



## Your website as a salesperson



2020 Q3



**Bespoke** Making sense of digital.



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## Building a lead-generating machine

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### **Bespoke is a digital agency generating leads for service and manufacturing companies.**

Every week we advise in-house marketers and directors on how their websites can generate more business.

One of my teammates, Chris Ward, draws a very simple comparison between the people we speak to:

- **Some have a website that is a lead-generating machine and they want to fine-tune and improve it**
- **Some haven't yet a built a website that is a lead-generating machine and want help to do so**

Which group are you in?

One thing that has interested us is that those who are winning manage their website the same way they might manage a salesperson.

This white paper explains this concept in more detail, to help you take steps towards your own website being a lead-generating machine that consistently delivers on your company's goals.

### **Steve Brennan**

Founder & author



## Making sense of digital

### About Bespoke

We're a web agency generating leads for service & manufacturing businesses with turnovers of £1-100m.

We feel our job isn't to build you a website but to build you a lead-generating machine.

Bespoke clients have collectively generated over £1bn worth of leads.

Our vision is that businesses manage their websites like salespeople, with KPIs and regular reporting, and that our clients achieve record-breaking results from their websites every year.

### Free tools & resources:

[www.bespokedigital.agency/test](http://www.bespokedigital.agency/test)

The Digital Health Check assesses your digital strategy and provides a free report on where you can improve.

[www.bespokedigital.agency/book](http://www.bespokedigital.agency/book)

Download a free chapter of our Amazon #1 Bestseller 'Build Your Digital Marketing Strategy'.

[www.bespokedigital.agency/planner](http://www.bespokedigital.agency/planner)

Download a free project planner to help ensure your new website delivers the results you want.



**Having Bespoke on-board is the same as two extra sales reps.**



**Gareth Rollo**  
Customer Services Manager, Belmont Packaging



# Your website as a salesperson

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It truly astonishes us that when we speak to in-house marketers they are often unable to share accurate lead-gen figures for their websites.

Conversion rate - a fundamental KPI - is even less commonly known.

Sometimes we ask if they have salespeople and if the business knows what results the salespeople deliver.

We normally get very different answers such as:

- **“Yes the salespeople report-in numbers every Friday”**
- **“We know for every 3 pitches we do we win one client”**
- **“We have a live dashboard for the sales we close”**

It’s also interesting when we ask about how a business supports its salespeople. Common answers include:

- **“We often create new brochures and leaflets for them”**
- **“There is some kind of sales training every month”**
- **“The onboarding process is really thorough”**

Yet only a minority of businesses manage their websites with the same levels of support and accountability as their salespeople.

As you’d expect businesses that manage websites like salespeople get dramatically more leads and sales than those who simply design a website they like and put it live with “fingers-crossed” for results.

Do you manage your website like it’s a salesperson?





## The 5 principles

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**#1 - Weekly reporting**

**#2 - Digital assets**

**#3 - User testing**

**#4 - Conversion optimisation**

**#5 - Continual improvement**

# #1 - Weekly reporting

## A salesperson reports results at regular intervals and so should a website.

The first goal reported is the goal that impacts the business the most.

In some cases it's sales, in others it's leads.

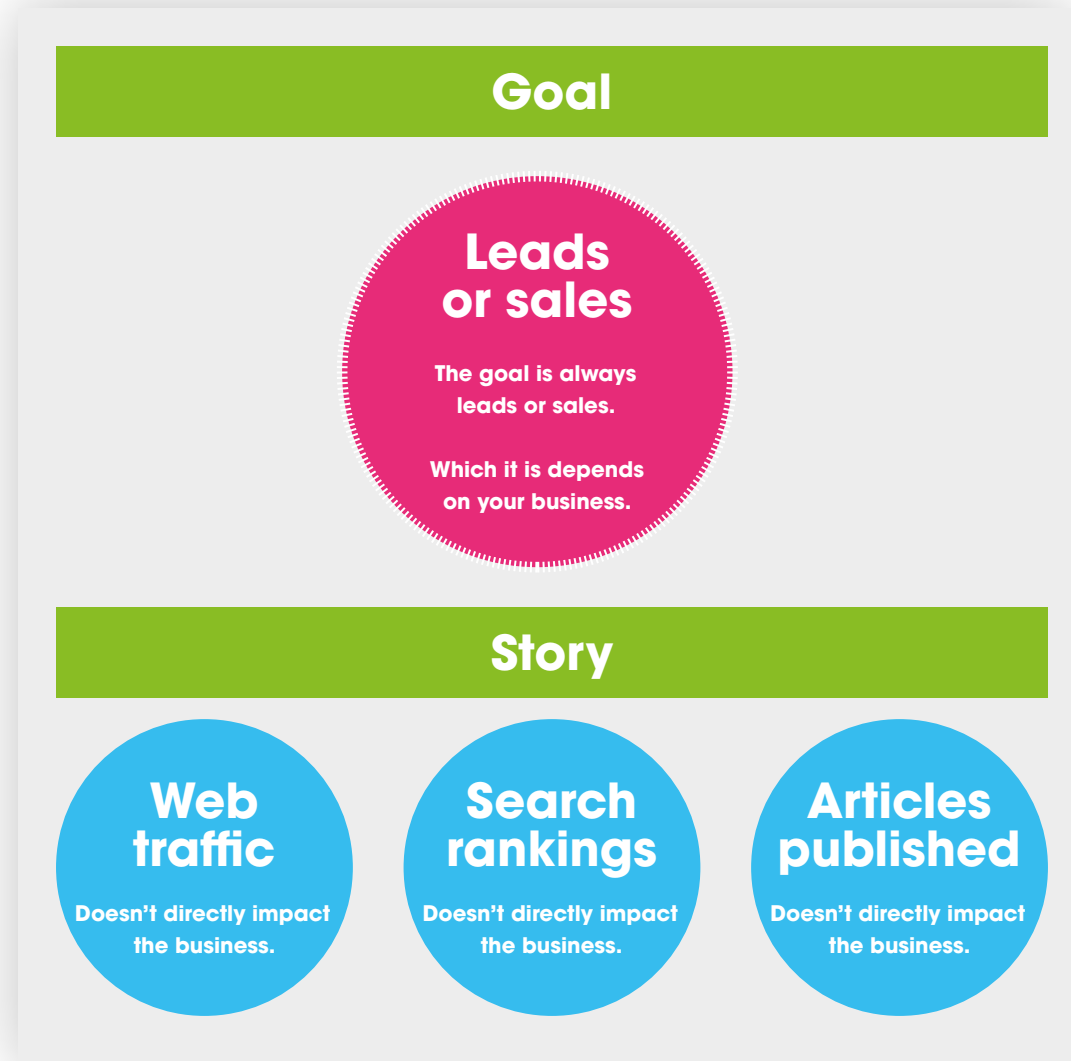
It isn't traffic or search rankings. They are story, not results. They can be shared to explain why the result is or isn't on target.

Effective reporting is:

- **Scheduled** - It takes place at the same time every week (or every fortnight)
- **Face-to-face** - the team member responsible shares the number out loud
- **Targeted** - there is an agreed goal and everybody knows what the result should be

The fewer numbers are discussed the more effective the meeting is. In the same way a salesperson is measured on sales, the website is measured on leads or sales.

Reporting should be weekly so there are enough iterations in a year to address issues.



## #2 - Digital assets

### The 24/7 salesperson

- For most companies the website is the biggest digital marketing asset.
- It becomes more effective when you add other digital assets to it.
- A digital asset is anything that can help the sales process on its own.
- Prospects can absorb your digital assets without spending time with you.
- So ongoing cost is low and they move people closer to buying from you 24/7.
- Just as you give your salesperson assets to help them pitch your business, your website needs good digital assets too.



**“Just as you give your salesperson assets to help them pitch your business, your website needs good digital assets too.”**

### Website

- ✓ Video
- ✓ Interactive tools
- ✓ Scorecards
- ✓ Brand guidelines
- ✓ Free downloads

### Salesperson

- ✗ Brochures
- ✗ Sales script
- ✗ Demo products
- ✗ Case studies
- ✗ Sign-up forms

### Proof it works!

This white paper is an example of a digital asset. It gets downloaded and read hundreds of times over many months but we only had to create it once.



## #3 - User testing

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### Overcoming objections

In the sales process many prospects have similar objections which salespeople have to field successfully to achieve a sale.

On a website visitors will often be frustrated by similar things and to get leads or sales we have to deal with those in the same way.

### Recording visitors

There are many ways to carry out user testing but one of the quickest and easiest to set up is to record visitors.

Seeing and understanding what visitors do when they reach your website helps you make better decisions on future changes.

When you have watched 100s of recordings you should be able to predict how successful any new feature is likely to be.

To record visitors you'll need to install screen recording software on your website such as CrazyEgg or Hotjar and let it run for long enough to get a good sample size of videos to watch.

### Common findings

Every audience and website is different but some things are common to almost all reviews carried out by our team:

- Visitors don't generally read text. They scan for headings and buttons relevant to what they came to your site for.
- The most common activity on most websites is scrolling. If the visitor can't find what they want within 1 or 2 pages they leave.
- The second most used part of many web pages is the footer. People scroll straight to it to see all menu options and contact details together in one place.

# #4 - Conversion optimisation

## Small increase = big impact

- A salesperson has a conversion rate. If she completes X pitches or X calls she gets Y sales, for example.
- A website has the same. We can see how many leads or sales we get for each visitor to the website.
- Conversion rate can be increased by tracking where visitors get stuck on the website and making improvements.
- Changes often feel small but the cumulative effect over time is huge.
- The example on the right shows what impact a 0.25% increase can have on a service business.
- In this example a sale is worth £10k, and to start with there are 3 per month.
- Every 0.25% increase in conversion rate is worth £90k per year in new sales.

### How to get started

Google Analytics can be set up to measure conversion rate. Hotjar is a good tool to start to understand where improvements can be made.

## Impact of 0.25% increase

Based on real-life example  
12 leads/mth, lead value £10k, converts 1 in 4

Conv rate	Leads	Revenue/mth	Revenue/yr
2.00%	12	£30,000	£360,000
2.25%	15	£37,500	£450,000
2.50%	18	£45,000	£540,000
2.75%	21	£52,500	£630,000
3.00%	24	£60,000	£720,000
3.25%	27	£67,500	£810,000
3.50%	30	£75,000	£900,000

# #5 - Continual improvement

## Which best describes your approach?

**“We replace our website from time to time, we’re hoping the next one performs better”**

Many SMEs buy a website every couple of years and live with it until they feel it looks old.

This approach achieves only a fraction of the potential leads and sales from your website, and the traffic you receive.

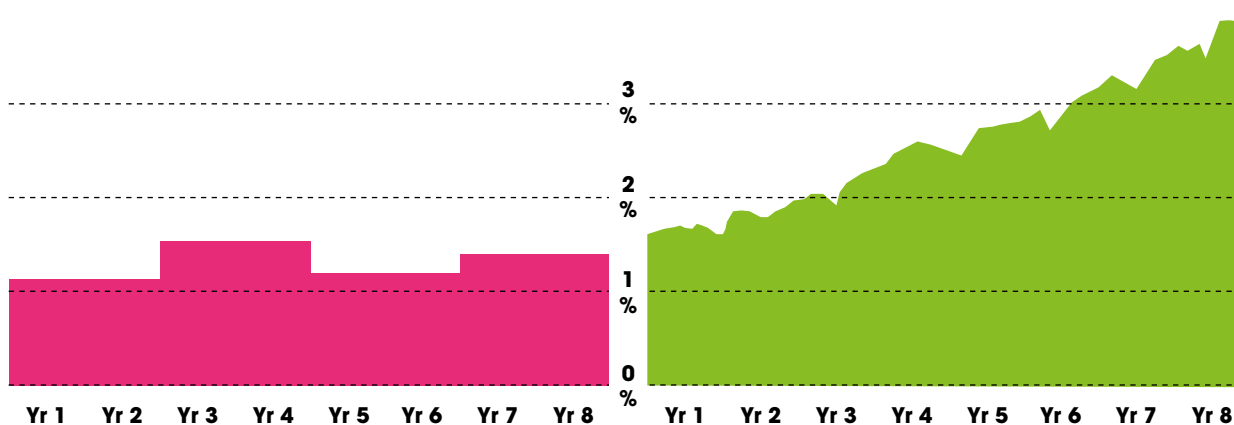
In the same way we’d expect a salesperson to get better at their job over time, website results should be continually improving too.

**“We see continual growth in leads and sales thanks to the ongoing work on our website”**

Those generating most leads in each sector continually improve their websites using techniques like those in this white paper.

They have a routine of making improvements, testing, then starting again.

Businesses that don’t have this kind of routine in place are likely getting only half the leads and sales that are possible from their website.



**Setting up for success**  
Some websites are so far off the mark to start with it doesn't pay to try to improve them.  
Some things to consider in setting up a new website are:

- Work with a niche agency**  
Many businesses have the wrong agency partner. Your agency should specialise in your sector.
- Design based on user research**  
Design for what your audience shows you they want, not for what your boardroom wants.
- Plan for continual improvement**  
Build in ongoing CRO work so that results continually improve over the life of your website.

**Get a free website planner at:**  
[bespokedigital.agency/resources](https://bespokedigital.agency/resources)

# Take the 5-Minute Test

## Where are the gaps in your digital marketing strategy?



### 5-Minute Test:

[bespokedigital.agency/test](https://bespokedigital.agency/test)

### Project planner

Start your journey towards a successful website project.

[bespokedigital.agency/planner](https://bespokedigital.agency/planner)

### Bestselling book

Have you read the Amazon #1 Bestseller on digital strategy yet?

[bespokedigital.agency/book](https://bespokedigital.agency/book)

### Strategy call

Would you like a free call to review your current website & campaigns?

[bespokedigital.agency/call](https://bespokedigital.agency/call)

## Let's talk

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