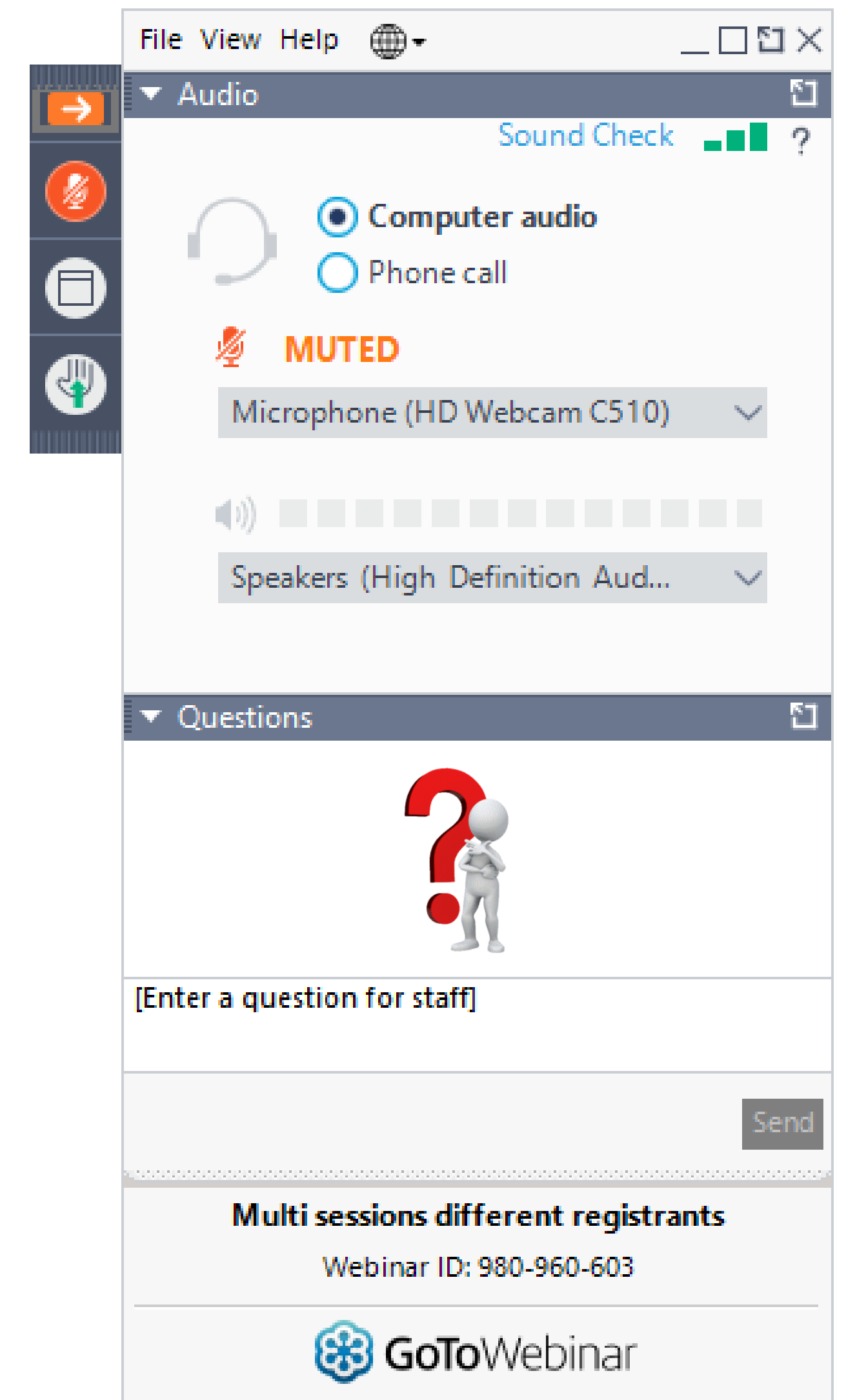




5 Ways to Digitally Transform Your Business in 2021

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again



The screenshot displays a software interface for a webinar. At the top, there is a menu bar with 'File', 'View', and 'Help' options. Below this is a 'Sound Check' indicator with a green bar and a question mark. The 'Audio' section shows two options: 'Computer audio' (selected with a blue radio button) and 'Phone call' (unselected). A red 'MUTED' label is prominently displayed next to a microphone icon. Below the label, a dropdown menu shows 'Microphone (HD Webcam C510)'. A volume slider is visible, and another dropdown menu shows 'Speakers (High Definition Aud...'. Below the audio settings is a 'Questions' section featuring a large red question mark icon and a text input field with the placeholder text '[Enter a question for staff]'. A 'Send' button is located to the right of the input field. At the bottom of the interface, it states 'Multi sessions different registrants' and 'Webinar ID: 980-960-603'. The 'GoToWebinar' logo is positioned at the very bottom.



WSI AT A GLANCE

For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



Kelly Biggs

WSI Digital Marketing Consultant

Kelly has over 20 years of sales and marketing experience. She brings techniques employed by Fortune 500 companies to small and medium businesses. Kelly earned her MBA from Emory's Goizueta Business School in 2009 and has spent the past ten years advising companies on their overall business strategy. She has won numerous sales awards, including Top Sales Consultant at Fortune 500 companies and small businesses.

On the Agenda

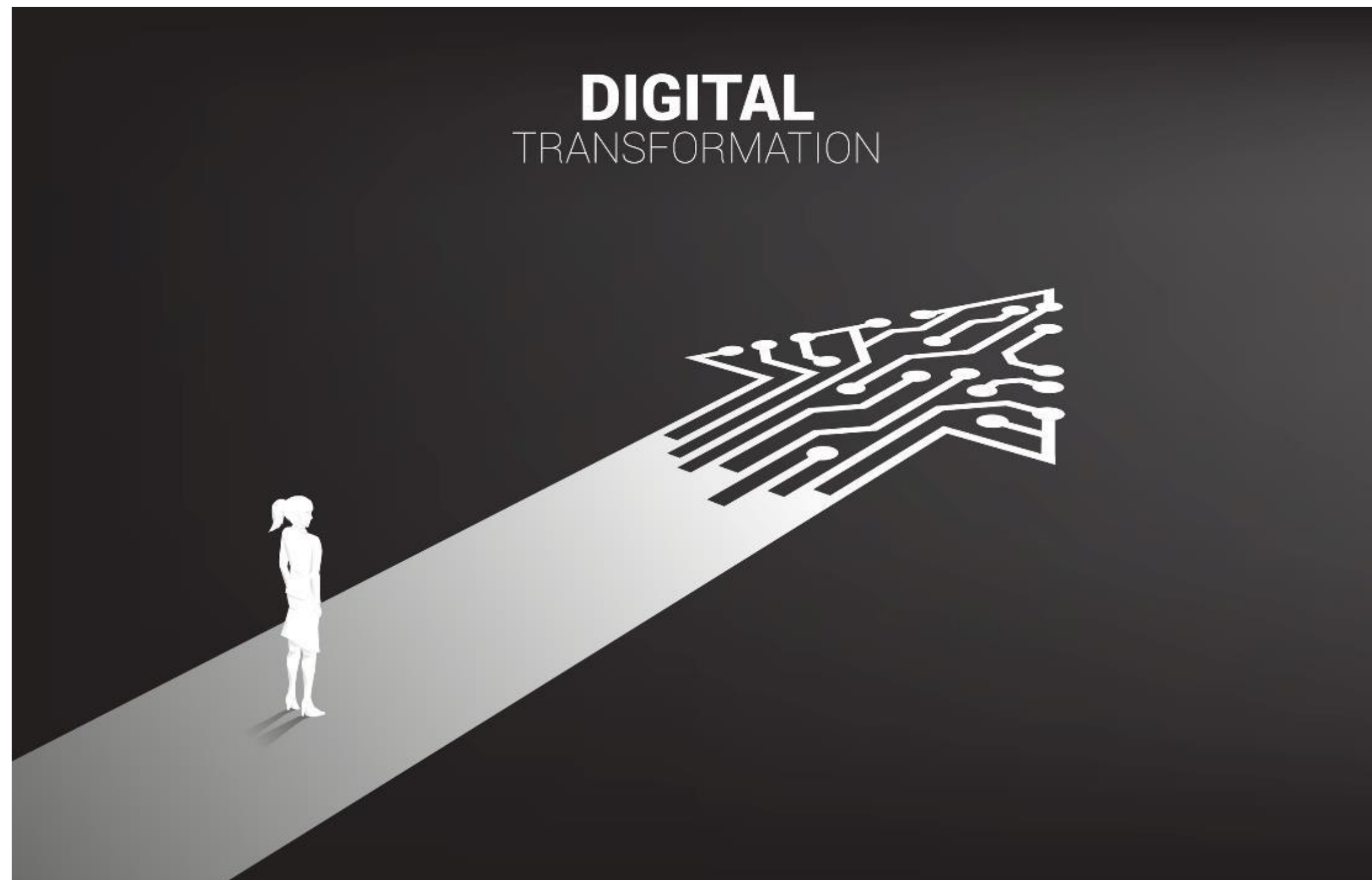
1. What is digital transformation?

2. Should you digitally transform your business?

3. Five Ways to Digitally Transform Your Business

4. Recap and Summary

So...you're ready to start your journey to digital transformation?



What is Digital Transformation?

Digital transformation integrates digital technology into all business areas, resulting in fundamental changes in how a business operates and the value they deliver to their customers.

Transformation is driven by customers, NOT the business themselves.



Should I Digitally Transform My Business?

Signs you should start/expand digital transformation for your business.

1. Decreased or lack of referrals.

2. Repeat business is falling off.

3. Your technology feels old.



Referrals are great when they are coming in. But relying on them for 100% of your business may be a losing strategy. Assess your referrals over the last year and see if there is a downward trend.



Are your existing customers buying at the same rate? Are you measuring retention? Do you have an outreach plan in place?



Technology changes at a rapid pace. Is your technology outdated? When is the last time you used a mobile app to visit your website? What was your experience?

End-to-End Digital Process Flow

5 Ways to Digitally Transform Your Business

The End-to-End Digital Process Flow is driven with the customer in mind and should be performed concurrently and continuously.



1. Attract Prospects

Inbound Marketing

Inbound Marketing

Brand Awareness Statistics

5 to 7



On average it takes 5 to 7 impressions for people to remember your brand.

23%



Presenting a brand consistently across all platforms can increase revenue by up to 23%.

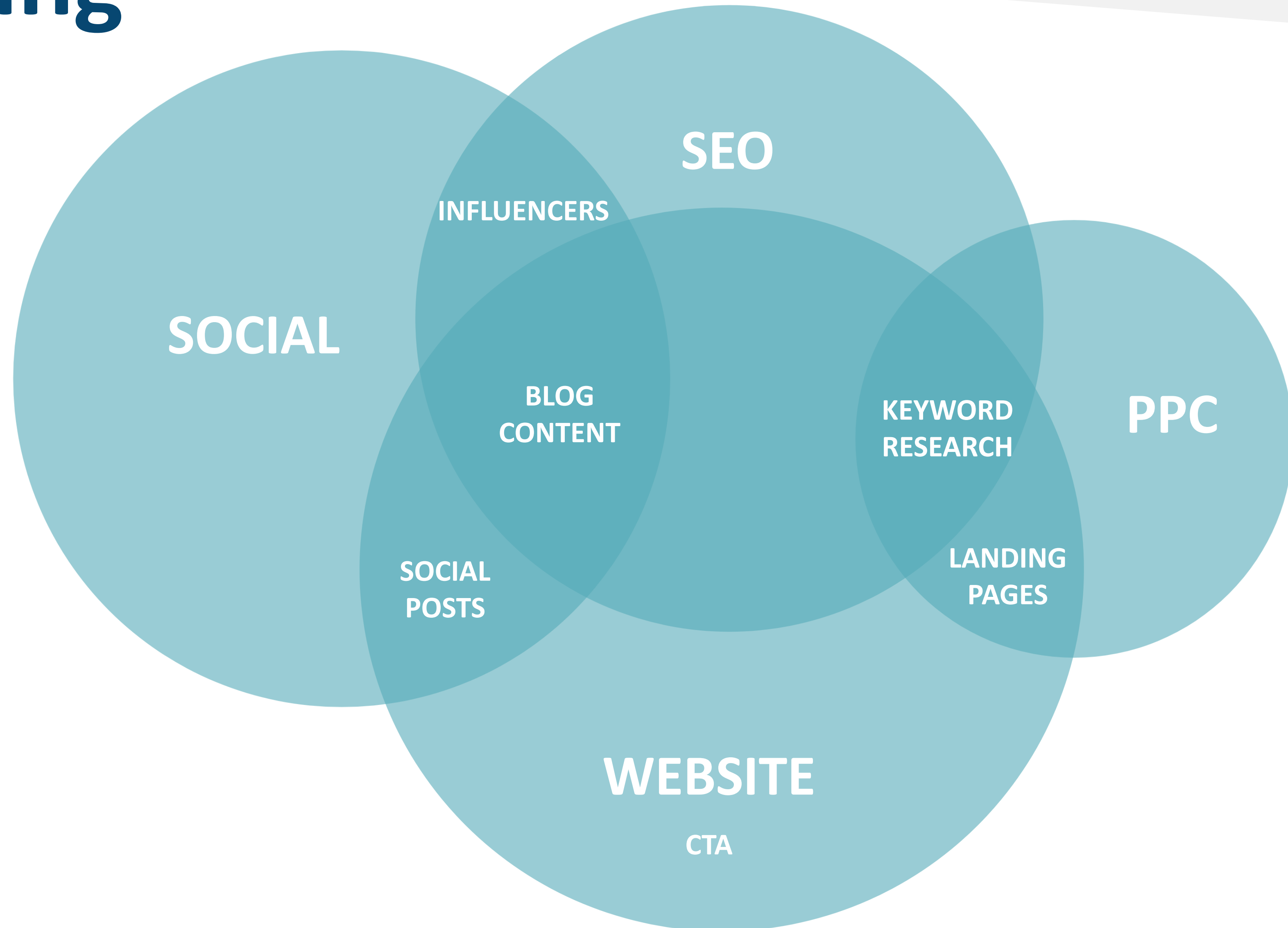
67%



Brands that blog regularly generate 67% more leads.

Inbound Marketing

- Inbound marketing is a marketing technique that draws prospects to your website.
- It highlights the importance of content creation to attract customers and move them through your sales funnel.



Inbound Marketing Pro Tips

1.

- Understand your target market and build a buyer persona before you start any Inbound Marketing campaign.

2.

- Leverage keyword research to increase SEO and marketability of content.

3.

- Show up where your customers are.




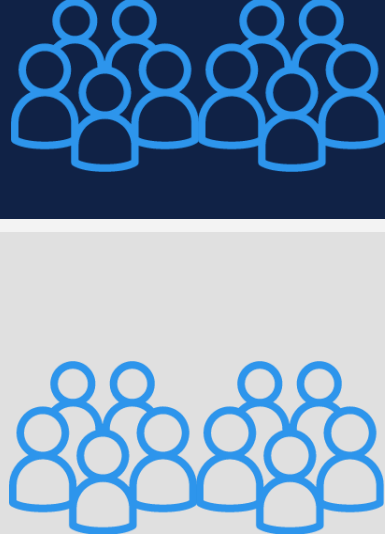
2. Convert Visitors

Conversions

Conversion

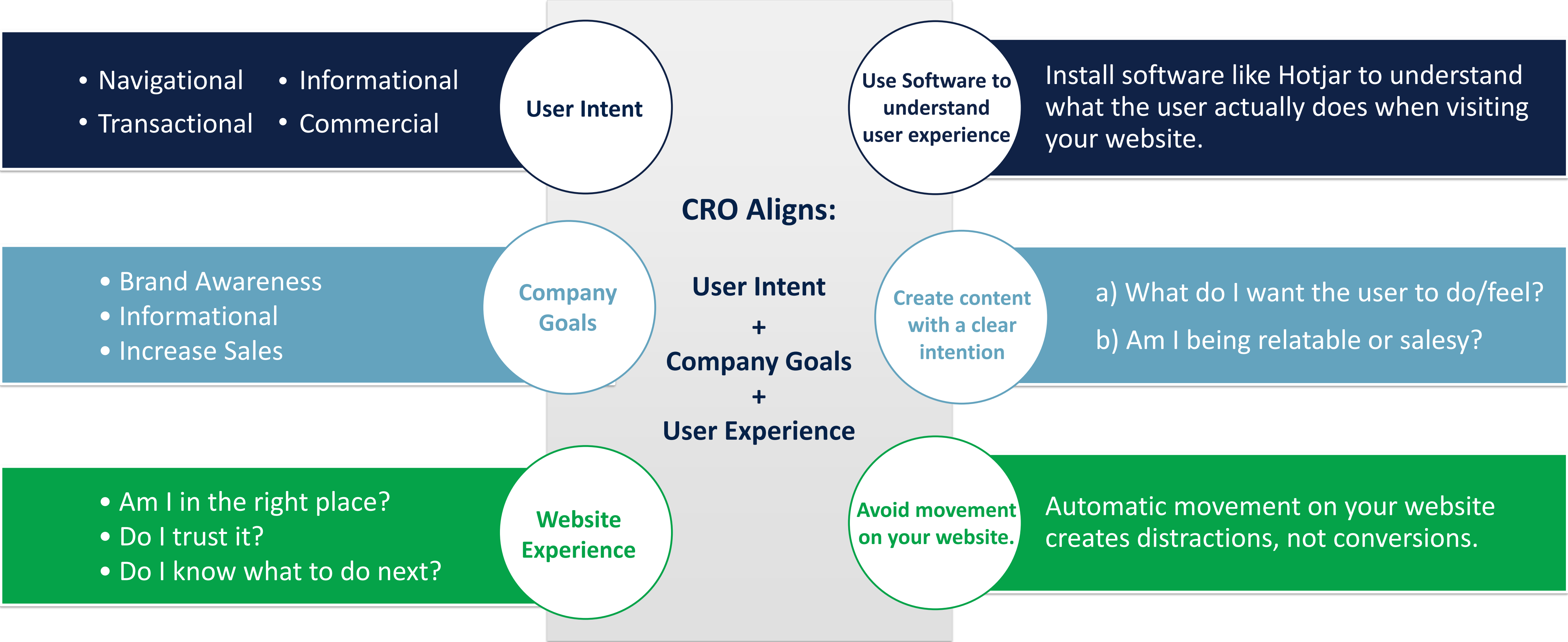
Why Focus on Conversion?

Employing a Conversion Strategy improves your **ROI**.

	Visitors	Conversion Rate	Leads
Traffic-focused approach		10%	
Conversion-focused approach		20%	


68%
68% of small businesses don't have a documented CRO strategy.

Conversion Rate Optimization Pro Tips



3. Close Leads


Marketing & Sales Automation

Marketing and Sales Automation


Close Leads

Once you have your prospects in the marketing or sales funnel you want to put your efforts into having them to become customers.


Benefits to automating sales and marketing:




Create workflows in advance to automate repeatable processes



Enhance and personalize the customer experience



Pinpoint sales and marketing KPIs to increase ROI

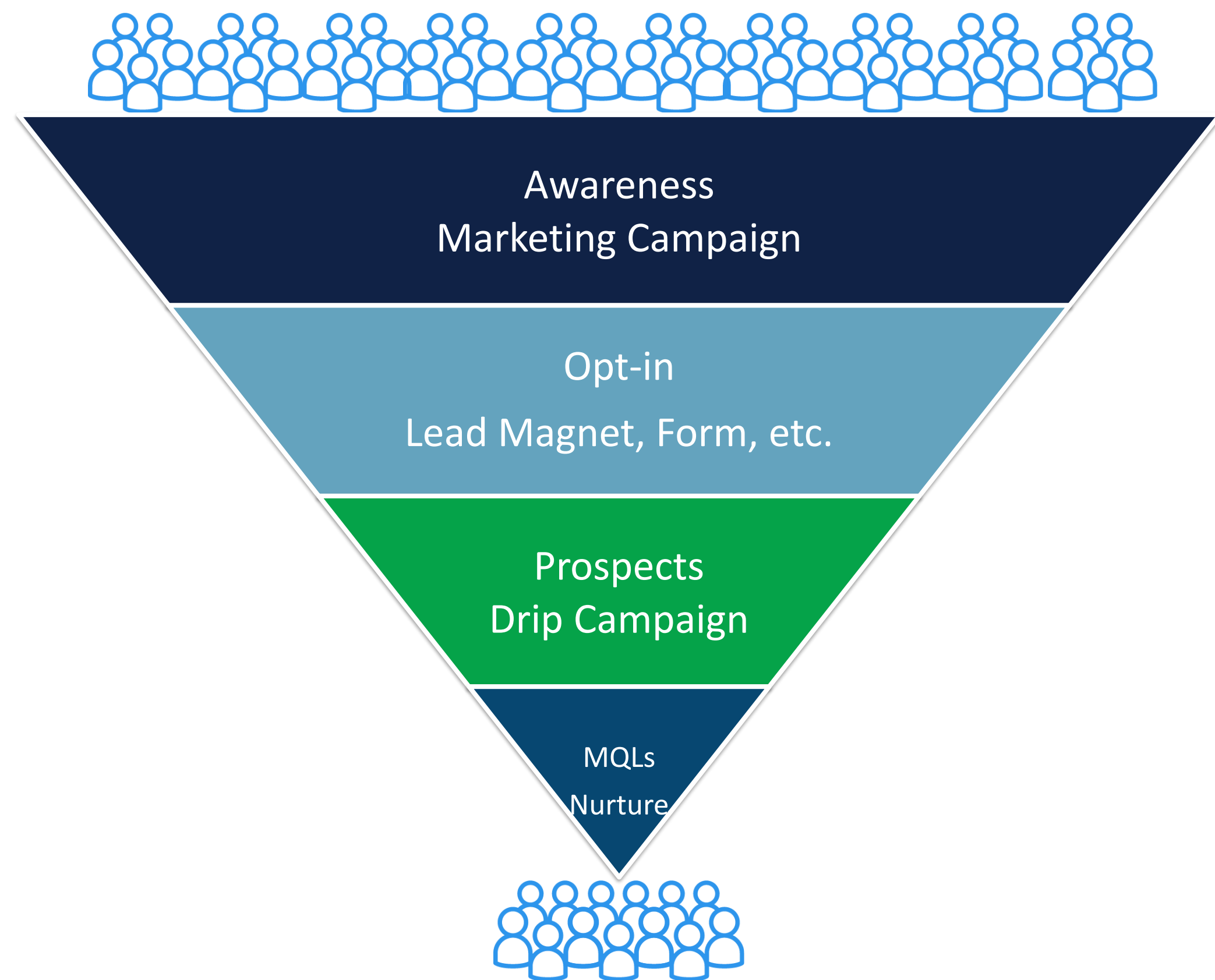


Increase efficiency in your sales teams

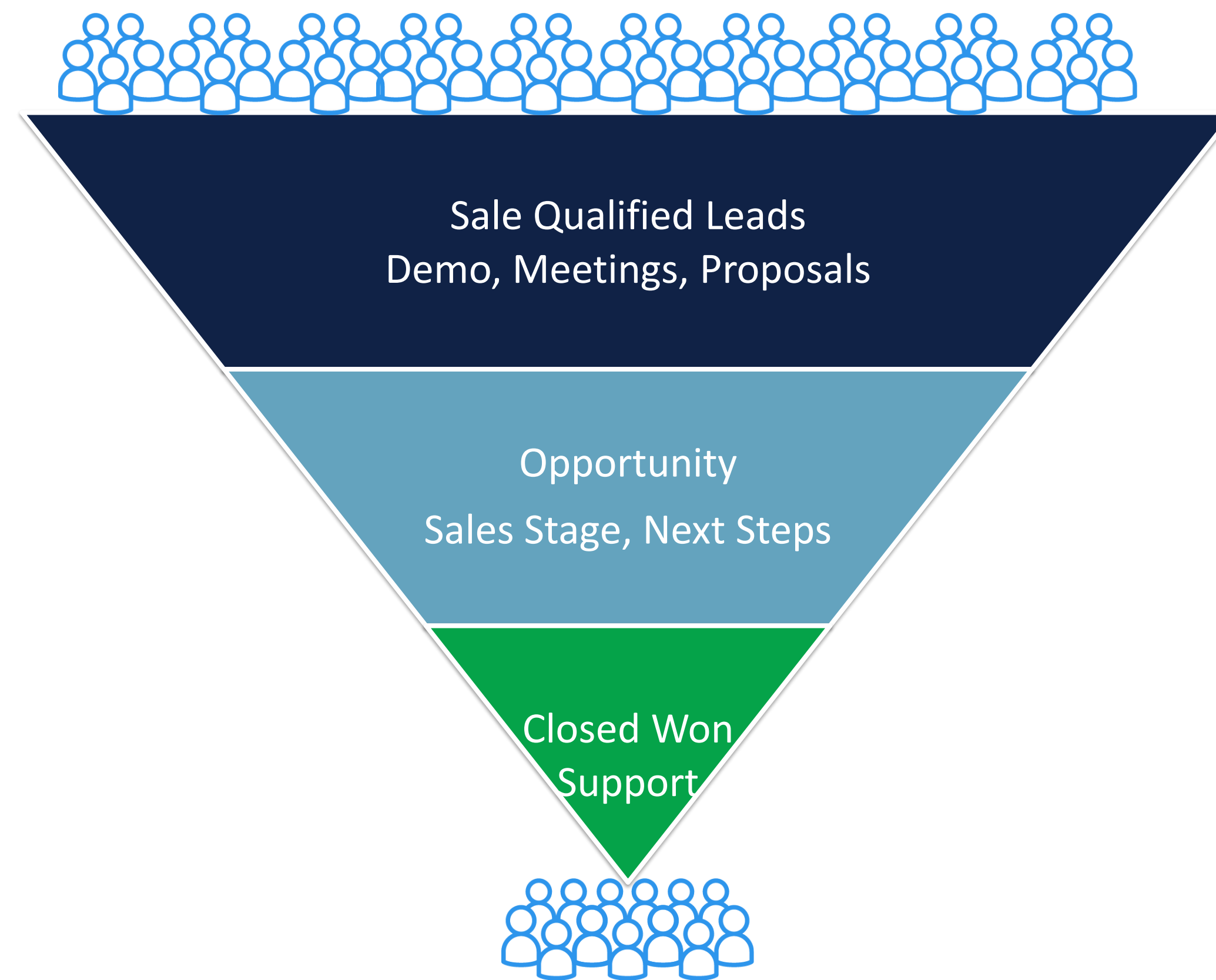
CRM / Email Automation

Close Leads

Email Automation



CRM



Pro Tips: Effective Email Components



Pro Tips: Effective CRM Components



4. Delight Customers

Reputation Management

Reputation Management

Delight Customers

79% of customers trust online reviews as much as personal recommendations.



86% of customers only pay attention to reviews written in the last 3 months.

4.2 – 4.6 are the best ranges for Google scores.

Review & Reputation Management

Create an Online Reputation Management (ORM) Process

ORM means taking control of online conversations between your business and potential customers.



STEP 1
Set Up a Process

Set up an end-to-end process to get and receive reviews.



STEP 2
Get Reviews

Determine how you will proactively get reviews: Thank you email, landing pages, or QR codes on printed outreach.



STEP 3
Respond to Reviews

Respond to all ratings within 24 hours. Be “human” and empathetic in your responses.



STEP 4
Measure and Improve

Review your ratings to see how you are measuring up to prior months and competitors. This may be a leading indicator that you have a staffing issue.

Reputation Management Pro Tips



While 5-star reviews are great, a bad review is an opportunity. Prospects want to know how you treat customers when something goes wrong.



Customers are more likely to report a negative review so prompting good reviews is a best practice.



According to a survey by BrightLocal, 79% of consumers say they **trust online reviews** as much as personal recommendations from friends or family.

5. Measure Promoters

Analytics

Analytics

Measure

Reasons to leverage
Analytics for your business:



Monitor
Performance

Set Strategy

Understand Clients

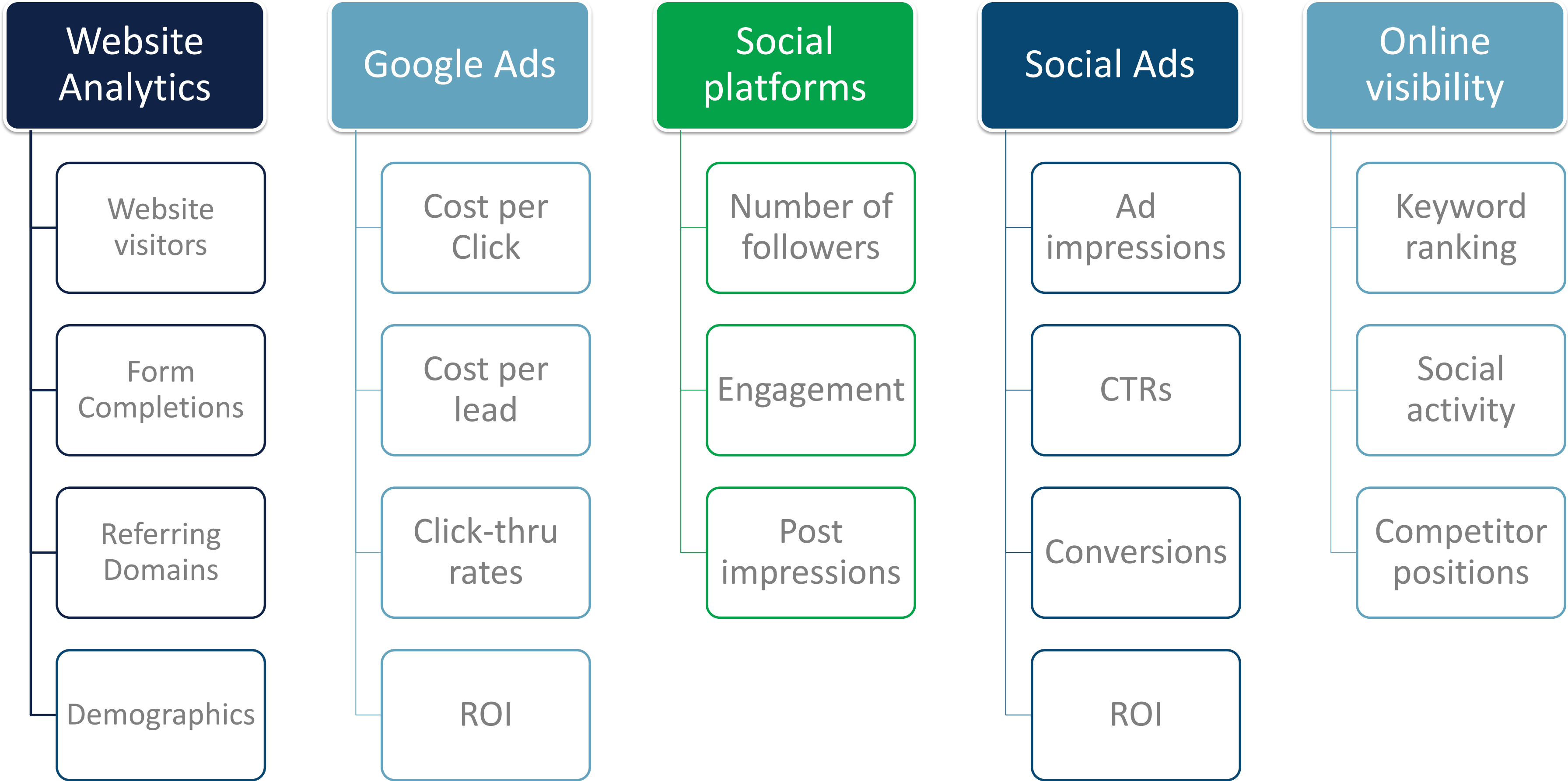
Identify Shifts in the
Market Early

Measure ROI

Analytics

Measure

Tools to Measure Digital Marketing Efforts



Analytics Pro Tips

Measure

1.

- Use Google Analytics to understand the ABCs of your visitor's journey. (Acquisition, Behavior, Conversion)

2.

- Start with simple measurements and ask: What is this telling me? Does this make sense? What should I do about it?

3.

- Don't get too anxious when you see movement. It takes three data points to form a trend.

In Summary:

1. Determine if you're ready to start Digital Transformation

2. Set an overall strategy

3. Assess tactical gaps

4. Choose 1 or 2 tactics and START

Digital Transformation Planning Tools

WSI Digital Transformation Gap Analysis				
1. Attract Audience - INBOUND MARKETING				
Digital Marketing Tactic	Current State <i>(What are you currently doing?)</i>	Identified Gaps <i>(Where do you feel you are falling short?)</i>	Desired State <i>(Where would you like to get to?)</i>	Priority to Transform <i>(Rate from 1-5, with 5 being most urgent)</i>
Social Media Marketing <i>(Having your social media profiles set-up, with branded templates, and posting regularly based on an outlined social content calendar.)</i>				
Paid Advertising <i>(Running paid ads on Google, Bing, social media platforms, or other paid ad spots online.)</i>				
SEO (Search Engine Optimization) <i>(Optimizing your website to increase the amount of organic traffic and visitors to your site.)</i>				
Content Marketing <i>(Using educational content like articles, blog posts, webinars, videos, and guides to answer question you target audience has about your products/services.)</i>				
2. Convert Traffic - CONVERSIONS				
Digital Marketing Tactic	Current State	Identified Gaps	Desired State	Priority to Transform <i>(Rate from 1-5, with 5 being most urgent)</i>
Website Conversions <i>(Your website has been optimized and built for</i>				

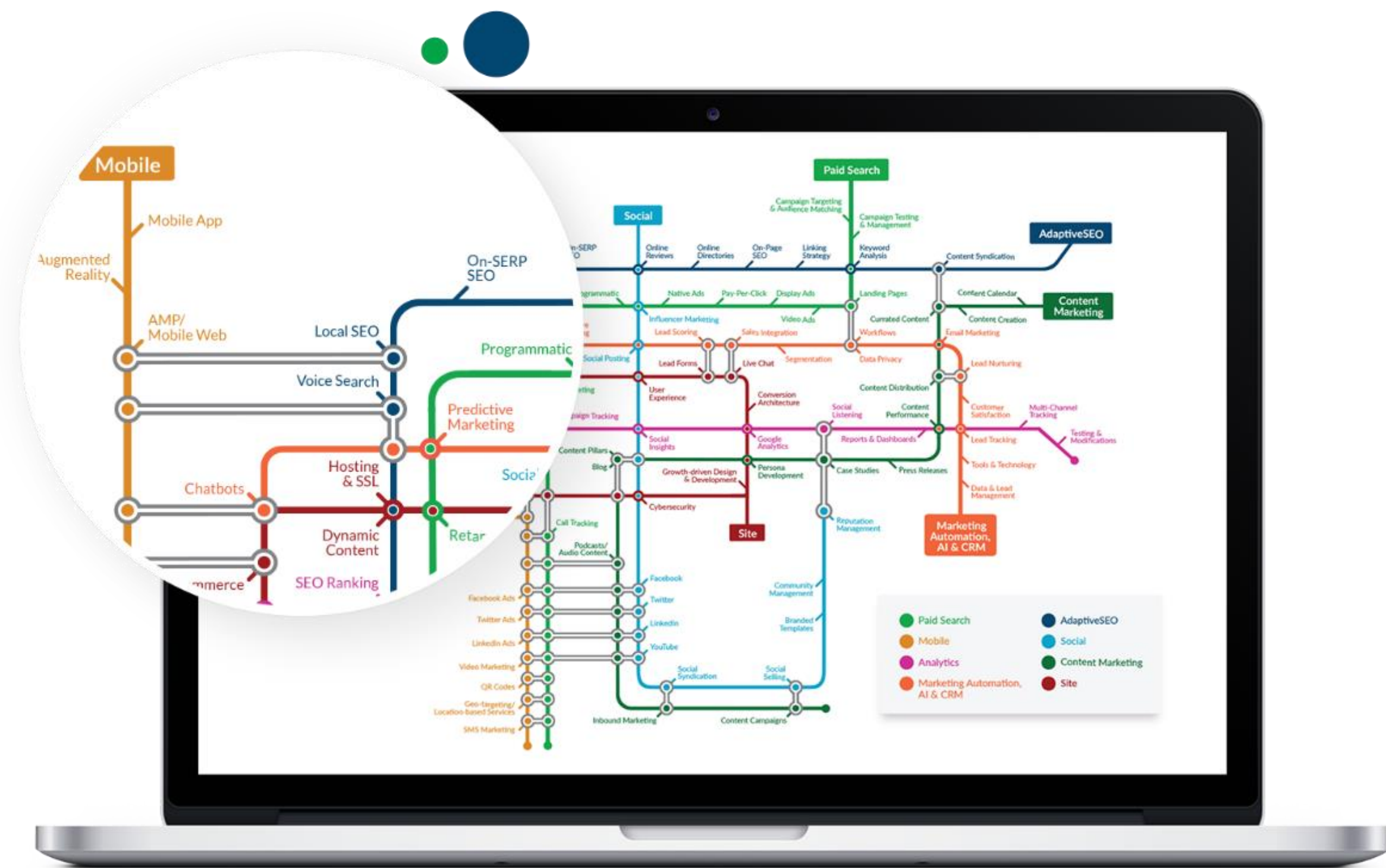


REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to talk more about how you can digitally transform your business. Interested in doing the Gap Analysis?

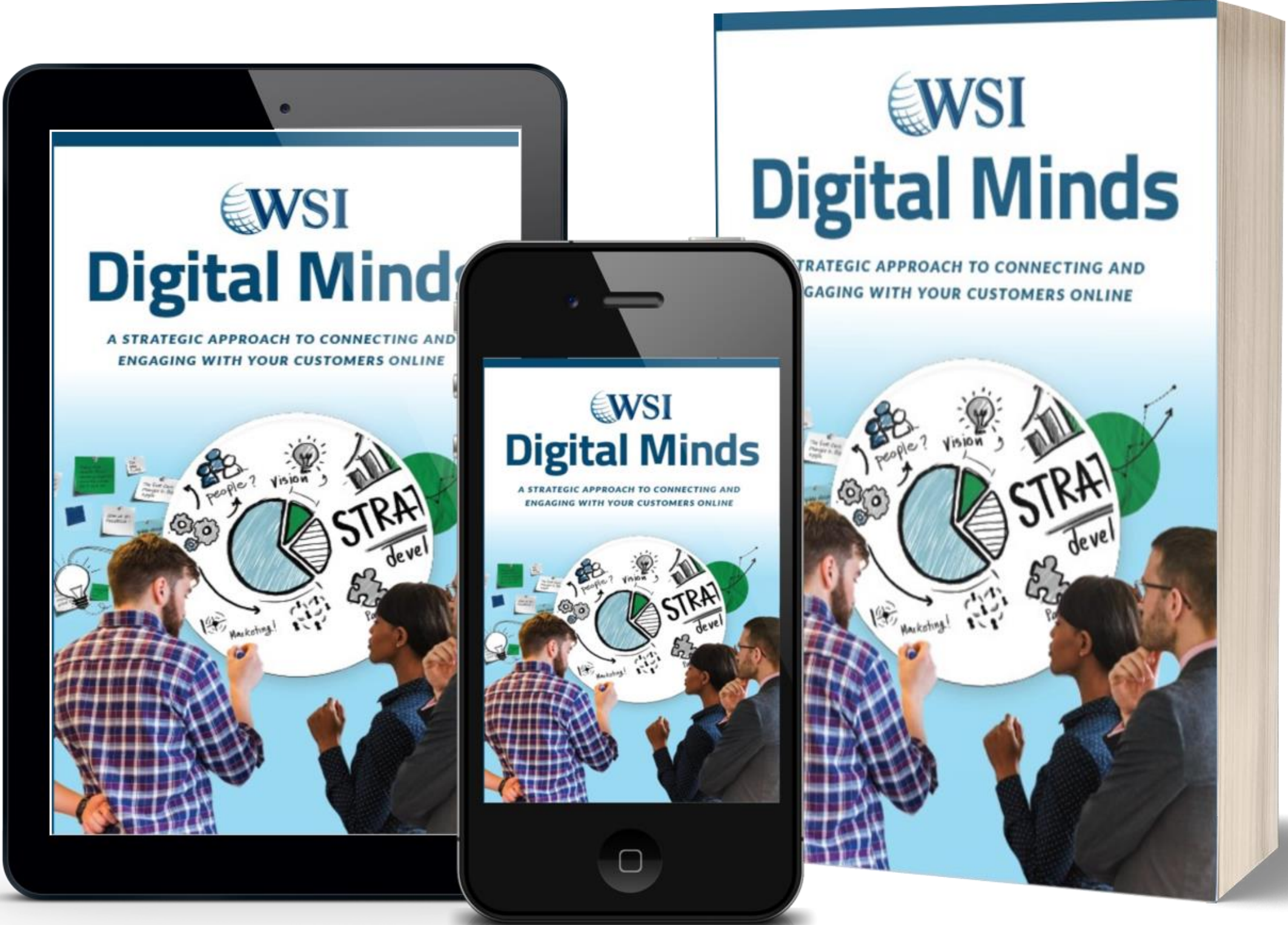
Reach out to your WSI Consultant or email contact@wsiworld.com.





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



Thanks for joining us. See you next time!
February 24th: Email Marketing Webinar