sit in the middle of an information tsunami.”

- Aldo Cundari





Of the cycle is over
before a sales rep **even
gets involved**. Marketing
is the voice of sales
during that 60%

**The website is much of
this marketing voice!**

“Marketing today is finally customer-focused. Social media made that happen. Markets are once again conversations.”

- Sally Falkow, Social Media Strategist
The Proactive Report

The Age of the Customer

- ▶ The age of the customer has dramatically changed how customers behave, purchase, and engage brands.
- ▶ Era driven by digital technologies.
- ▶ Embraces the empowered customer who leverages information through all things digital.

The Age of the Customer

- ▶ This era has at its heart the voice of the consumer.
- ▶ This is now the catalyst for your brand's and business's growth.



New Mindset for
Organizations Built
on...

Attracting
Engaging
Retaining

Customers at every
touchpoint, both
online and offline.

Defining Customer-Centric Marketing

The background of the slide features abstract, overlapping geometric shapes in shades of orange and green. These shapes are primarily located on the right side and bottom, creating a modern, dynamic feel. The text is positioned on the left side of the slide, set against a plain white background.

Customer-Centric Marketing

A Strategy that Places
the Individual Customer
at the Center of All
Marketing Initiatives.

Customer-Centric Web Design

Solving your customers'
problems through the
products and services
you offer.

Customer Wants

- Information
- Solution to Needs
- Pricing

*Customer
Centric
Websites*

Business Wants

- More Sales & Conversions
- Higher quality leads
- Loyalty

The Goal of Customer-Centric Design

Optimize the website to
attract your ideal buyer,
supporting them through
the buyer's journey.

Only **32 %**
of marketers focus
their content on their
audience's wants and
needs.

Content Marketing Institute, 2015

Content First
Approach
Dictates
the Actual
Website Design.

The Case for Customer-Centric Web Design

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Design

in the absence

of content

is just

decoration.

Benefits of Content First Design

- ▶ Content creates reasonable design limitations.
- ▶ Content first is better for the story.
- ▶ Eliminates issues down the road.
- ▶ Putting content first speeds production.

Benefits of Content First Design

- ▶ The right copy needs the right design.
- ▶ Content creates understanding.
- ▶ Helps create clear communication.

Key Business Benefits

- ▶ Easier to use.
- ▶ Resolves customer problems.
- ▶ Increases engagement.



Generates sales.

Steps to Creating Customer- Centric Website

All Buyers Base Decisions On...

- ▶ Solving Problems
- ▶ Product Reviews
- ▶ Peer Recommendations
- ▶ Case Studies
- ▶ Positive Sales Experience
- ▶ Thought-Leadership Content

Design to...

- ▶ Become the voice of the customer.
- ▶ Speak the buyer's language.
- ▶ Solve the buyer's problems.
- ▶ Teach your customer to be an expert.

Steps to a Customer-Centric Website

1. Identify Unique Value Proposition.
2. Segment your audience.
3. Determine what customers want to see (NEEDS).
4. Create an intuitive sitemap.

Steps to a Customer-Centric Website

5. Identify keywords.
6. Craft relevant content.
7. Make a plan to lead toward action.
8. Design website.

Align Your Message

What does your company provide?

► Determine your
Unique Value Proposition

Your brand or the promise of what you will provide to your customers.

“Why should I buy from you rather than your competitors???”

Segment Audience

- ▶ Use available data.
 - ▶ Location / Keywords / Engagement / Shares
- ▶ Are there natural delineations?
 - ▶ By: Product line / Kind of user /
New vs. Returning Customer

How are the needs of
this segment different?

Customer Needs

- ▶ What do customers want to know?
 - ▶ Frame content by what they ask.
 - ▶ Include commonly asked questions.
- ▶ What do they need to know to be an informed customer?
 - ▶ Product or service package differences / Technical information
- ▶ Customer service & support
 - ▶ Training/ Maintenance issues / Returns

Intuitive Sitemap

- ▶ Lay out entire sitemap before you start.
- ▶ Include a team with sales, marketing, and key leadership team members.



EVERYTHING YOU NEED TO PLAN A WEBSITE

Slickplan is simply the best suite of tools for planning any website project. Our web app is an intuitive system that allows for quick edits, seamless collaboration, easy sharing and professional exports. Plan everything from your website's sitemap structure to user flow. Organize your design mockups and web page content all in one place.

TRY IT FREE FOR 30 DAYS
No Credit Card Required

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Google

NATIONAL GEOGRAPHIC

FOX NEWS

NIKE

MIT Massachusetts Institute of Technology

Spotify

HERE'S WHAT YOU GET

Slickplan, a website planning system, puts the right tools at your fingertips to make website creation a breeze. Our app provides an intuitive and elegant interface that allows you to focus on what you're best at: creating awesome websites for yourself, your business, or your clients.

TAKE THE FEATURE TOUR

SITEMAP BUILDER

DIAGRAM MAKER

CONTENT PLANNER

DESIGN MOCKUPS

Design Webpage Sitemaps
Create your website's page architecture using our intuitive and feature-rich Sitemap Builder. Make the decision as to where your pages and content will be located on your website a breeze.

Crawl Existing Websites
Use the Site Crawler Tool to automatically build a sitemap from an existing website directly in Slickplan so you can quickly make edits. This feature is perfect for redesigning or expanding live websites.

Identify Keywords



Google Analytics



CISION®



TrackMaven



Alexa



Create Fabulous Content

- ▶ Speak directly to each member of your target audience.
- ▶ Provide content and features that address your customers' needs.
- ▶ Educate and build trust.
- ▶ Persuade visitors to take action.
- ▶ Make it easy for customers to do business with you.

Lead Customers to Action



**Laser
focused
content
pushes
customers
through
the sales
funnel
faster.**

Design

Do what you do best!

REMEMBER MUST HAVES:

- ▶ Easy to use
- ▶ Easy searching capability
- ▶ Easy to find contact links
- ▶ List of brands, products, services
- ▶ About company section
- ▶ Simple buying process for e-commerce

CONSIDERING AN INGROUND POOL?

As Manufacturers and Installers of World-Class
Inground Fiberglass Pools, We Want To Help Make
Your Backyard Dream A Reality

LET'S TALK!



Crescent Cove ➡



Del Sol ➡



Oasis ➡



Resonance ➡



Greco ➡



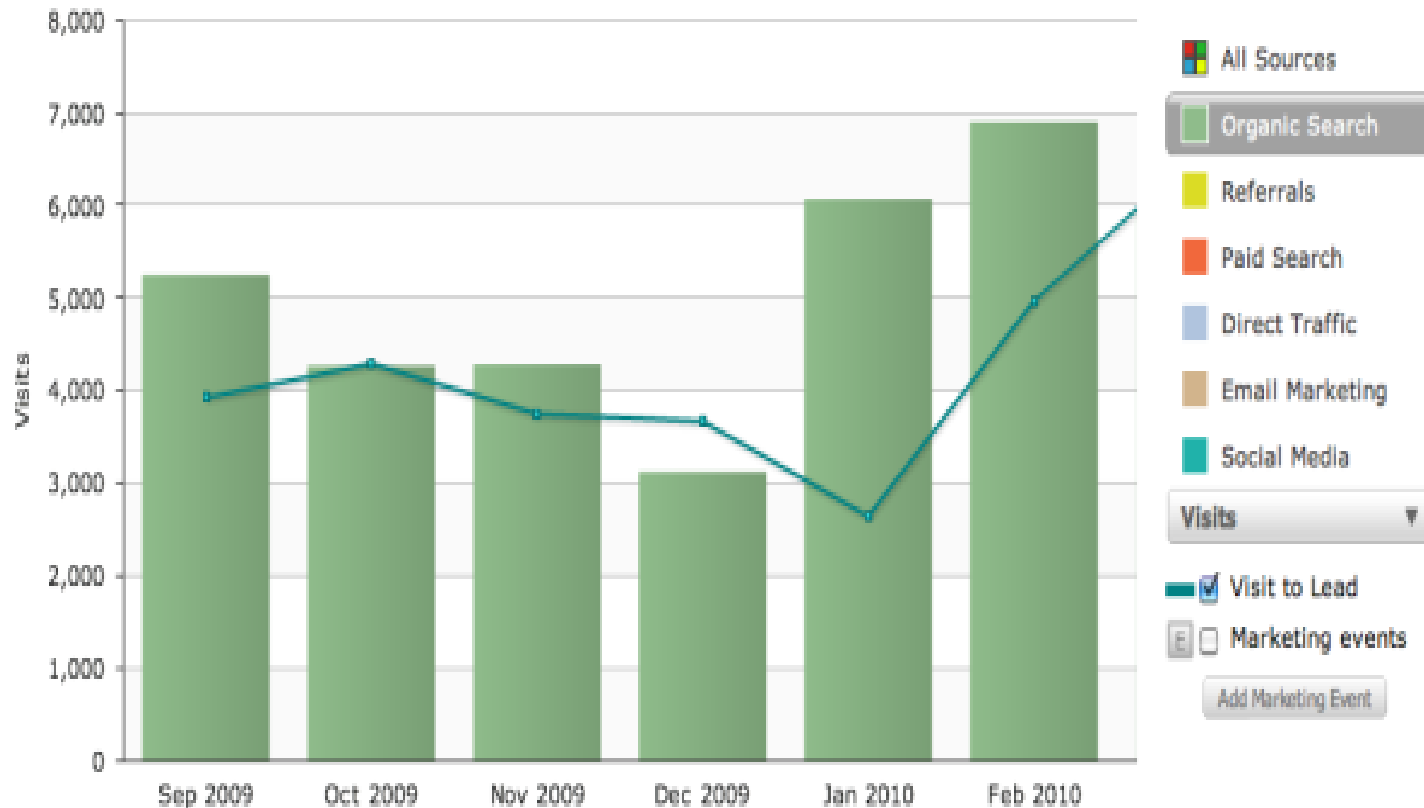
Roman Lounger ➡

We're A Different Kind Of Swimming Pool Company

As Manufacturers and Installers Of World Class Fiberglass Swimming Pools, Learn
Why We Do What We Do:

Pool Guy Results

Today:
500,000 NEW
Visitors Every
Month



To Review...

The background of the slide features abstract geometric shapes, primarily triangles, in shades of orange and green. These shapes are layered and semi-transparent, creating a modern, minimalist aesthetic. The text 'To Review...' is positioned in the upper left area of the slide.

Key Takeaways

- ▶ Content is still KING.
- ▶ Start with what the website audience needs, not what you want to create.
- ▶ Provide your customers with tools to help create good quality content.
- ▶ Smart companies don't follow conversations. They LEAD them.

Help Your Clients to:

- ▶ Focus on their audience, NOT THEM!
- ▶ Solve problems.
- ▶ Build positive purchasing experiences.

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Determining your Unique Value Proposition

Unique Value Proposition: *Your brand or the promise of what you will provide to your customers. It should answer the question, “why should I buy from you rather than your competitors?” It is always formulated from the customer’s point of view.*

Questions to help you create your UVP:

- Are you driven by a particular mission or desire in your business?
- What characteristics can you put into your value proposition? How do they appeal to your customers?
- What do your competitors do that your customers don’t like? Does your UVP tell you how to do that better?
- What kind of images or metaphor speaks to your customers?
- What is the end goal of your customers? What do they REALLY want that would drive them to your product or service?

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Steps to a Customer-Centric Website

Customer-Centric Website Design: Solving your customers' problems through the products and services you offer. *The goal is to optimize the website to attract your ideal buyer, supporting them through the buyer's journey.*

Step 1: Identify the Unique Value Proposition

Step 2: Segment your audience.

Step 3: Determine what customers want to see (identify needs).

Step 4: Create an intuitive sitemap.

Step 5: Identify keywords.

Step 6: Craft relevant content.

Step 7: Make a plan to lead toward action.

Step 8: Design the website.

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