

**DUE
NORTH**



Search Strategy & Roadmap

Widget & Co



Where Businesses Come to Grow

Pretty simple value proposition hey? But that's what we do, and we're pretty good at it. We grow businesses by increasing the revenue and profitability of our clients.

Starting by ensuring we have access to the accurate data/information, we can then make better decisions on how we improve each and every touchpoint we have with a customer, driving more sales:

- More Customers
- Better Customer Experiences
- Longer Customer Relationships

Your Everest Targets / Objectives

The targets we discussed/identified, which will evolve over time, are:

- Develop a new channel to market that plays a main role in hitting our target of getting 10 new clients signed up per month
- Set up the right tracking and management framework
- Build, launch and optimise a great Google Ads campaign
- Tidy up/help refine Marketing Strategy and core messaging

The Journey You're About to Embark On

The process we take customers on involves several overarching steps:

1. **Defining the Journey:** with this strategy and road map for growth
2. **Analytics:** Getting the right reporting in place to know if we're on track or not
3. **Execution:** of the road map to get good results on the board quickly
4. **Optimisation:** of how we get better and better
5. **Management:** how we steer clear of the cliffs and grab hold of the opportunities that maximise revenue and ROI over time with the right resource and allocation



Customer Strategy

Before we can embark on any sales and marketing framework for growth, we need to assess our customer strategy, which involves developing an intimate knowledge of your potential customers.

“Who are we selling what to! And How are we going to do it”

It's one of the best things you can do if you want to grow your business.

- **Branding:** The way you differentiate yourself in the marketplace
- **Target Market:** Razor sharp understanding of who you are selling to
- **Personas:** Stay on message with personas that bring your target audience to life
- **Value Proposition:** The statement of what unique offering you have and why we should care
- **Customer Journey:** Identify opportunities by mapping out the customer journey

Your customer strategy is basically a way to define who you are selling what to. It is the most important question a small business owner can continually ask and strive to get better and better at. Your customer strategy should pull everything together on your product or service and be clear on who you think will buy it and why. It should also form the basis of your sales and marketing strategy by putting the customer first in everything you do.



Target Audience: Jenny the Widget Generalist

- Very small team working with her
- Nervous about change
- She is a true generalist, wearing lots of hats, with lots of things pulling her in all sorts of directions
- Doing too many things, for too many people
- Needs a hand to get better, to help run the ship more effectively and efficiently
- Not all that passionate about widgets, which is definitely lower down on her priority list, but is high on her boss's list, so she knows she needs to do it well, but doesn't want to
- Widgets are seen as a chore
- She knows widgets will help, and has heard of Widget & Co before, but needs convincing of the benefits
- Wants as much help and support as they can get
- Needs process and system, but not urgent enough for her to build herself (knows it's important, but all the urgent tasks are getting in the road)
- Industry: Traditional less sophisticated

Two Sub-Audiences

1. Smaller business that doesn't have a widget in place
 - a. Take my pain away of manual processing
2. Larger business that has a widget already that they aren't happy with
 - a. Show me how good your widget is in taking care of all my needs that the other widget isn't providing



Value Proposition Overview

- **Beautiful Widget Software**
- A Widget Generalists best friend
- Built by widget experts for widget experts
 - built from the ground up
 - To overcome the challenges faced by widget managers
- Best of breed widgets
- Customise, support and implementation from widget experts



Next Steps:

- Widget & Co to do up persona
- Widget & Co to finalise value prop for home page (let me know if you need a hand with this)
- Review and make any changes to the above






Client Journey



All customer journeys follow a similar pattern as outlined below. It's our job to break down and define each step of the process for each of your target audiences / personas so that we can provide each and every customer with a great customer experience.

Keeping it simple in the first instance

Stages		Description
Search (Google)		<p>We want to own search!</p> <p>Search is a key tool for driving inbound enquiries for your business. So, we want to make sure that we are maximising every opportunity to make sure you are found when your target audience are searching for your business.</p> <p>The high-level search structure we are looking at is</p> <ul style="list-style-type: none"> • Functional: "Widget software", "management information widget", "inventory tracking widgets" • Description: "Best Widget Software" • Competitors • Brand <p>This revolves around ensuring we have:</p> <ul style="list-style-type: none"> • Well-structured campaign with an exhaustive keyword list • Targeted – don't want to start too broad • Stringent optimisation process to ensure monthly improvements around cost per lead metrics (eventually cost per sale metrics) <p>From an SEO/Organic search perspective, we want to get all the foundations in place (explore more down the track):</p> <ul style="list-style-type: none"> • Technical audit with implementation • Backlink analysis • Site user journey • Directories as per below





Google Ad Copy		<p>We need to write attractive ads that makes Jenny want to click on your ad. This needs to include your value proposition and core messaging including:</p> <ul style="list-style-type: none">• Beautiful widget software• Built by widget experts for widget professionals• Best in class <p>We want to test 3 different ads</p> <ul style="list-style-type: none">• Ad 1: Jenny the generalist => General overall ads• Ad 2: Sub audience 1=> take the pain away of manual processes (with a different landing page)• Ad 3: Sub audience 2 => Our widget is better than your current widget (with a different landing page)
Landing Page		<p>First impressions count! So, we need to make sure we grab Jenny's attention from the first moment she comes to the website.</p> <p>Ad 1 will take Jenny to the home page (a bit of spicing up required to ensure it maximises chance of conversion, more detail to come in website recommendations):</p> <ul style="list-style-type: none">• Value proposition needs to smack me in the face with a great hero image as the first thing I see• Great benefits spelt out clearly and succinctly• Social proof of case studies, testimonials, awards etc• Strong calls to action to walk through widget software / demo• Great user journey<ul style="list-style-type: none">○ Section for sub audience 1○ Section for sub audience 2• Overview of core features• Summary about us <p>Ad 2 landing page is all about taking my pain away from using manual processes. Using a similar layout to the home page listed above, we want to tailor this to show:</p> <ul style="list-style-type: none">• How easy it is• How much pain you are going to take away?• How much support I will get?• How much you'll change my life! <p>Ad 3 Landing page needs to clearly demonstrate how much better Widget & Co is to competitor offerings</p>





		<ul style="list-style-type: none"> • Benefits • Features and functionality • Pricing • Widget experts for widget professionals • Tick your boxes better than other competitors • Full service and support on call (no self-service around here)
Website		<p>The landing page is the first thing our potential customers will see, the website is everything else that they will delve into in deciding whether they will have a chat to you or not.</p> <p>We want a great website that engages and converts. The first thing on the home page they need to see is clear communication of your value proposition. Then backing this up throughout the site with sales propositions of features and benefits demonstrating how good you are.</p> <p>It must be visually appealing, easy to use and communicate how great you are, and ultimately convert!</p> <p>Central proposition for them will include:</p> <ul style="list-style-type: none"> • Best widgets on the market • Built by widget experts • We're widget only – nothing more, nothing less • Full service and support on call • Amazing team • Full-service options– nothing average about this adventure • Real widget partner • Proof – that you are as good as you say you are • Strong Calls to action to make an enquiry • Story – Brand, history, who we are etc <p>We also want to develop an improvement process that continually improves user experience and conversion rates.</p>
Other things for a little bit down the track		
Content		<p>The lifeblood of the digital economy, we want to make sure that we are regularly producing great content, that your target market is searching for, and that is appealing and engaging:</p> <ul style="list-style-type: none"> • Keyword research review • Keyword rankings • Gap analysis



		<ul style="list-style-type: none">• Content recommendations• Content Creation• Content Optimisation
General Web Presence and Branding		<p>A core component of getting the digital foundations right (with some benefits of growing awareness) is making sure we have good listings on all the relevant websites:</p> <ul style="list-style-type: none">• Main directories (Truelocal, Yellow, GMB etc)• Digital/Industry sites• Secondary search engines





Targets

Obviously, these are a work in progress as we discussed, and really just a starting point:

- 5 New clients per month



Reporting Requirements

High-level perspective

Campaign	Tracking Requirements	Metrics Required
<ul style="list-style-type: none"> • Search <ul style="list-style-type: none"> ○ Google Ads ○ SEO 	<ul style="list-style-type: none"> • Visitors to the site • Enquiries/Leads Generated <ul style="list-style-type: none"> ○ Online form ○ Inbound Ph (down the track) 	<ul style="list-style-type: none"> • Cost per visitor • Cost per enquiry
<ul style="list-style-type: none"> • Website 	<ul style="list-style-type: none"> • Bounce Rate • Time on Site • Conversions 	
<ul style="list-style-type: none"> • Sales 	<ul style="list-style-type: none"> • No. of Leads • Conversion of leads 	<ul style="list-style-type: none"> • Conversion rate • Cost per sale



Recommended Reporting (and dashboards)

- High level weekly
- Detailed Monthly





Search Strategy

Search is one of the most effective tools to quickly drive results for your business, because it provides a mechanism to capture your target audiences while they are actively seeking information on the services you provide.



- Building a great search strategy is vital to ensuring that your business is found by your target audience(s)
- Your target audience is actively searching for your services, and we want to give them every chance to find your business online by appearing high up in the search results (via paid, organic and local)
- This next section will develop the search strategy of how we effectively get your target personas to find your business online



Framework

1. What is your target audience searching for?

The first step in this process is to do an in-depth keyword research so we know all possible search terms that your target audience may enter into Mr Google. From the discussions so far, the campaign structure will include:



- Functional: “Widget software”, “Manufacturing software for widget”, “tracking widgets software”
- Description: “Best Widget Software”
- Competitors
- Brand



To Do:

- Widget & Co to review high level keyword research (attached)
- DN to do in-depth Keyword research
- Review, prioritise and finalise



2. Write Engaging Ads

We want to put our best foot forward with engaging ads that communicate the right messages, based on the proposed campaign structure above.

To Do:

- Widget & Co to Finalise value proposition
- DN to draft up based on messaging above (in journey part)
- Both to review
- DN Finalise



3. Great Landing Pages

We need to ensure that the page the visitor lands on is engaging, addresses their search query (what they are looking for), entices them to explore the site and converts well. This is going to need to be done post new website going live.

To Do (once keywords prioritised):

- Analysis of pages to use
- Recommendations of landing pages as required
- Creation of new pages if required

4. Campaign Built and Live

Final draft of campaign structure, keywords and ads put together for final sign off and get campaign live:

To Do:

- DN to put final version of campaign together
- Widget & Co to sign off on
- DN to get campaign live
- Admin completed (billing details etc)
- Auxiliary “go live” tasks
 - Master list of negatives added
 - Linking of tracking
 - Etc...

5. Optimisation of Google Ads Campaign

Once the campaign is live, we need to then run it through a stringent improvement process so that every week and every month it gets more and more effective as we find out what works well and what doesn't.

- Define optimisation framework
- Daily bid and budget management
- Weekly keyword analysis (negatives and new keywords)
- Weekly site engagement analysis and recommendations
- Conversion optimisation around cost per lead
- Establish optimisation framework



6. Search Tracking and Reporting (in line with Analytics work)

As with everything we do, we want to have the right tracking and reporting in place to ensure we can clearly and quickly see the good, the bad and the ugly.

- GA provisioning
- Conversion tracking
- Weekly reporting
- Monthly detailed campaign reporting

