



## **Move Customers to Conversion** **How to Market in the Ecommerce Funnel**

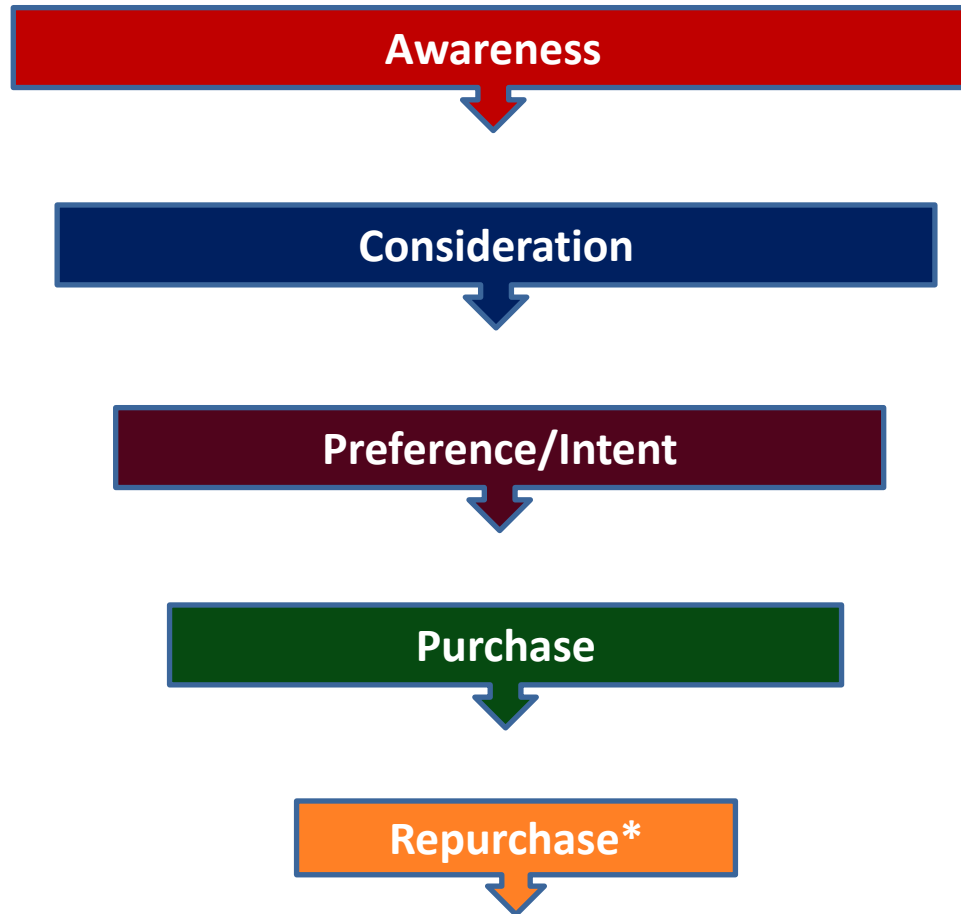


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Online  
Communications  
Specialist

# Today's Agenda

- What is the customer buying cycle?
- “Linguistic Logic”
  - How to use keywords for insights
- Marketing through the cycle
  - The best channels + examples
- The buying cycle, dismissed

# What is the customer buying cycle?



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# “Linguistic Logic”

- What is linguistic logic?
  - Gaining insights from search queries
- Why linguistic logic?
  - Helps identify consumer behaviors
  - Gives information needs for each stage
  - Allows for landing page improvements

# Examples of Search Queries

- Where is this searcher in the buying process for a flat screen TV?
  - *“flat screen tv”*
  - *“compare flat screen tv”*
  - *“flat screen tv from frys”*
  - *“cheap flat screen tv”*
  - *“sony 42 inch lcd tv”*



# The Results

flat screen tv

About 55,500,000 results (0.24 seconds)



**Awareness  
Consideration**

compare flat screen tv

About 9,950,000 results (0.22 seconds)



**Consideration  
(Ready for  
Preference/Intent)**

flat screen tv from fry's

About 594,000 results (0.22 seconds)



**Preference/Intent  
Purchase  
Repurchase**

cheap flat screen tv

About 12,600,000 results (0.29 seconds)



**Total toss up**

sony 42 inch lcd tv

About 6,970,000 results (0.36 seconds)



**Purchase (or is it?)**

# Let's try another one...

- Where is this searcher in the buying process for organic hot sauce?
  - *“history of organic hot sauce”*



history of organic hot sauce

About 1,950,000 results (0.12 seconds)



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# Marketing in the Awareness Stage

- Goal is to be top of mind
  - All about being found in search engines
  - Create catered PPC campaigns
  - Relevant content is key for SEO
    - Create content that moves to the next stage, like a buying guide
  - Don't interrupt, **enlighten**



# Marketing to Awareness: Examples

The screenshot shows the Crutchfield website interface. At the top right, there are links for 'sign in to your account' and 'sign up for a new account'. Below these are icons for 'Email', 'Chat', and 'Get a call back'. A red circle highlights a phone number '1-800-319-8264' and a green box with the number '2' and the text 'Advisors waiting for your call'. Below this is a 'My Cart (0) \$0.00' and a 'Sign up for Crutchfield Rewards' link. The main navigation bar includes 'Shop', 'Outlet', 'Learn', 'Support', 'Forums', 'Gift Cards', and a search bar. A red arrow points from the search bar to the right. Below the navigation bar is a yellow banner with the text 'Free shipping on all orders \$49 & up'. A red circle highlights this banner, and a red arrow points from it to the right. The main content area features a 'Learning Content' section with 'Related Articles' and a video player titled 'Video: TV Screen Size' by Julie Govan, dated Jul 24, 2009, with a 5-star rating based on 18 ratings. The video player shows a red car on a TV screen in a living room. A red arrow points from the video player to the right. The video player has a 'Share' button and a progress bar.

Keyword:

*how to choose a flat screen tv*

Prompts to move to next stage

Previously unaware of brand

Enlightening content

# Marketing to Awareness: Examples

The screenshot shows the Volusion website's landing page for 'How to sell online'. Red circles and arrows highlight specific features: the 'Try it Free' button, the main heading 'How to sell online', a 'Download the PDF' button, a list of six steps, and a highlighted paragraph at the bottom. Arrows point from these elements to descriptive text on the right.

Keyword:  
*how to sell online*

Prompts to move to  
next stage

Provides tangible  
resource

Matches search query  
without intimidation

Places into  
Consideration stage

# Marketing in the Consideration Stage

- Goal is to become top choice
  - SEM is still the leading channel
  - Utilize reviews/case studies
  - Drive traffic to social
  - Highlight key selling points
    - Separate from the competition



# Marketing to Consideration: Examples

The screenshot shows the Subaru website's navigation bar with a 'Why Subaru' dropdown menu highlighted in yellow. Below the navigation is a section titled 'Industry Reviews & Awards' featuring a row of six car models: Impreza, Impreza WRX, Legacy, Outback, Forester, and Tribeca, each with a starting price. Below this is a '2011 Impreza' section with a car image and a 'Reviews' section featuring logos for Edmunds.com and cars.com, each with a 'Read Full Review' button. At the bottom is an 'Awards' section featuring the J.D. Power logo and text about the car's performance.

Keyword:  
*Compare Subaru*

Dedicated section in navigation

Third-party validation from trusted, unbiased sources

Highlights awards

# Marketing to Consideration: Examples

The screenshot shows the DIRECTV website homepage. At the top, there is a navigation bar with links for 'Building Owners', 'Businesses', and 'Travelers', a search bar, and a 'Cart' button. Below the navigation bar, the main content area features a large banner with the headline 'DIRECTV vs. the Competition. For the world's best video experience you need DIRECTV.' A red circle highlights a list of three bullet points: 'Get the newest movie releases first on DIRECTV, months before Netflix \*', 'Record, watch, and delete shows in any room—with one HD DVR!', and 'Enjoy the best entertainment experience for your money'. To the right of the banner is a promotional box for 'Get FREE HD!' with a 'Get DIRECTV Today' section and a 'FREE HD DVR & HD RECEIVER UPGRADE' offer. Below the banner are four tabs: 'The Big Picture', 'The Best Programming', 'The Best Technology', and 'The Best Value'. The 'The Best Programming' tab is selected, showing a section titled 'See why DIRECTV beats cable and DISH Network hands down.' with a paragraph of text and an 'Order DIRECTV today' link. Below this are three sub-sections: 'The Best Programming' (with movie posters), 'The Best Technology' (with a tablet), and 'The Best Value' (with a family). A yellow box on the right side of the page states 'The results are in! DIRECTV is #1 in customer satisfaction ratings over Cable and DISH Network.' Below this is a 'Compare for yourself' section with a paragraph and a 'Watch video' link. Red arrows point from these elements to the text on the right.

Keyword:  
*DirecTV vs DISH*

CTA that moves to next stages

Highlights key differentiators

Directly states competition

Third-party validation

# Marketing in the Preference/Intent Stage

- Goal is to seal the deal
  - Website should do the talking
    - Reaffirm customer preference
  - Give your customers a voice
  - Play to emotions
  - Drive traffic to social





# Marketing to Preference/Intent: Examples

Direct Visit to babybump.ca

The screenshot shows the homepage of babybump.ca. At the top, the navigation bar includes 'Shop Baby Bump Products' and 'Shop Kuddles Products', both circled in red. Below the navigation, a 'Celebrity Buzz' section features a 'FREE SHIPPING for orders over \$50' banner (circled in red), a 'Number One Choice for Celebrity Moms' badge, and a 'Golden Moments at the 67th Golden Globe Awards' article (circled in red). A 'What's New!' section features a Target logo (circled in red) and a collage of photos of celebrities with the products. A 'Validation by association' section includes a 'FashionWeekLA' logo and a paragraph about the brand's presence at the 2010 Golden Globe Awards. Red arrows point from the circled elements to the text on the right.

Prompts to purchase

The ultimate emotional validation

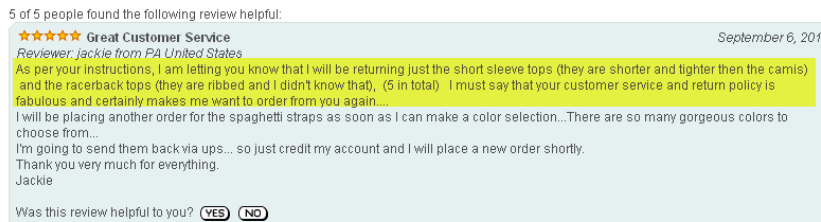
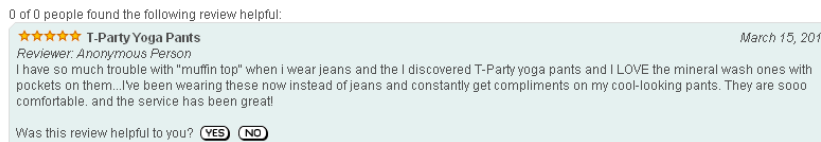
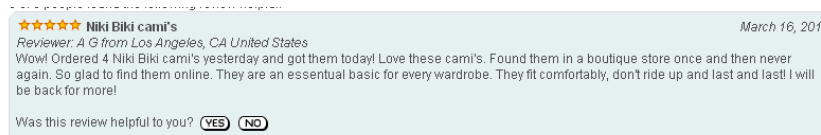
Validation by association

# Marketing to Preference/Intent: Examples

Direct Visit to  
repeatpossessions.com

Asks for reviews

Addresses potential  
objections



# Marketing to Preference/Intent: Examples



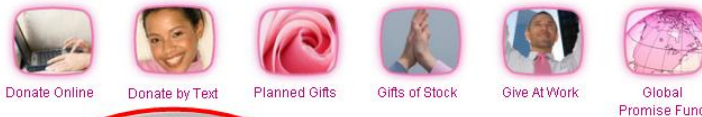
Evoke emotion to solidify intent

## Donate

Imagine life without breast cancer—where your mother, daughter, sister or friend doesn't have to worry if she will be the one-in-eight women diagnosed with the disease.

While we have made tremendous progress in the fight, people are still dying from breast cancer—and that's unacceptable. At Susan G. Komen for the Cure®, we are working every minute of every day to save every life, and we need your help.

By making a donation today, you can help save lives.



Gifts to Susan G. Komen for the Cure may be made by:

Mail: Susan G. Komen for the Cure  
Attn: Donor Services  
PO Box 650309  
Dallas, TX 75265-0309

Telephone: 1.877.G0.KOMEN (1.877.465.6636)  
Email: [donorinquiry@komen.org](mailto:donorinquiry@komen.org)

Make a personal connection

Show the benefit of purchase

Percentage of dollars spent on our mission: 84%



# Marketing in the Purchase Stage

- Goal is to close ASAP
  - Create a sense of urgency
    - Share your coupons and discounts
  - Remove any roadblocks to purchase
  - **DON'T STOP MARKETING**



# Marketing to Purchase: Examples

Ads

[Tennis Bracelets - Sale](#)  

[www.superjeweler.com](http://www.superjeweler.com)

**Diamond Tennis Bracelets to 75% Off**  
Top Rated Jewelry Site. Shop Now!

[Diamond Tennis Bracelet](#)  

[www.bloomingdales.com](http://www.bloomingdales.com)

[bloomingdales.com](http://bloomingdales.com) is **rated** ★★★★★  
Shop Bloomingdale's for  
Elegant **Diamond Tennis Bracelets!**

[Blue Nile Diamond Jewelry](#)  

[www.bluenile.com](http://www.bluenile.com)

[bluenile.com](http://bluenile.com) is **rated** ★★★★★  
Forbes Favorite Online Jeweler.  
**Free FedEx & 30-Day Returns.**

Create a sense of urgency to close

Offer a limited-time discount

Overcome objections

buy diamond tennis bracelet

About 1,080,000 results (0.17 seconds)



The screenshot shows the Sun & Ski Sports homepage. Several marketing elements are circled in red:

- A red banner at the top: **YAKIMA LIMITED TIME ONLY - 20% OFF YAKIMA** with a **SHOP YAKIMA NOW** button.
- A large central banner: **JULY 4TH SALE SAVE UP TO 30% OFF SHOP THE SALE** featuring a skier.
- A sidebar on the left with a **NEW INTERACTIVE PACKING LIST** and an **EMAIL SIGN UP** section.

Showcase savings on your homepage

# Marketing to Purchase: Examples



## Remove Roadblocks



Display payment options and security measures

Your Cart ◊ Checkout ◊ Receipt

[Continue Shopping](#)

ITEM DESCRIPTION	QTY	EACH	TOTAL
<input checked="" type="checkbox"/> Bull U- Small	<input type="text"/>	\$24.99	\$24.99

Click  to remove an item from your cart.  
[Empty My Entire Cart](#)

Show gift options during checkout

Coupon code? Enter it here:  [Apply](#)

**Calculate Shipping Rates:**  
Country:   
State:   
Zip/PostalCode:

Tax: \$0.00

**Total: \$24.99**

[Recalculate](#)



Prevent “shipping sticker shock”

# Marketing in the Repurchase Stage

- Goal is to stay top of mind
  - Keep in contact with your customers
  - Make them feel special
  - Give them reasons to buy more



Repurchase\*

# Marketing to Repurchase: Examples

beautyinsider  
SEPHORA

free shipping! on orders over \$50

## Stay top of mind

MAKEUP SKINCARE FRAGRANCE BATH & BODY HAIR TOOLS & ACCESSORIES NATURAL MEN GIFTS beauty advice



BEAUTY INSIDERS ONLY, APRIL 15-21

MISS US?  
15% OFF\*

Sephora.com hasn't seen you in a while. Come back and enjoy 7 stylish days of savings. Shop as often as you want through April 21.

SHOP IN STORE ▶  
Present bar code at checkout

SHOP ONLINE ▶  
Enter code **MISSU** at checkout

START SHOPPING:

MAKEUP ▶

SEPHORA FAVORITES ▶

NEW PRODUCTS ▶

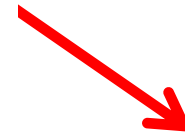
VALUE SETS ▶



Create sense of exclusivity



Give a reason to return



Segment your customers



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# The Buying Cycle, Dismissed

- Shopping Feeds defy most principles
  - Ignores or dismisses Awareness & Consideration
  - Totally negates Preference/Intent
  - Skips straight to Purchase
  - The problem? No Repurchase for you!
    - Unless you go the extra mile

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## Question & Answer