

A N N A D U I N

# 3 EASY WAYS TO GET MORE OUT OF YOUR WEBSITE (FAST)

S E P T E M B E R 2 0 2 4

D U I N M A R K E T I N G . C O M

# WHAT WE'LL COVER

Don't worry about notes. I'll share the deck!

**Upgrade #1:** Answer these three key questions in 15 seconds

**Upgrade #2:** Build Instant trust with leads

**Upgrade #3:** Make email your new best friend

Duin Marketing

# ABOUT ME

Anna Duin

- I've been in marketing for 10+ years
- I help small business leaders find new ways to drive revenue
- My favorite tactics are lead generation, writing, and email marketing
- I'm a mom to two wild boys!



[duinmarketing.com](http://duinmarketing.com)



Research shows you have 15 seconds before people leave your website. So answer their biggest questions ASAP.

## UPGRADE #1: ANSWER THESE THREE KEY QUESTIONS IN 15 SECONDS

## ANSWER THESE 3 QUESTIONS ON YOUR HOME PAGE

- What do you do?
- How can you help me?
- What makes you different?



Learn more: [Crafting Your Wow Statement](#)



Hard to read and understand (aim for a 7th-grade or less reading level)



I / Us / Company name lingo



Focusing on how the company/product is awesome instead of how it helps THEM



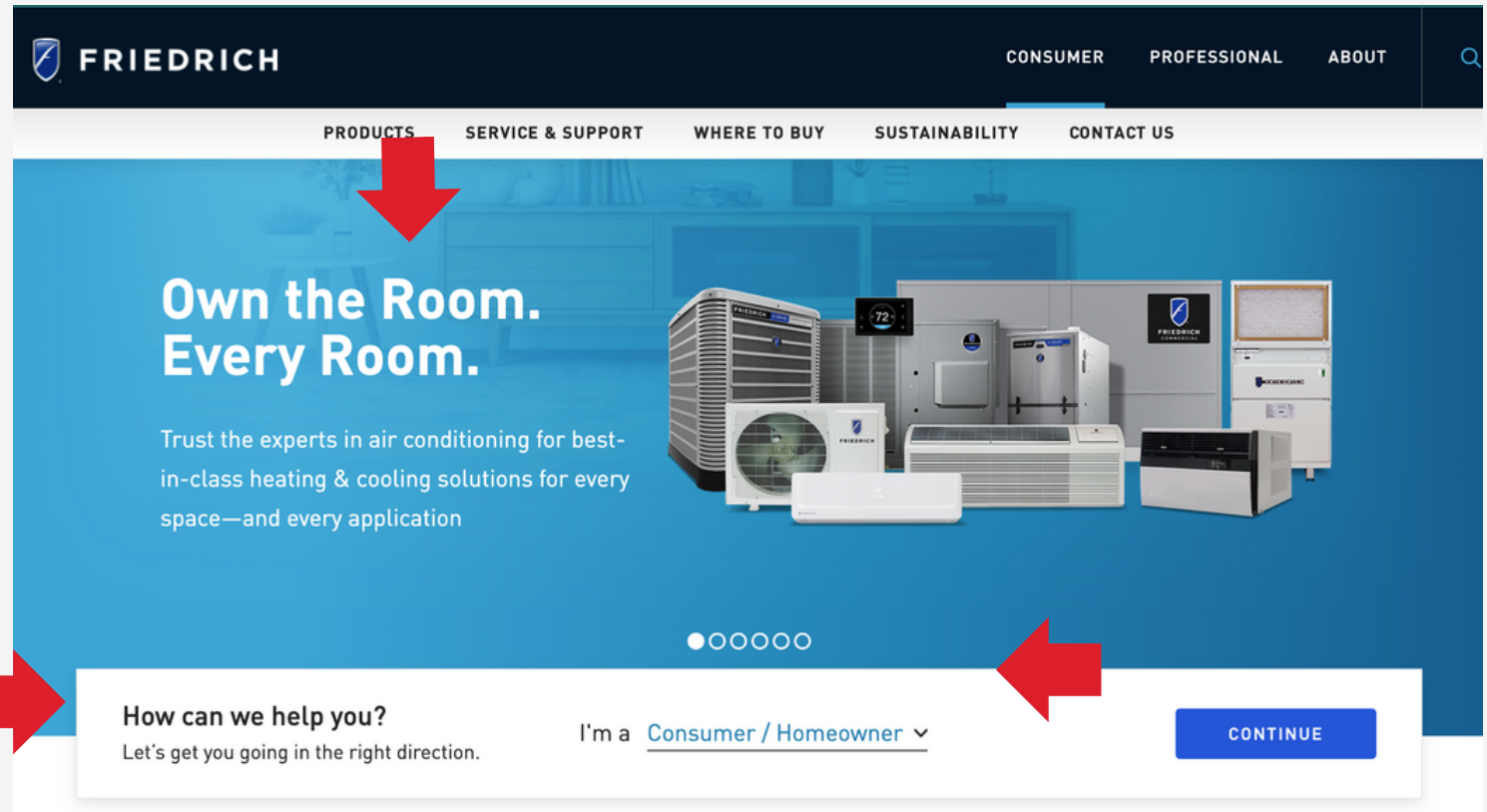
It doesn't speak to the customer's pain points

# COMMON MESSAGING PITFALLS TO AVOID

# STELLAR WEBSITE MESSAGING EXAMPLES

## Why it works:

- Compelling copy
- Focused on the customer
- It's clear where you should go next



Example from friedrich.com

# KILLER WEBSITE MESSAGING EXAMPLES

## Why it works:

- Speaks to specific pain points
- Clear value

[HOME](#) [SPEAKING](#) [SERVICES](#) [PODCAST](#) [LET'S CONNECT!](#)

## PRODUCTIVITY COACHING AND KEYNOTES

Feeling overwhelmed or struggling to find work-life balance? Elevate your efficiency and feel empowered to achieve more with Amy's workshops, coaching, and keynotes.



### PRODUCTIVITY COACHING

Feeling overwhelmed and struggling to achieve a healthy work-life balance? Amy can be your key to unlocking greater productivity and achieving more with less stress. She goes beyond generic advice by leveraging her unique background as a coach, engineer, and professional organizer. By working with Amy, you'll gain the tools to prioritize effectively, streamline your workflow, and create focus time in your schedule. Her expertise helps you identify opportunities to be more productive.

[Example from amytokos.com](http://amytokos.com)

# STELLAR WEBSITE MESSAGING EXAMPLES

## Why it works:

- Speaks to clear goal/need
- You know what they do and what services they offer

The screenshot displays the Rarify website homepage. At the top, a pink banner features the text "LET'S *Rarify* YOUR BRAND" in white. Below this, a definition of "Rarify" is provided: "Rarify [râr'-ô-fi', verb]: To elevate your brand to an exceptional level through strategy, collaboration, and creativity." The main headline reads "Our passion is making you look good—and getting more eyes on your brand." with a red arrow pointing left. Below the headline, it says "We do that by working WITH you, not just FOR you." A section titled "WHAT WE DO:" is followed by a circular diagram with a central pink circle labeled "Creative Strategy & Leadership" containing an atom icon. Surrounding this are seven other circles, each with an icon and a service name: "Branding & Visual Identity" (atom icon), "Design & Typography" (atom icon), "Illustration & Character Design" (atom icon), "Copywriting & Editing" (atom icon), "Experiential Design" (atom icon), "Presentation Design" (atom icon), and "Proprietary artwork & mascot characters" (atom icon). A red arrow points right towards the diagram.

LET'S *Rarify* YOUR BRAND

Rarify [râr'-ô-fi', verb]: To elevate your brand to an exceptional level through strategy, collaboration, and creativity.

**Our passion is making you look good—and getting more eyes on your brand.**

*We do that by working WITH you, not just FOR you.*

**WHAT WE DO:**

**Creative Strategy & Leadership**

**Branding & Visual Identity**

**Design & Typography**

**Illustration & Character Design**

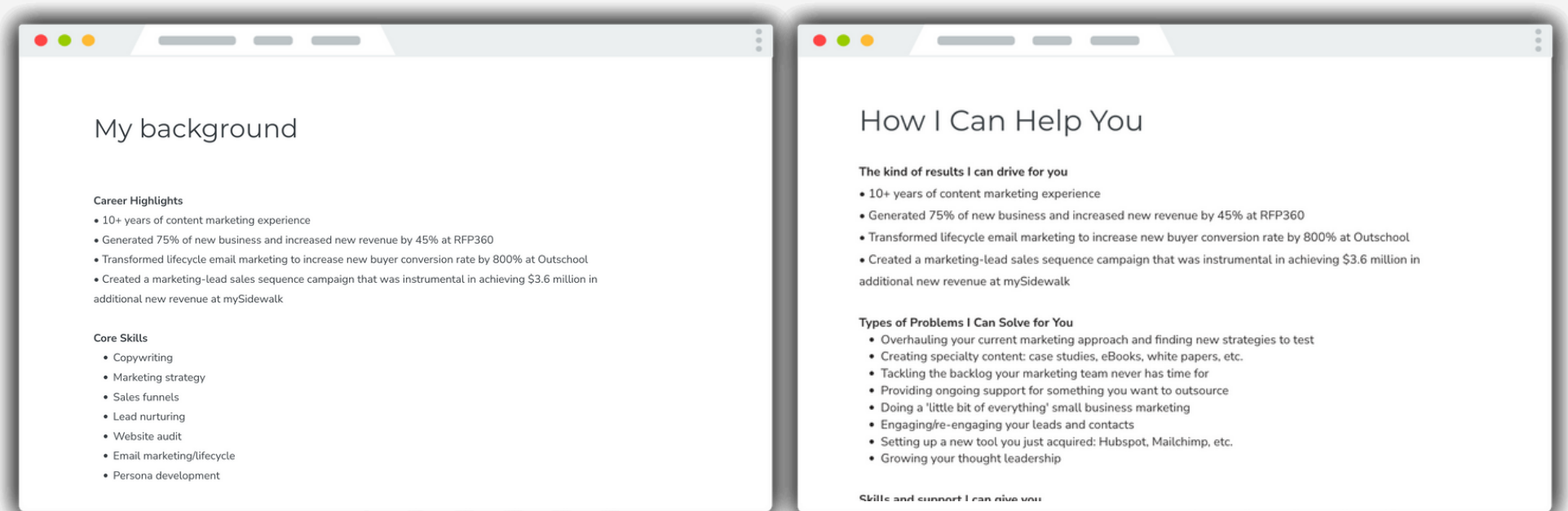
**Copywriting & Editing**

**Experiential Design**

**Presentation Design**

Example from rarified creative.com

# IT'S ALWAYS ABOUT THEM (NOT YOU)

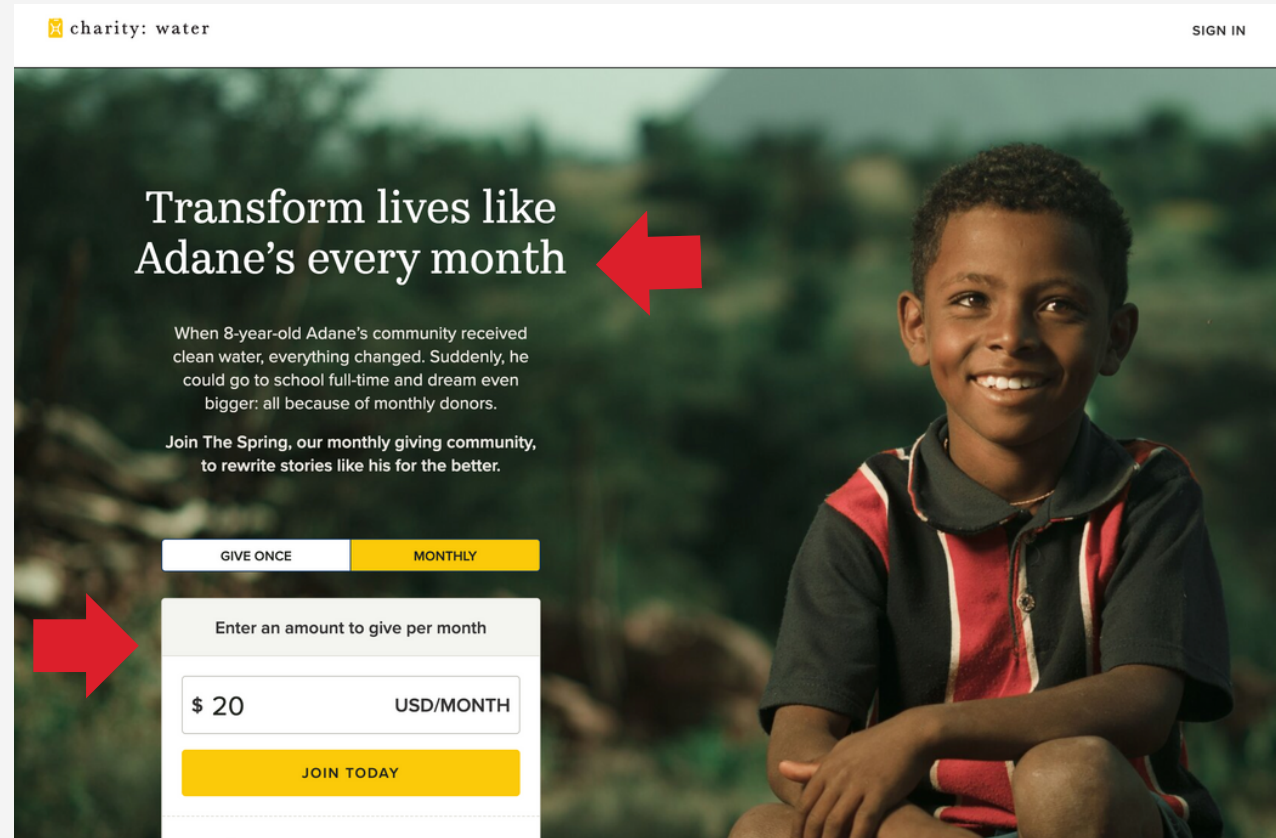


Learn more: Check out [Building a StoryBrand Book](#)

# STELLAR WEBSITE MESSAGING EXAMPLES

## Why it works:

- Make them the hero!
- People connect with stories
- Quick understanding of cost

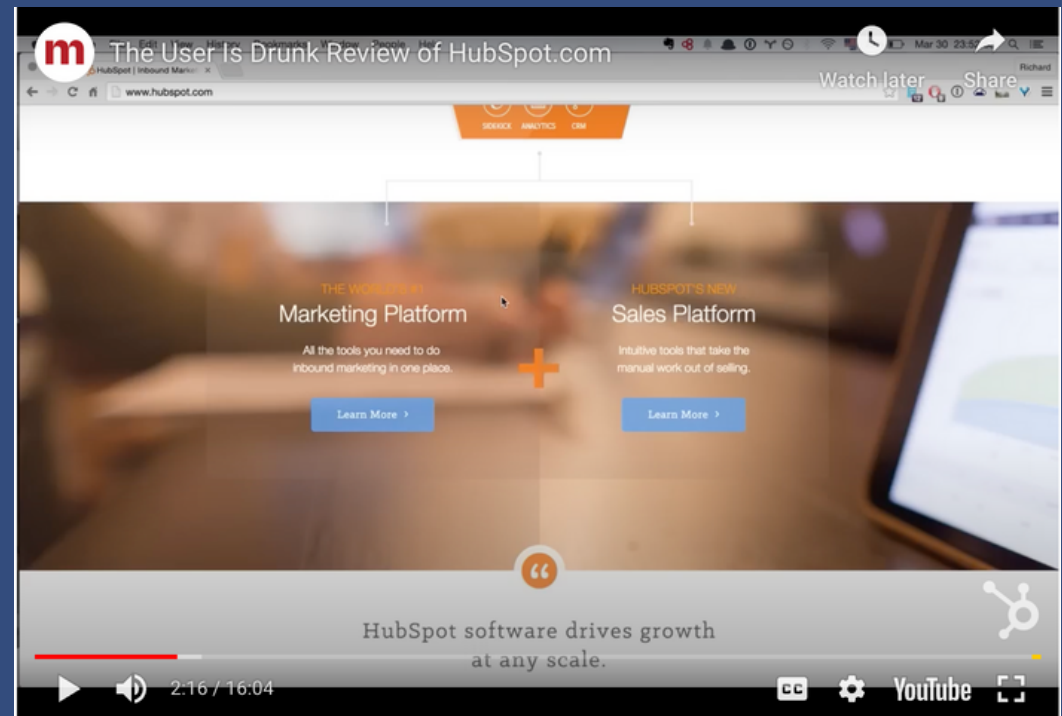


Example from Charity Water

# GET SOME HONEST WEBSITE FEEDBACK

## Questions to ask trusted testers

- What confuses you?
- What's compelling?
- What's not?
- What do I/we do?
- What questions do you still have?



Learn more: [Hubspot drunk website test](#)



UPGRADE #2:  
BUILD  
INSTANT  
TRUST WITH  
LEADS



Client testimonials



Recognizable client  
logos



Press mentions in big  
publications



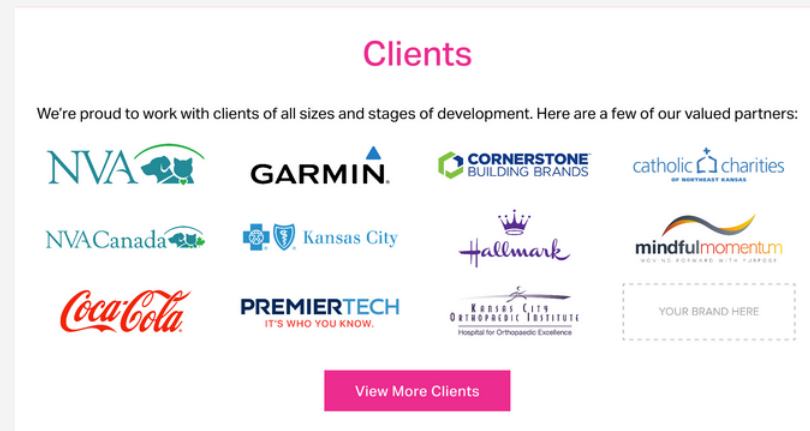
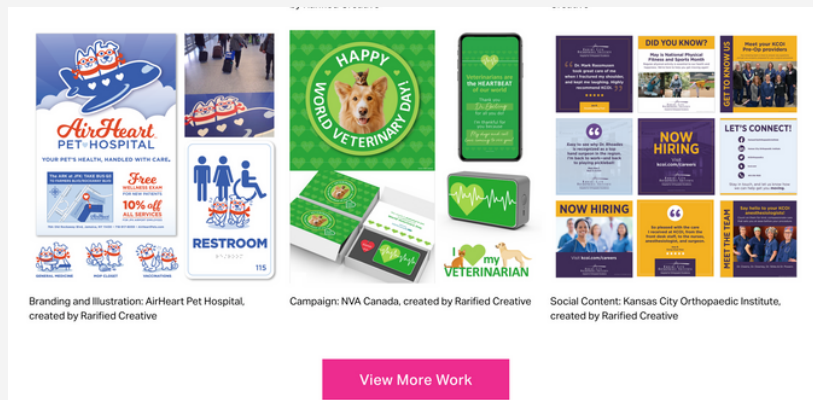
3rd party reviews

# WAYS TO BUILD TRUST INSTANTLY

# CREDIBILITY EXAMPLES



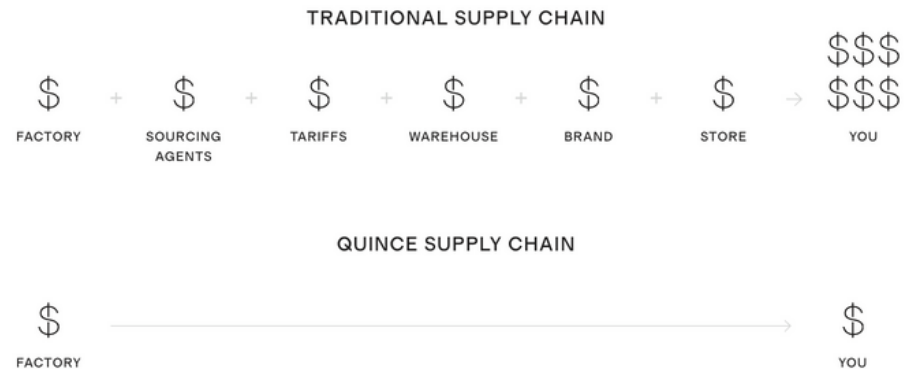
## Featured In...



# CREDIBILITY EXAMPLES

- Testimonials (bonus points for including pictures)
- Addressing FAQs or concerns

How do we keep our prices so low?



Sarah Nord | Onspring | Learning Services Director

To put it simply, Anna is exceptional. She is sharp, articulate, curious, hard working, focused and dedicated. She has a thirst for knowledge that you rarely encounter, and she is constantly seeking to grow, solve problems and provide additional value.

Anna is a skilled communicator, project coordinator and client service professional. It's not a question of "what can Anna do?" but rather, "what can't she do?" If you have an opportunity to hire her,

• do it. •

## Example from Quince

## Example from Duin Marketing



UPGRADE #3:  
MAKE EMAIL  
YOUR BEST  
FRIEND

Google



Drive new and repeat buyers and FAST



Stay top-of-mind for clients who aren't ready or have a long buying lifecycle



It's a cheap marketing channel!

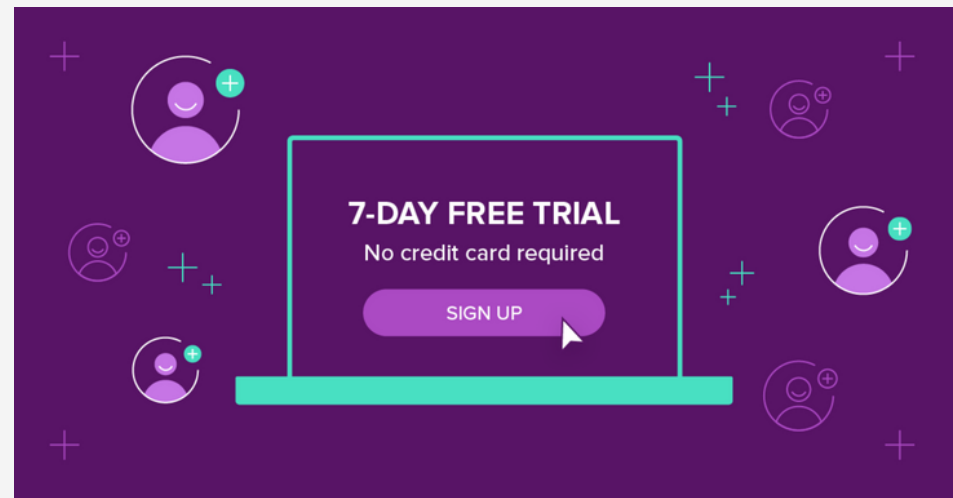
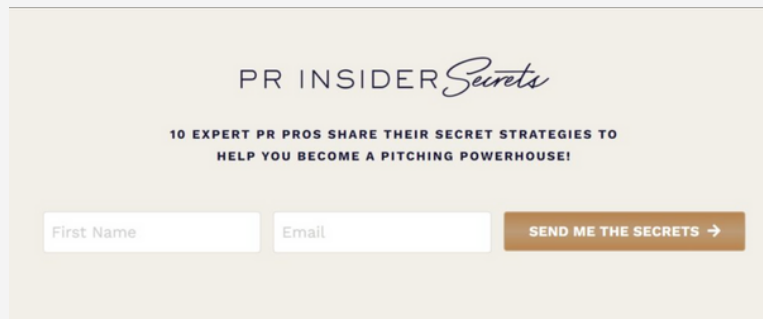
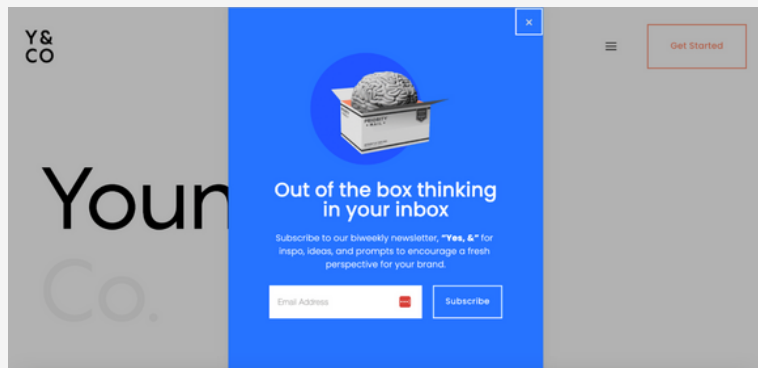


Fast feedback on what people like and want more of

# WHY EMAIL IS AMAZING FOR SMALL BUSINESSES

# TURN ANONYMOUS VISITORS INTO LEADS

- Newsletter sign-up
- Free trial
- Free downloads
- Most website tools have a built-in option for these



[Learn more: Hubspot's free email course](#)

# HOW TO GET MORE EMAIL SIGN-UPS

- Free consult
- Free calculator

Annual Revenue ?

0

Gross Profit Margin (%) ?

0

Net Profit Margin (%) ?

0

Select Currency

Select... ▾

**If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.**

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Slide to Choose your impact between 1% and 10%

0

Example from riconasol.com

BLKBLD & CO.

**Schedule Your FREE Consultation.**

Fill out the following information and set up a time to talk. Once you are done setting up a time, please check your email for your confirmation.

Joseline Nyinawabera

**15 Minute Initial Consultation**

30 min

Web conferencing details provided upon confirmation.

For our initial consultation we will discuss what you are looking to do, your budget, my initial marketing plans you can execute & lastly the next steps.

Select a Date & Time

June 2021

| SUN | MON | TUE | WED                                  | THU | FRI | SAT |
|-----|-----|-----|--------------------------------------|-----|-----|-----|
|     |     |     | 1                                    | 2   | 3   | 4   |
|     |     |     | 5                                    | 6   | 7   | 8   |
|     |     |     | 9                                    | 10  | 11  | 12  |
|     |     |     | No Times in June                     |     |     |     |
|     |     |     | <a href="#">View next month &gt;</a> |     |     |     |
| 20  | 21  | 22  | 23                                   | 24  | 25  | 26  |
| 27  | 28  | 29  | 30                                   |     |     |     |

# FAST AND THOROUGH DATA

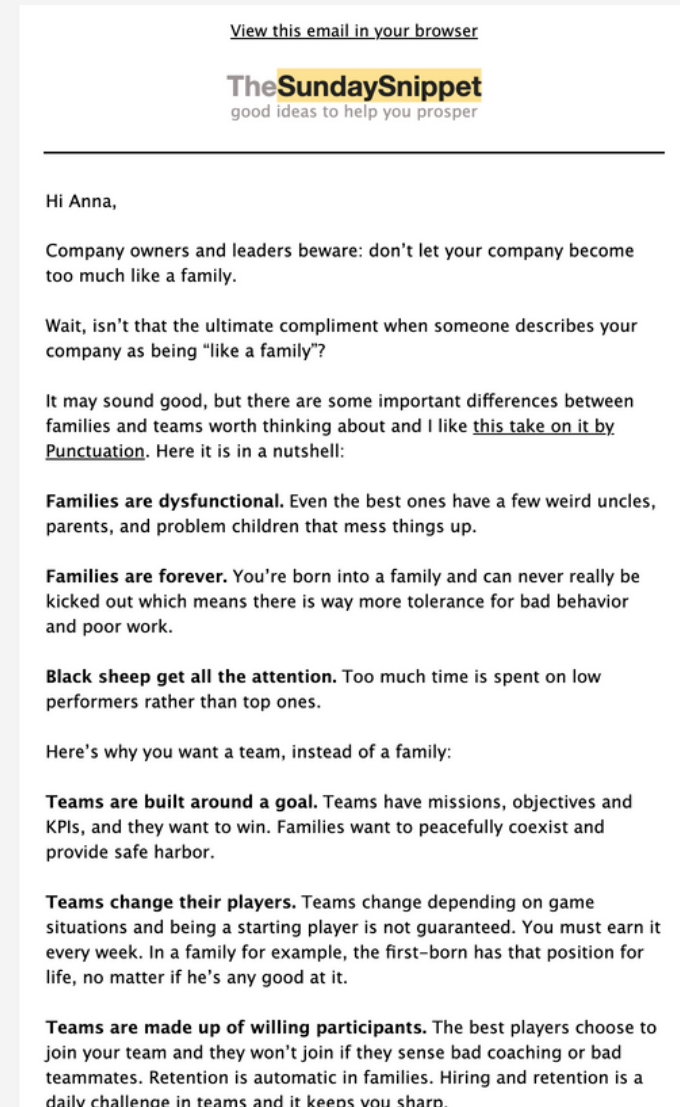
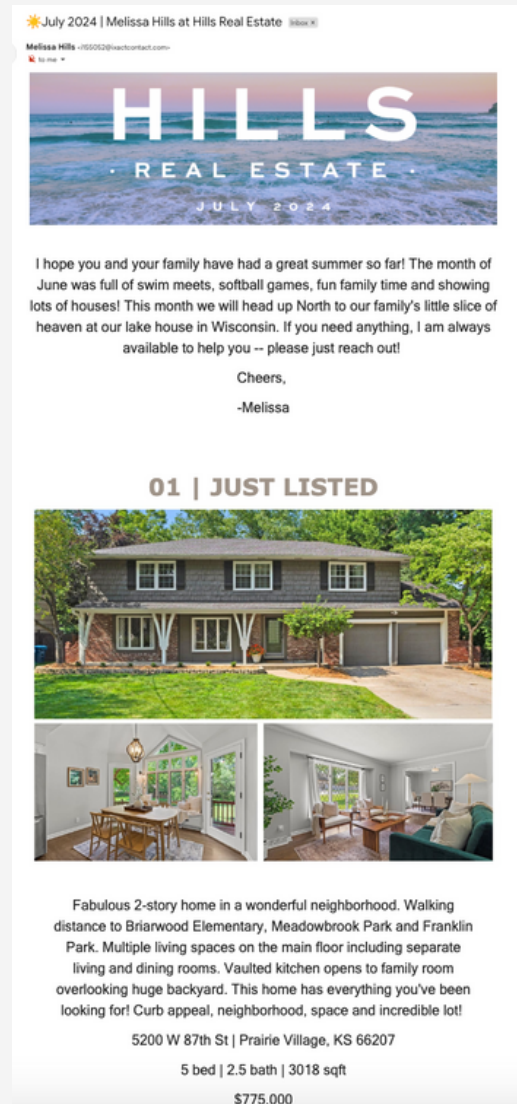
- It's the perfect way to get fast feedback on a new product/offer/message
- You can track open rates, clicks, and 'heat' map to see what interests your people most



[Learn more: Hubspot's free email course](#)

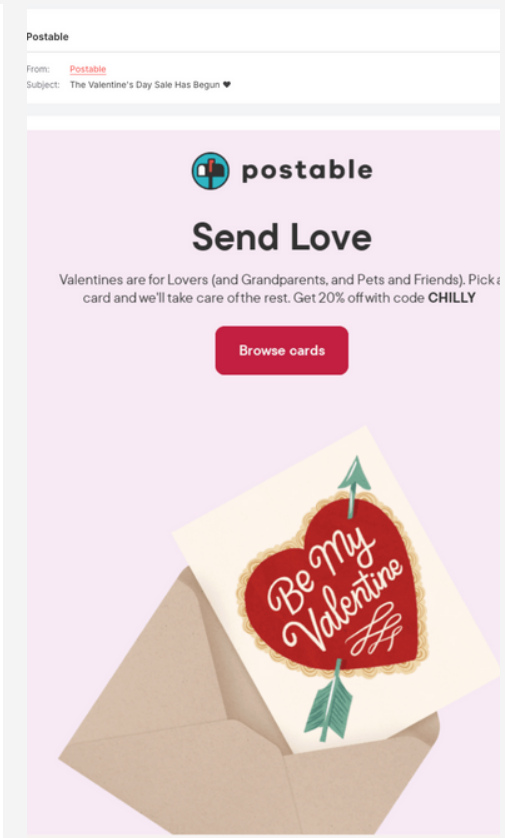
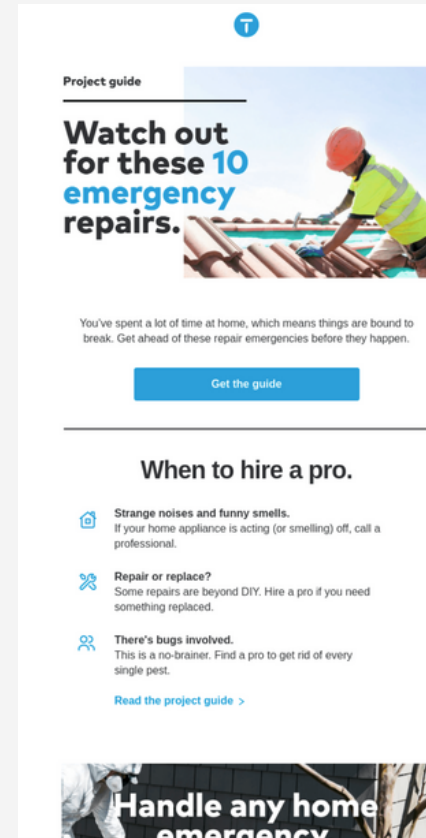
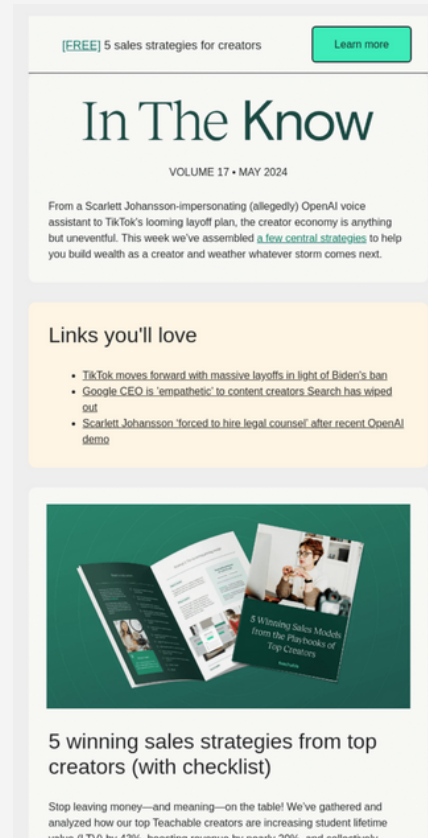
# AMAZING LOCAL EMAIL EXAMPLES

- Relator Melissa Hills monthly newsletter showcasing new home listings and owner advice
- Case study expert John Stevenson's "Sunday Snippet," featuring tips and good ideas



# GREAT EMAIL EXAMPLES

- Value-add, helpful curations / content
- Advice-focused and help / guides
- Seasonal promos



[Learn more: Really Good Emails website](#) | [Learn more: Hubspot's free email course](#)

THANK  
YOU!

Download Presentation



HAVE  
QUESTIONS?

Book a Free Consult



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[DuinMarketing.com](http://DuinMarketing.com)