



BUILD B2B WEBSITES FOR ROI

A Masterclass by **Krishnan Unni**

Founder & Director, Pigtail Pundits

Hygiene

- 01 Use the Chat for Comments and Questions
- 02 Please mute your audio for everyone's benefit
- 03 I'll take questions at the end. If we run short on time, we shall answer questions and share this with you
- 04 You will get the recording of this presentation, so just pay attention
- 05 Just in case the electricity drops here I will be back quickly so don't despair

Learning Today

01 A Powerful DM Framework for Action

02 The facets of this framework

03 4 Common Lead Gen Problems

04 2 types of websites out there

05 6 Real Reasons Why Websites Go Bad

06 6 truths about people that will transform your marketing

07 5 factors when you build websites for results

08 3 Technologies That Drive Your Website Success

01.

A Powerful DM Framework for Action

Make Digital Marketing Clear For Action



Acquire

All activities that get you traffic, customers



Convert

Activities that make the customer act



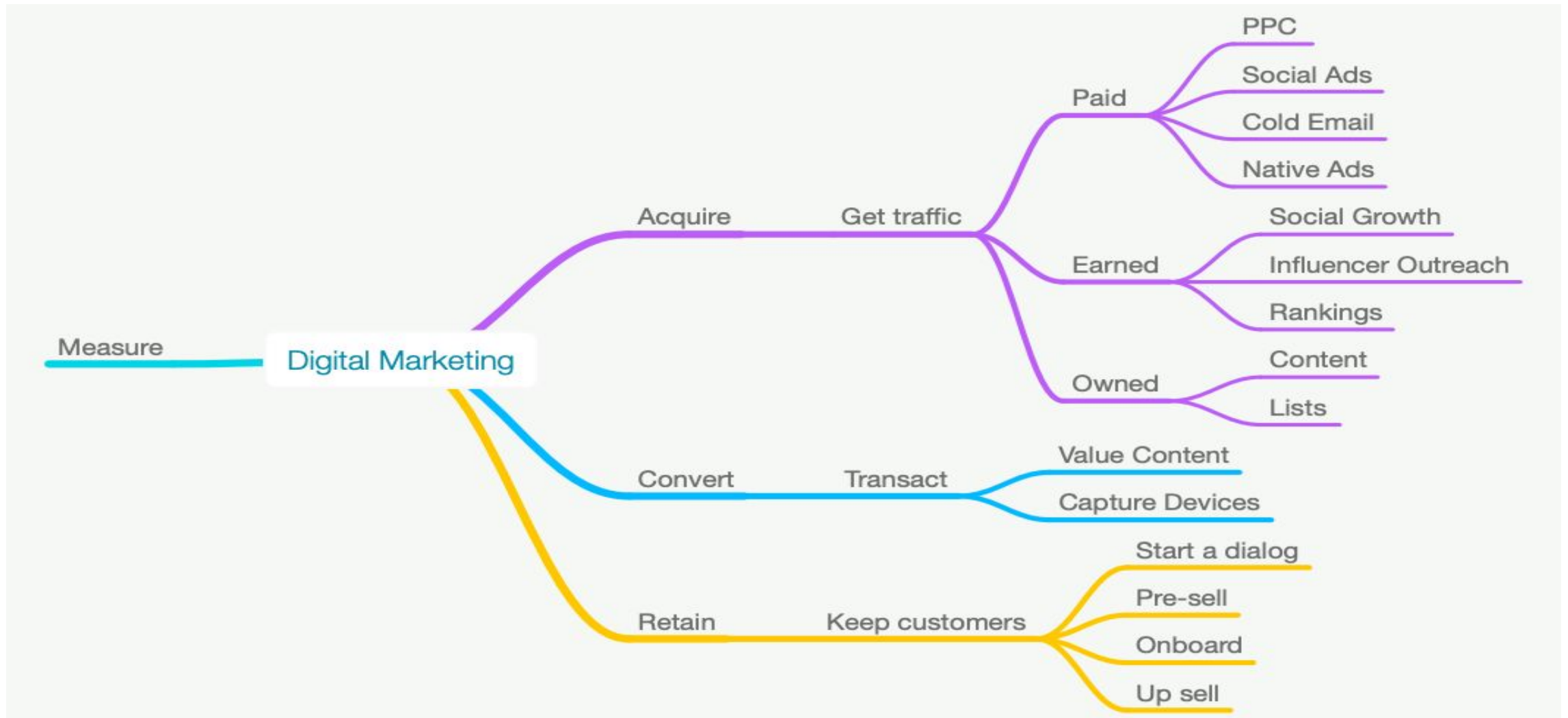
Retain

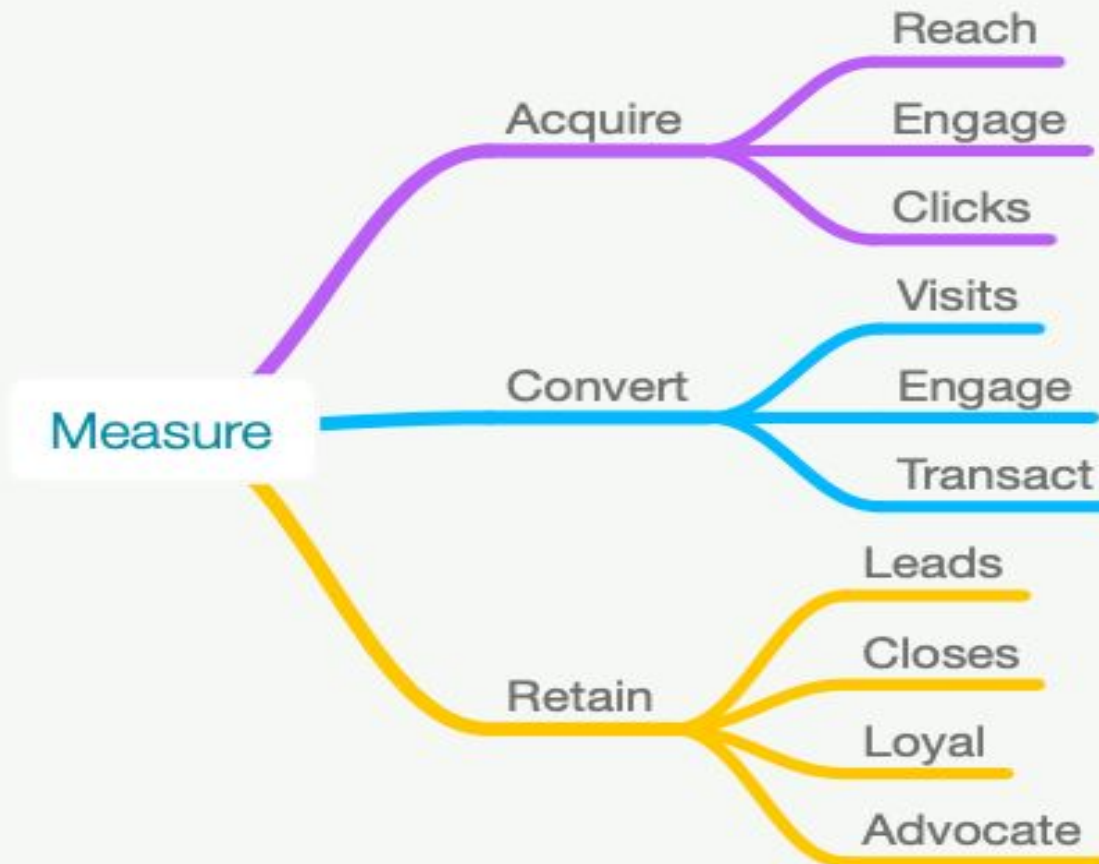
Activities that start a dialogue, establish trust and authority, move the customer to buy



Measure

Common to Acquire, Convert, and Retain.

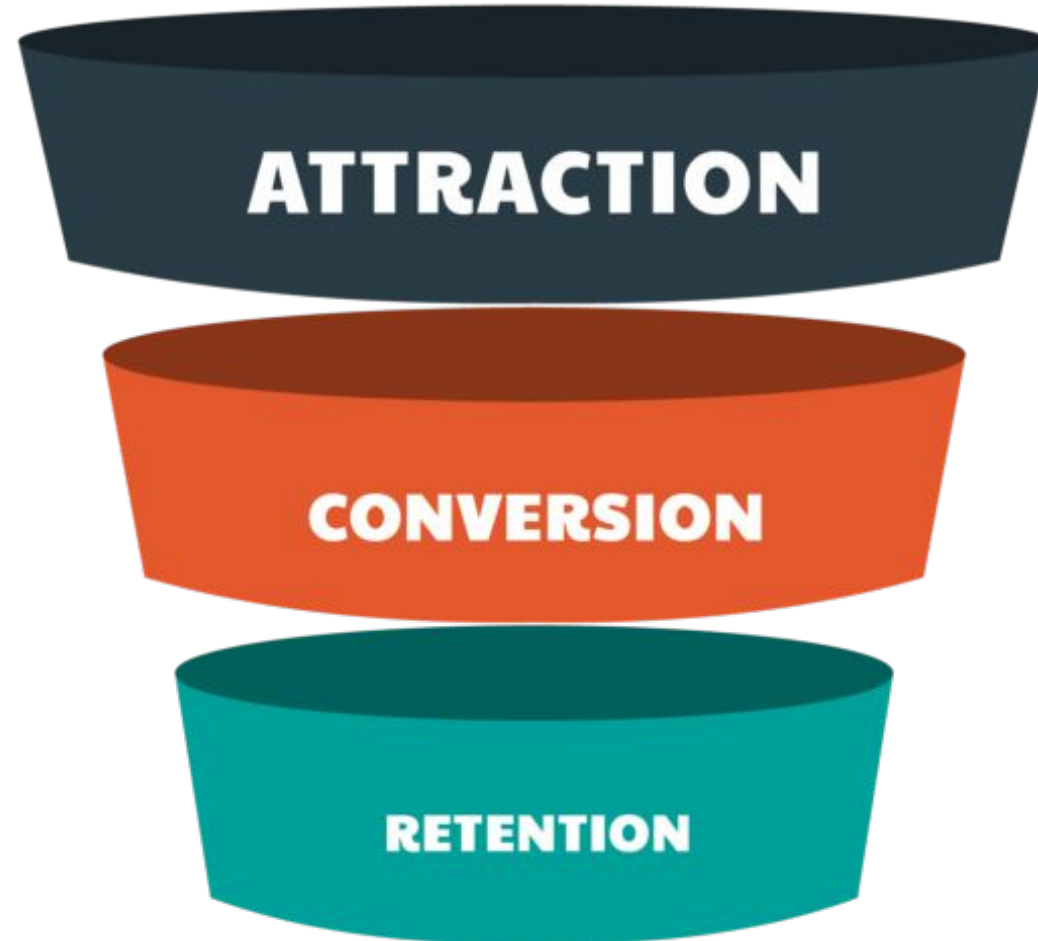




02.

The facets of ACR-M

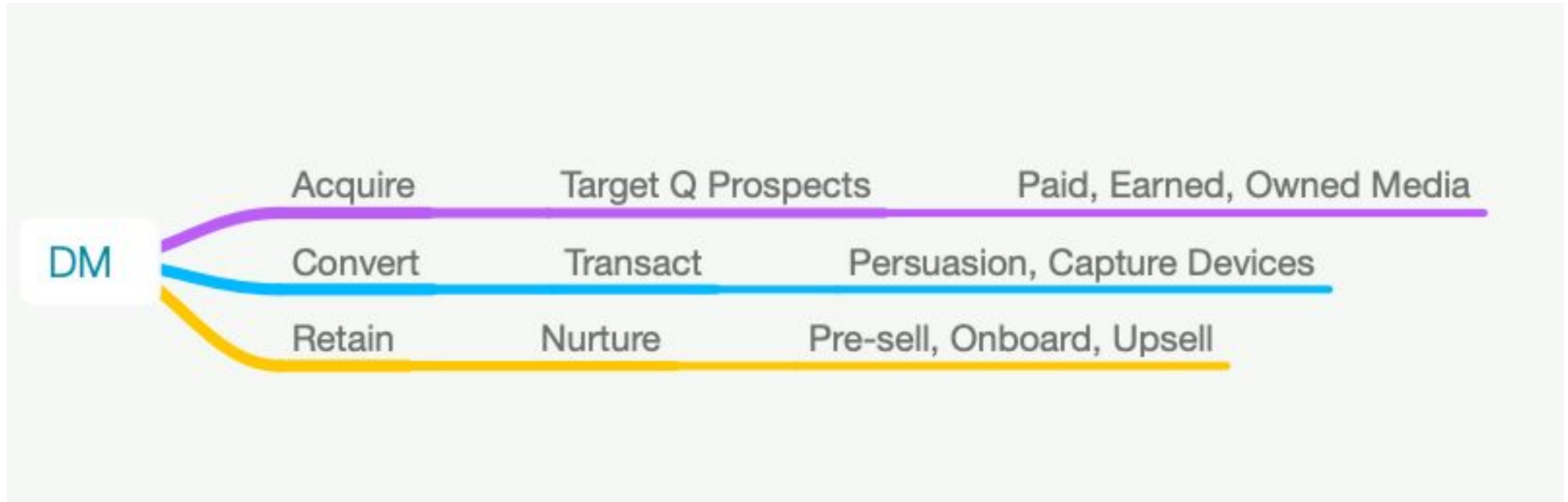
Funnel



Interconnected



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03.

4 Common Lead Gen Problems

4 Common Lead Gen Problems Using ACR

Websites/ Landing Pages	Traffic	Leads	What's wrong
Have a website, or Landing Page	Low traffic	Poor leads	Increase traffic, measure/ improve conversions
	Decent/ Lots of traffic	Poor quality leads	Wrong audience Poor persuasion
	Good traffic	But not enough leads of quality	Poor persuasion
	Lots of traffic	Lots of leads	Improve retention

04.

2 types of websites out there

**1 Websites that
are self, or
brand-centric**

**2 Websites that
are customer
focused
Tell stories
that sell**

Check out some examples of brand stories

[Zingformation](#)

[ISET](#)

[BayTech360](#)

[Modern Properties](#)

05. Understand 6 Real Reasons Why Websites Go Bad

Information Architecture

Area	Problems	Solutions
Information Architecture	Laundry list menus	Focus on what is most important to the customer. Put secondary links in the junk draw to avoid distraction.
	Siloed Information	Make information contextual and part of sell
	Clever Labels	Your job is not to confuse, or be clever, but to be understood

Check out some examples of Information Architecture

Check out customer centricity,
intertwined information, and
clear, labels

[Zingformation](#)

[ISET](#)

[BayTech360](#)

[Modern Properties](#)

Copy

Area	Problems	Solutions
Copy	Tells, not sells	Sell requires persuasion and knowing proven principles of selling.
	Brand is the hero of the story. We, Our/s, Us, Brand Name	Replace with You. The Customer is always the hero in the story. The brand is a guide.
	No signs of empathy, or proof of authority to make messaging credible	Add social proof for better credibility. Case Study, Testimonials, Company Highlights, etc

Check out some examples of Copy

VPASTOR and sell in action.
VP/ Pain Amped/ Solution/
Transformation + Social Proof/
Offer/ Response. Focus on just
the copy.

[Zingformation](#)

[ISET](#)

[BayTech360](#)

[Modern Properties](#)

Content of Value

Area	Problems	Solutions
Content of Value	No attempt to build trust and authority.	Content of Value to the customer creates trust and authority. Blogs, Case Studies, Testimonials, FAQs.

Check out some Content of Value examples

Look at Case Studies, Lead Magnets, FAQs, Blogs.

[Zingformation](#)

[ISET](#)

[BayTech360](#)

[Modern Properties](#)

Design

Area	Problems	Solutions
Design	Mere decoration	Design to reinforce copy contextually and cleanly.
	Cluttered, busy, unfomatted	Use space wisely, make it easy to read, focus on the sell
	No proportion	Use Golden Ratio

Check out some examples of Design

Focus on color, space, images
vs text, column variations, line
heights and visual rhythm
changes.

[Zingformation](#)

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[BayTech360](#)

[Modern Properties](#)

Number of Capture Devices that capture customer information

Area	Problems	Solutions
Number of Capture Devices that capture customer information	Only Contact is available	Successful websites have many capture devices. The smart marketers realise that you need to have a dialogue first, create the trust and then sell.

Check out some examples Capture Devices

Focus on Lead Magnets on the
Sell Pages.

[Zingformation](#)

[ISET](#)

Nurture systems that build trust and authority before you sell

Area	Problems	Solutions
Nurture systems	Not present	Nurture customers who enquire, contact, download, subscribe. Nudge them towards sale.

Nurture Systems

Nurture Systems are not visible externally to the eye. You'd know when you subscribe.

A check on the technology used in a website, using BuiltWith.com will show you if popular systems like Hubspot, MailChimp, Pardot, Kapost, etc are used.

06.

6 truths about people that will transform your marketing

- 01** People buy from people, or brands they trust. Ergo trust precedes sell.
- 02** People buy results, Marketers sell products, services.
- 03** People suffer from inertia, so do not buy. Needs compelling message to overcome inertia.
- 04** People bite small, before they bite big. Risk averse. Use Value Ladder.
- 05** People have questions in their head that beg for answers. FAQs.
- 06** People do not pick up low contrasts
***Design:** Color, space, typography, breaks in visual rhythm*
***Messaging:** Status quo vs Investment/ Price, Pain vs solution*
***Pricing:** Anchoring*

Price Anchoring in Action

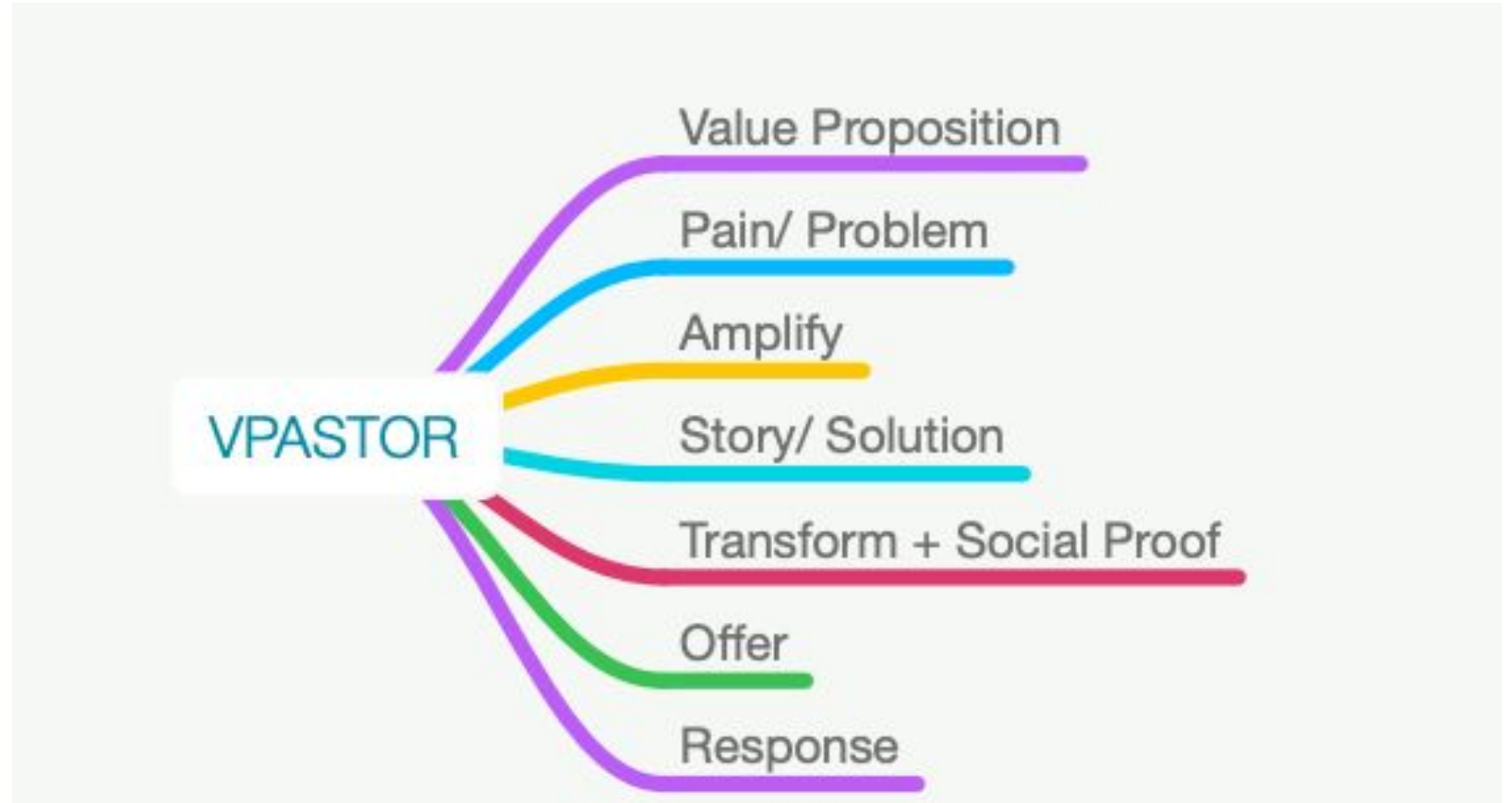
PRO	MOST POPULAR BASIC	FREE
\$32.00 /month Introductory Price \$25.50 /month	\$22.00 /month Introductory Price \$17.60 /month	\$0 /month
Up to 1,000 Email Contacts Unlimited Email Sending Unlimited Email Sign Up Forms Unlimited Social Followers Unlimited Social Posts Connect up to 6 Social Accounts Award-winning Customer Support Dedicated Contact Person Delivery Rate Improvement Review Email Template with Your Logo	Up to 1,000 Email Contacts Unlimited Email Sending Unlimited Email Sign Up Forms Unlimited Social Followers Unlimited Social Posts Connect up to 3 Social Accounts Award-winning Customer Support	Up to 1,000 Email Contacts Send up to 4,000 Emails per Month Unlimited Email Sign Up Forms Unlimited Social Followers Unlimited Social Posts Connect one f & one t Account Award-winning Customer Support

07. 5 factors when you build websites for results

Website for Results

- 01 Think IA that serves your customers, not your brand
- 02 Write Copy That Sells, not simply tells
- 03 Create content of value, around your products/ services
- 04 Design to help readability and comprehension
- 05 Fit it with Capture Device and Reason to download/ register

VPASTOR Copy Structure Explained



VPASTOR COPY STRUCTURE

01 Value Proposition

02 Pain, Anxieties, Mistakes

03 Amplification of Pain

04 Story or Solution

05 Transformation to the Customer +
Social Proof

06 Offer

07 Response you want from the
Customer

08.

3 Technologies That Drive Your Website Success

01 Build on a CMS that's easy to operate and update

Focus on Page Speed, Content of Value, Sell, Capture Devices, Retention.

02 Email, or Marketing Automation Systems that aid retention

Fit with nurture technology and create content. Marketing/ Email automation, Chat Automation, Community Building

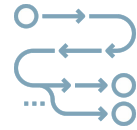
03 Drive traffic to your website

Cold Email + FB Ads Strategy to get leads that work for you.

09.

Shameless Self Promotion

Consulting Service by Pigtail Pundits



Training + Specific Interventions

[Check this link](#)



Pick Multiple Topics To Learn

Learn best practices and gain insights for Lead Generation, Scaling Your Lead Prospecting, Content Marketing, Sales Funnels, Email Marketing, Copywriting, Website Building, Keyword Research and SEO.



5 hrs pm: \$ 799. 10 hrs pm: \$ 1599.

Plus, one hour of FREE meeting to understand your problems

Consulting Benefits

01 Small business gets big ideas and practices

Brief your partners, agencies right. Follow the right strategies without losing money, or time. Affordable pricing compared to your spends in Digital Marketing.

02 Big business gets strategies correct

Train your in-house team on the best practices in Digital Marketing. Cost-effective compared to barking up the wrong tree and wasting money and time.

03 Get 36+ years of wisdom to work with you

Includes 23 years of online expertise building 750+ projects for Indian and International clients, now made affordable.

Praise for our work

01 Heard your lecture...

it was fabulous...really comprehensive, in-depth and insightful.

- *Shashi Nair, Advertising Photographer*

02 Unni is superb

I have received a ton of guidance from Unni for thinking through the website copy and the story structure. Enlightening.

- *Ravishankar Iyer, StoryRules.com*

03 Unni thought for our business, not his...

Without question, Unni is your go to person for anything to do with digital marketing.

- *Srikanth Murthy, Director, dfrens.com*



KRISHNAN UNNI

Founder, Director @ Pigtail Pundits

Drawing on 23 years of expertise in building over 750 websites for businesses all over the world, Krishnan Unni, Founder-Director at Pigtail Pundits, shows you what is wrong with websites today and how to transform it for success.

Prior to the web, Unni was in mainstream advertising for 13 years working with some of the top brands in India.

Unni is first and foremost a student and practitioner of digital marketing.

Then, an insightful teacher who can break down complex marketing concepts into easy action steps. That is a rare skill in digital marketing that'll put you on the path to profits.

The essence of 36 years of marketing communications practice is being shared with you in this presentation.

Thank you.

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