Maximizing Your Current Digital Assets

COLAB

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President & Founder

Eddie O'Leary is the President and Founder of COLAB. For the better part of two decades, he has been working with brands of all sizes, across all industries to build strategic value in their web technology. He helps guide new clients through the process of website redesigns. His passion for web technology runs deep, spending most weekends tinkering with the latest and greatest.
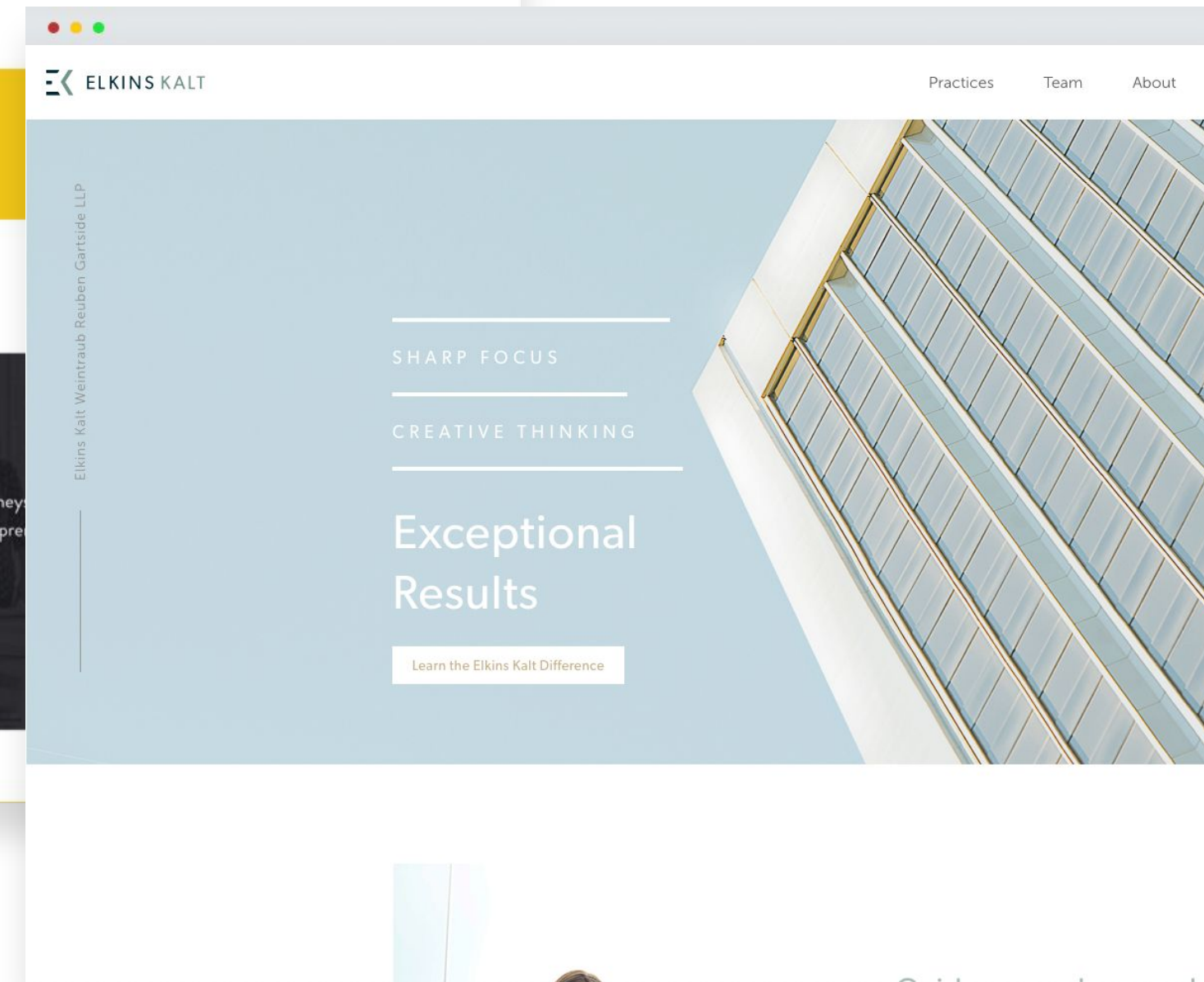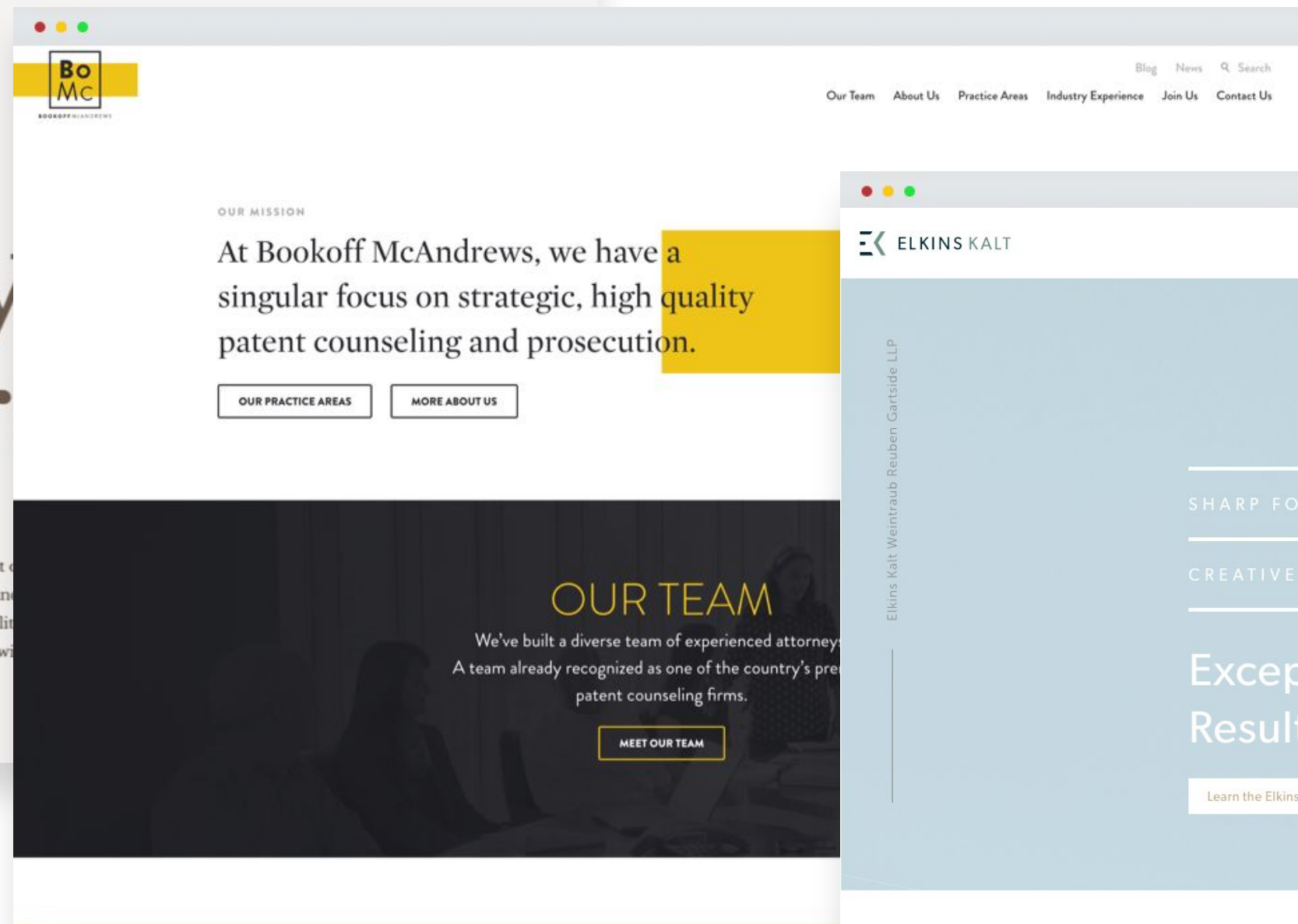
COLAB

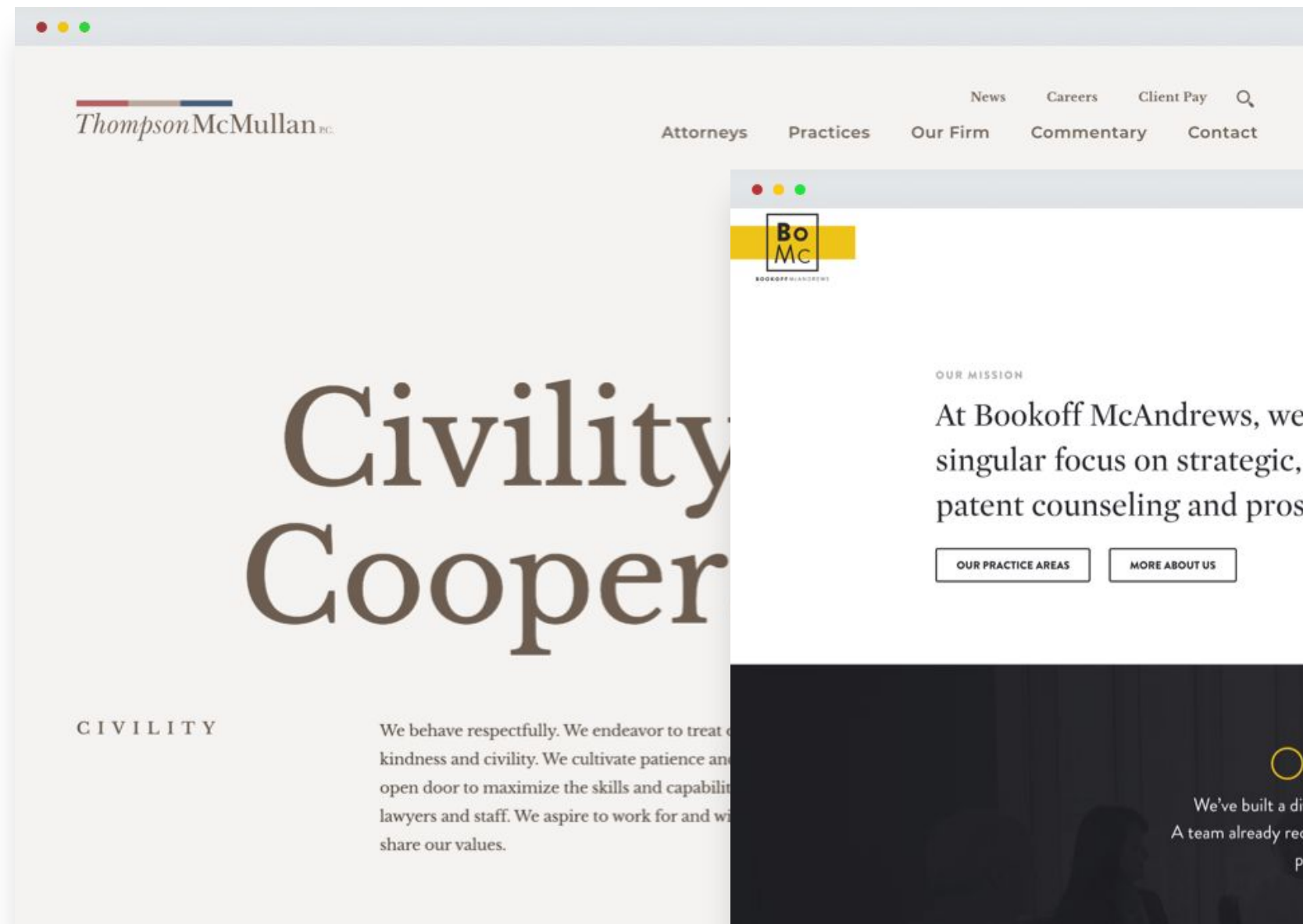COLAB is a web-specialist digital agency focused on taking your organization, strategically and smartly, to the next stage. We use our web expertise to solve marketing and technology challenges for medium to large, forward-thinking businesses, and nonprofits.
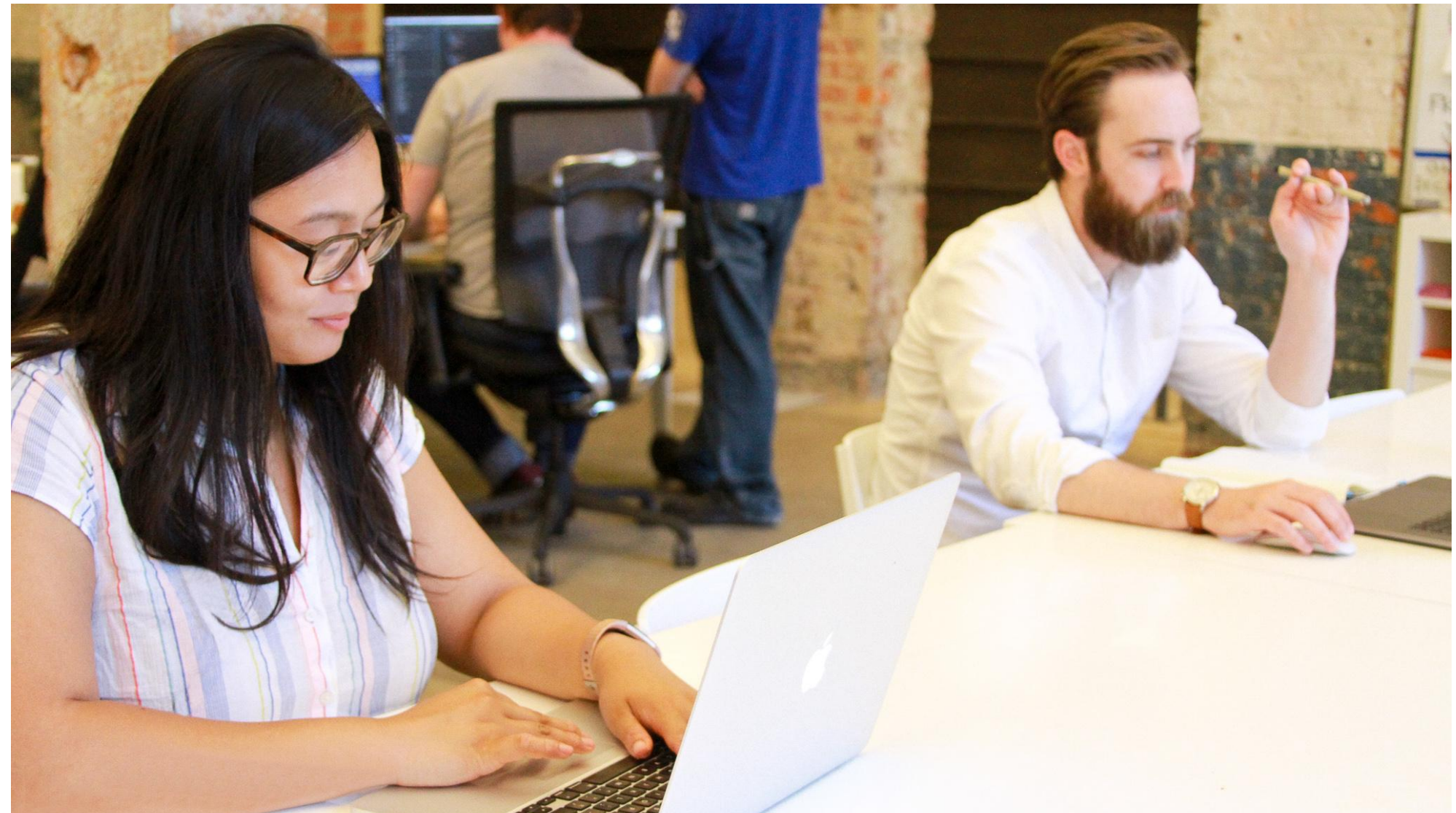
Today's Goals

Optimize our digital ecosystems to better:

– Align with organizational goals
– Speak to key audiences
– Convert site visitors into leads

Three Steps

IDENTIFY

Brand Values

Business Goals

Target Audiences

ORGANIZE

User Journeys

Sitemap

Persona Keywords

CREATE

Conversion Opportunities

Strategic Content

Identify

/ Brand Values
/ Business Goals
/ Target Audiences

Brand Values

What does our brand stand for? What principles guide our decision making? How do we want our customers and competitors to think about us?

Purpose   Other than to generate revenue, why does our brand exist?

Vision   If we commit to and achieve our purpose, what outcome will we see?

Mission   What are we here to do? How do we see our vision come to life?

Brand Values

Example:
IP Law Firm

Purpose *Provide exceptional IP services with trustworthiness and integrity*

Vision *A progressive and rewarding legal experience for our partners and our clients*

Mission *Embrace difficult challenges, Always follow through, Treat people with respect and dignity*

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Business Goals

What is our organization aiming to achieve in the short and long term? What sales and marketing initiatives are we pursuing? How is our organization changing and progressing?

Short Term   What are our sales and revenue targets? What talent are we looking to hire? How are we addressing COVID? What products or services are we promoting?

Long Term   What LOBs or industry verticals are we looking to move into? What are our long–term diversity initiatives?

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Target Audiences

I

Who makes the best customers?

II

Who is most profitable?

III

Are there internal audiences?

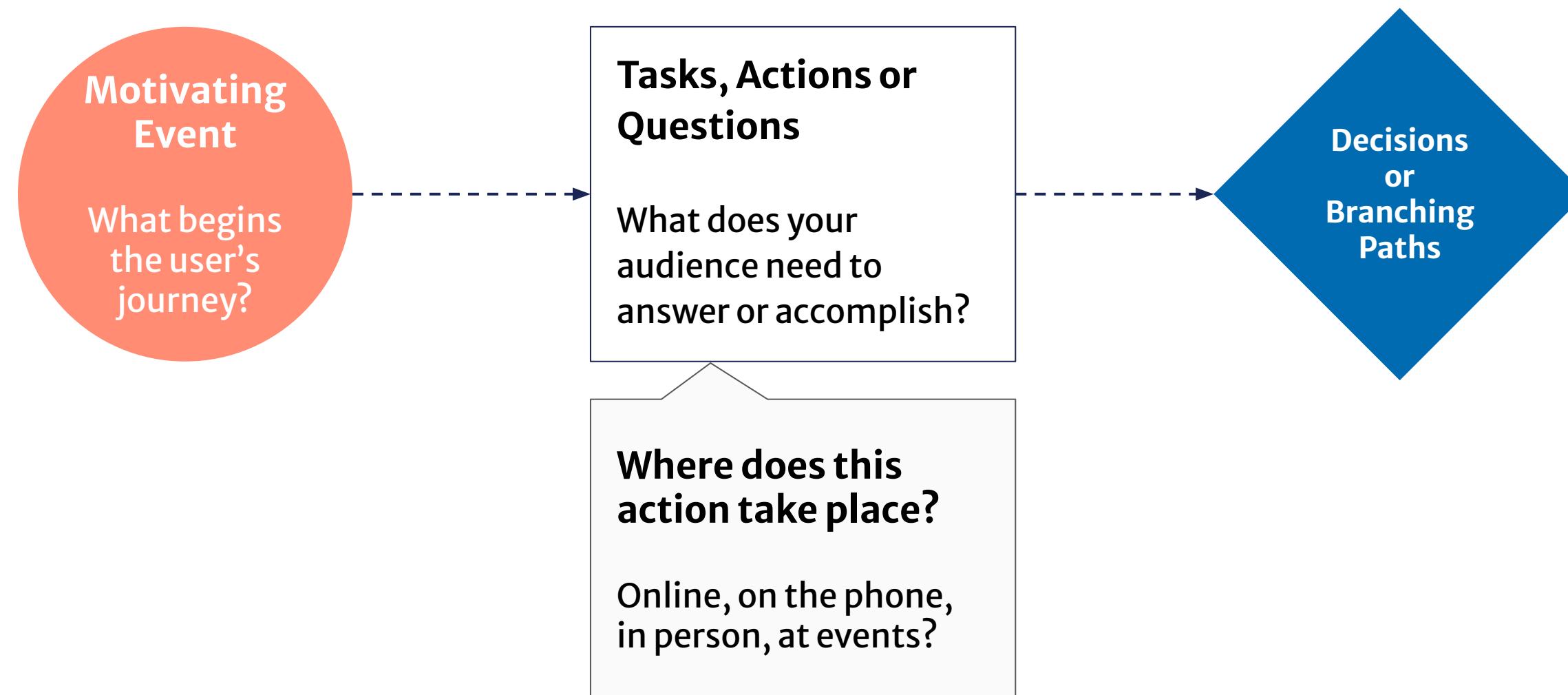|	
Motivations & Needs	*What drives this audience to make decisions?*
Tasks & Actions	*What are these audiences doing on and off the site?*
Pain Points	*What poses challenges to this audience?*

Organize

/ **User Journeys**
/ **Sitemap**
/ **Persona Keywords**

User Journeys

Organize your audience's needs, activities and decisions into a journey map

Motivating Event

What begins the user's journey?

Tasks, Actions or Questions

What does your audience need to answer or accomplish?

Where does this action take place?

Online, on the phone, in person, at events?

Decisions or Branching Paths

Sitemap

Audience Task

Service

Business Requirement

Product

Audience Question

Conversion Opportunity

Homepage

Primary Page

Primary Page

Secondary Page

Secondary Page

Secondary Page

Secondary Page

Secondary Page

Sitemap

Homepage

Primary Page *(Industries)*

Primary Pa

Secondary Page *(Construction)*

Secondary Page *(Finance)*

Secondary Page

Tertiary Page *(Case Study)*
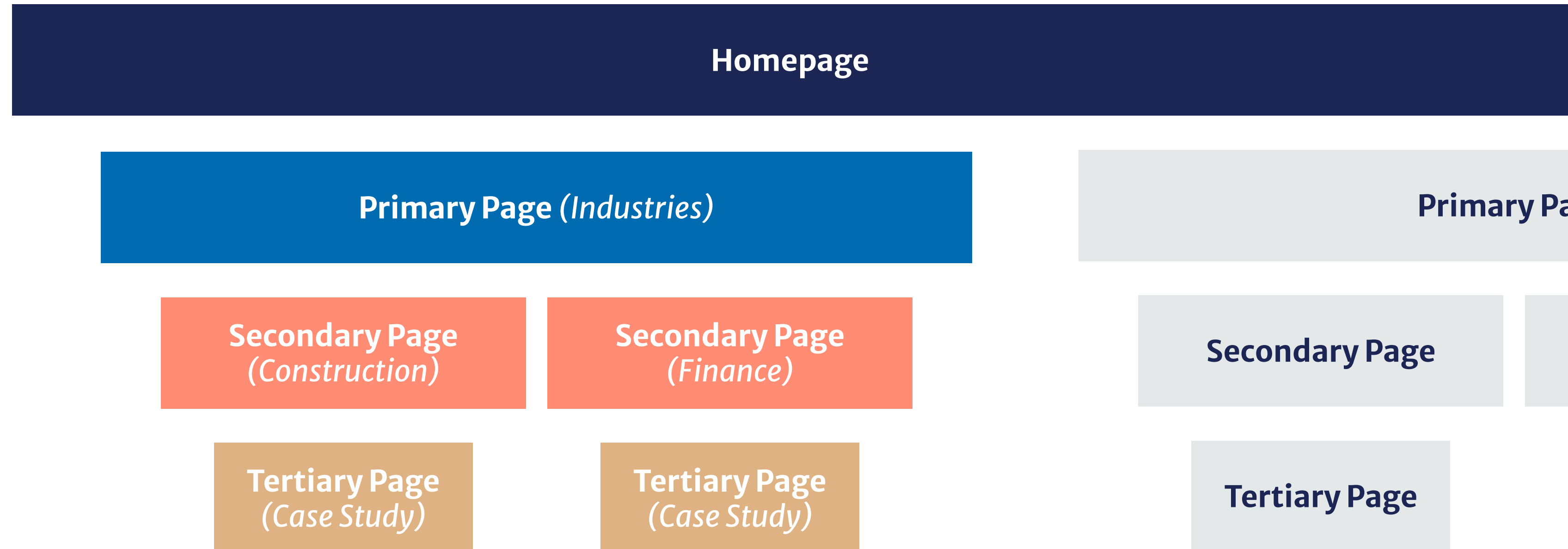
Tertiary Page *(Case Study)*

Tertiary Page

Persona Keywords

Who is your brand? How does it communicate and present itself to your customers?

Personality   Brand Identity

Tone   Brand Communication

Presentation   Brand Appearance

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Brand Values

Example:
IP Law Firm

Purpose   *Provide* **exceptional** *IP services with* **trustworthiness** *and* **integrity**

Vision   *A* **progressive** *and* **rewarding** *legal experience for our partners and our clients*

Mission   *Embrace* **difficult challenges***, Always* **follow through***, Treat people with* **respect** *and* **dignity**

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Persona Keywords

Personality

Human–like attributes that gives the company distinct character:

Experienced

Pioneering

Prestigious

Voice

Communication–related adjectives, how the company sounds when expressing itself:

Professional

Humanistic

Insightful

Presentation

Ideas about style, color, polish, etc. to visually represent the company:

Sophisticated

Premium

Contemporary

Create

/ **Conversion Opportunities**

/ **Strategic Content**
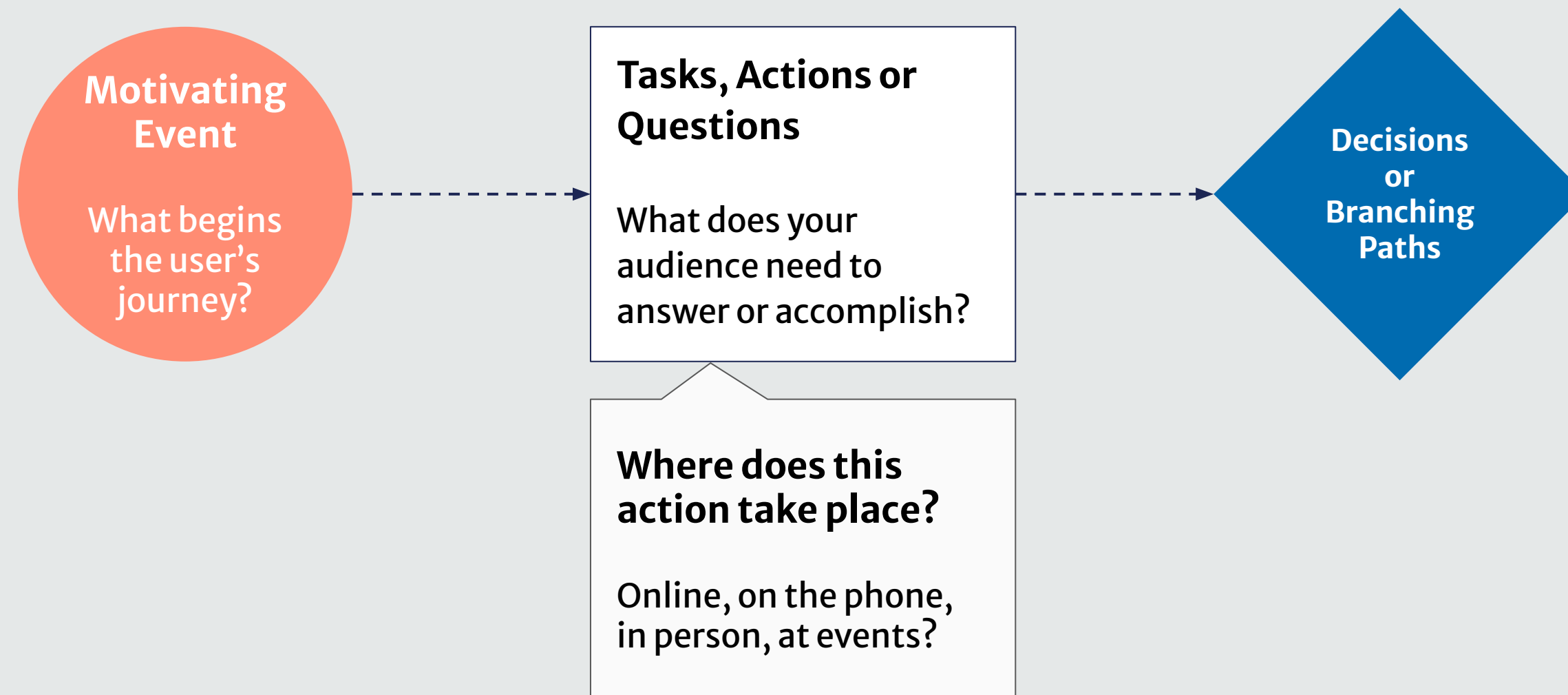
Conversion Opportunities

Drive users to take actions that are beneficial to them, and valuable to your organization

Early Funnel   Read website content, learn more

Mid Funnel   Download eBook, Subscribe to Newsletter, Use Learning Tools

**Late Funnel**   Contact, Download Pricing Sheet, Get a Quote

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Strategic Content

Evergreen   Sitemap Content – Homepage, Primary,
Secondary, Tertiary Pages

Fresh   Blogs, Articles, Case Studies

Targeted   Display ads, emails, newsletters
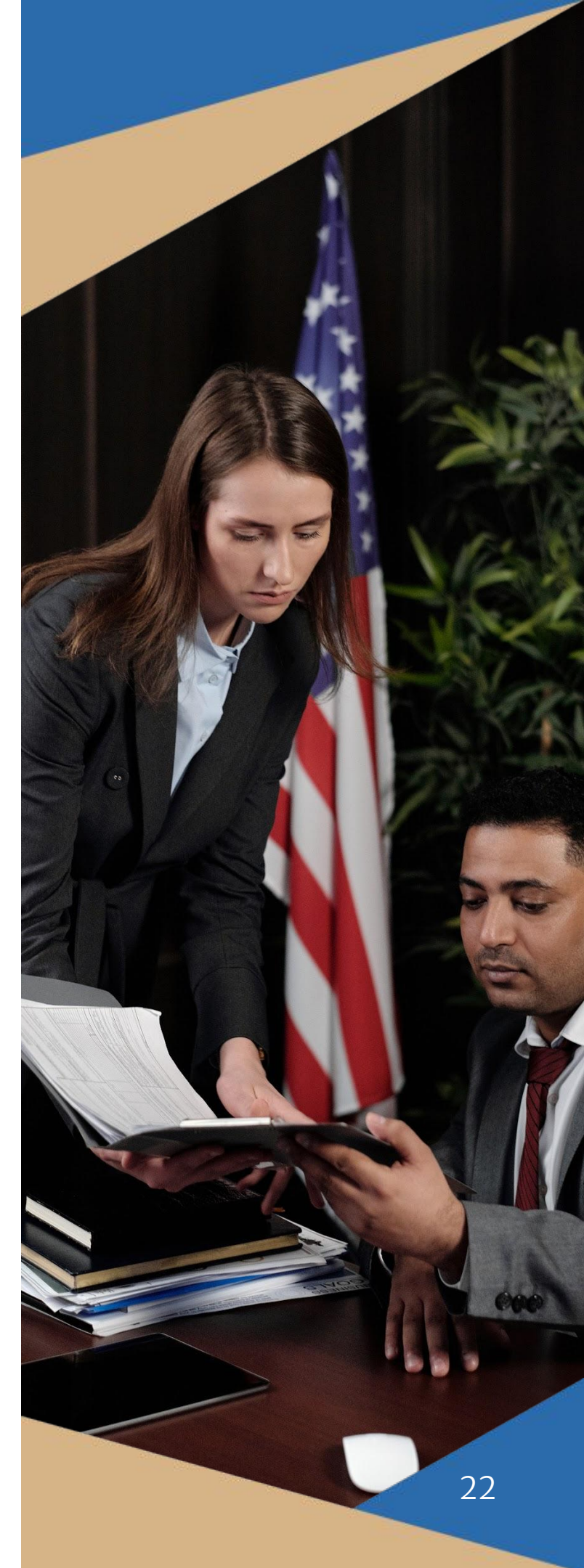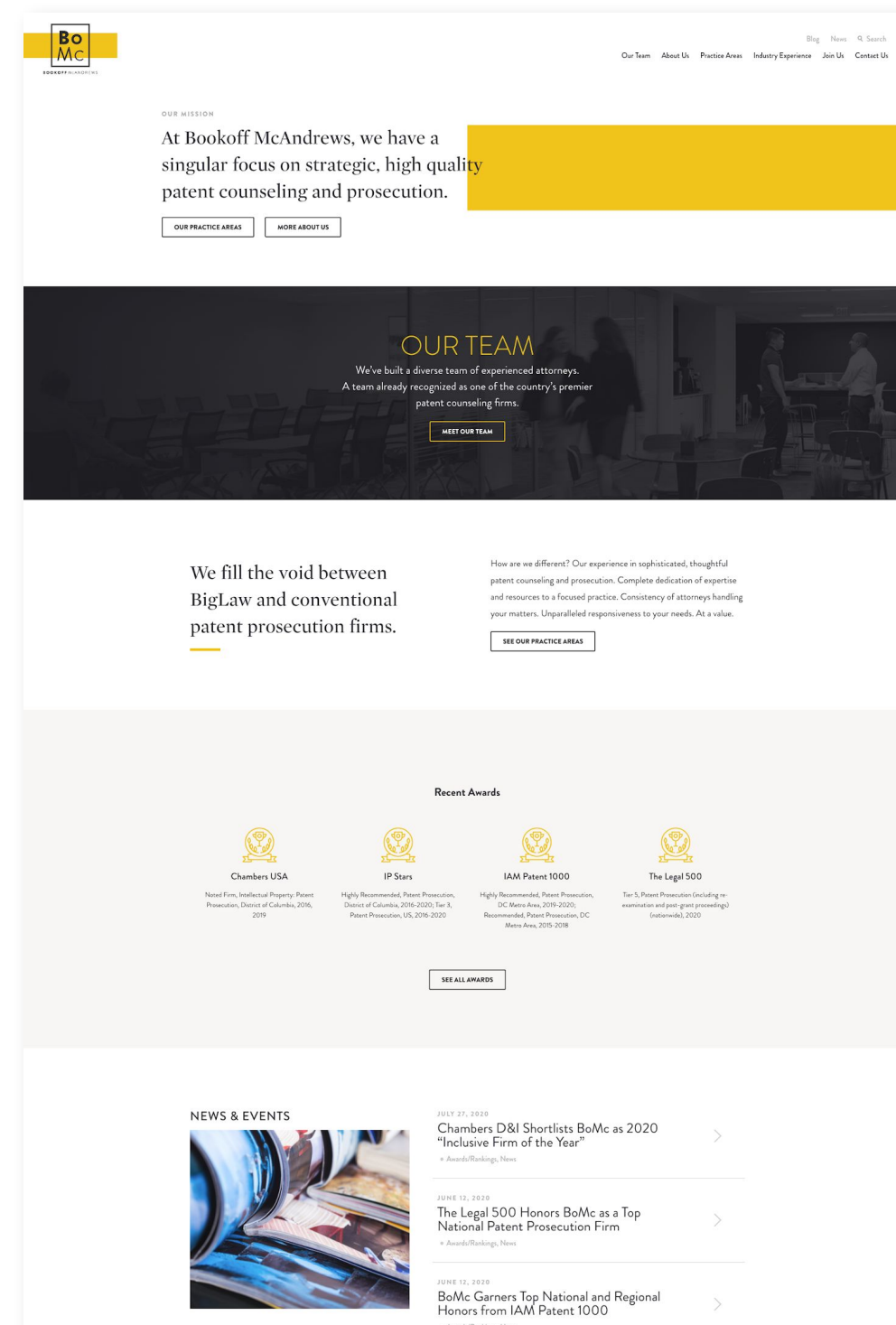
Evergreen Content

Homepage

1. Brand Messaging – *Purpose, Vision, Mission*

2. Flexible Marketing Areas – *Timely Promotions*

3. Who you are – *About, Team, Culture*

4. What you do – *Products/Services*

5. Social Proof – *Testimonials, Reviews, Recognition*

6. Who your clients are – *Industries, personas*

7. News and Insights

8. Clear Calls-to-action

Evergreen Content

Interior Page

1. Page Title

2. Page Summary

3. Call to Action in the header

4. Page Content written using persona keywords and targeted at audience needs

5. Pre-Footer Call-to-Action

Content Best Practices

Break up Content
Bullets, headlines and short paragraphs make content easier to read and can improve SEO

One idea per section
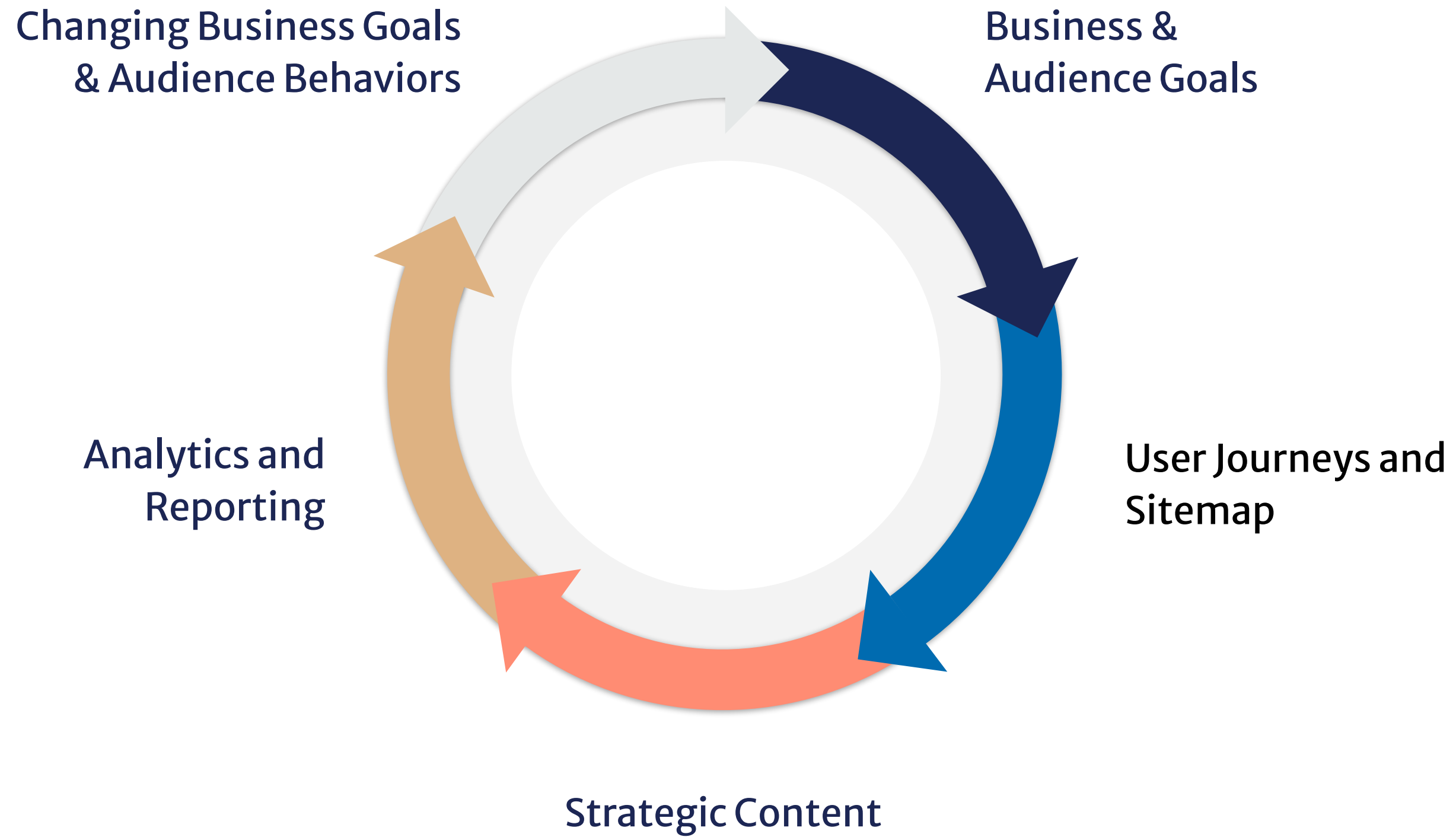Keep content focused. Communicate one idea per section of content

Speak to your Audience
Use the words and phrases your audience uses to communicate about a topic

Now What?

Changing Business Goals
& Audience Behaviors

Business &
Audience Goals

User Journeys and
Sitemap

Strategic Content

Analytics and
Reporting

What roadblocks should we be aware of?

Common Roadblocks

1. No buy-in from leadership

2. Design-by-committee

3. Don't have the right technology in place

4. Letting perfect be the enemy of good

Questions?
Questions?
Questions?

Thank you
Thank You
Thank You