

WEBINAR

Win customers  
with your website!





## AGENDA

# What we'll be covering today

- ✓ Common misconceptions
- ✓ Your website's role
- ✓ Create your winning strategy
- ✓ Examples
- ✓ Website features and tools for success
- ✓ Q&A

HELLO!

I'm your host...Jessica Baldwin

**2016-PRESENT**

**Co-Founder | Cardsetter**



Website builder with design & setup included

**2013-2016**

**Partner | Webgrain**

Custom developed Wordpress websites

**2009-2020**

**Founder | Billings365.com**

Website for events & things to do in Billings



# Randi Barber

**2014-PRESENT**

Founder | GoUnite

Events membership helping people be social and live local!

Cardsetter customer and power user.



FREE WORKBOOK

# Win customers with your website!

[cardsetter.com/win-customers-workbook](https://cardsetter.com/win-customers-workbook)

FREE WORKBOOK

# Win customers with your website!



Create an effective website strategy to win more customers online.

 cardsetter

# Common Misconceptions

“My website doesn’t bring me any customers. Word of mouth drives my business.”

“I have a Facebook page / Instagram account / Tiktok / etc...I don’t need a website.”

“My site isn’t at the top of Google search results and that’s why I don’t have more sales.”

“My website is ineffective. It doesn’t bring any customers.”



# Your website's role

Establish and control your brand

Professionalism

Compounding results

Add value

Essential marketing tool

Get found

Engagement

Measurement

Generate leads

Transactions





M, A, G, I, C,

P, L, E, A, S, E,



Create a winning strategy.



## STRATEGY

# Who is your ideal customer?

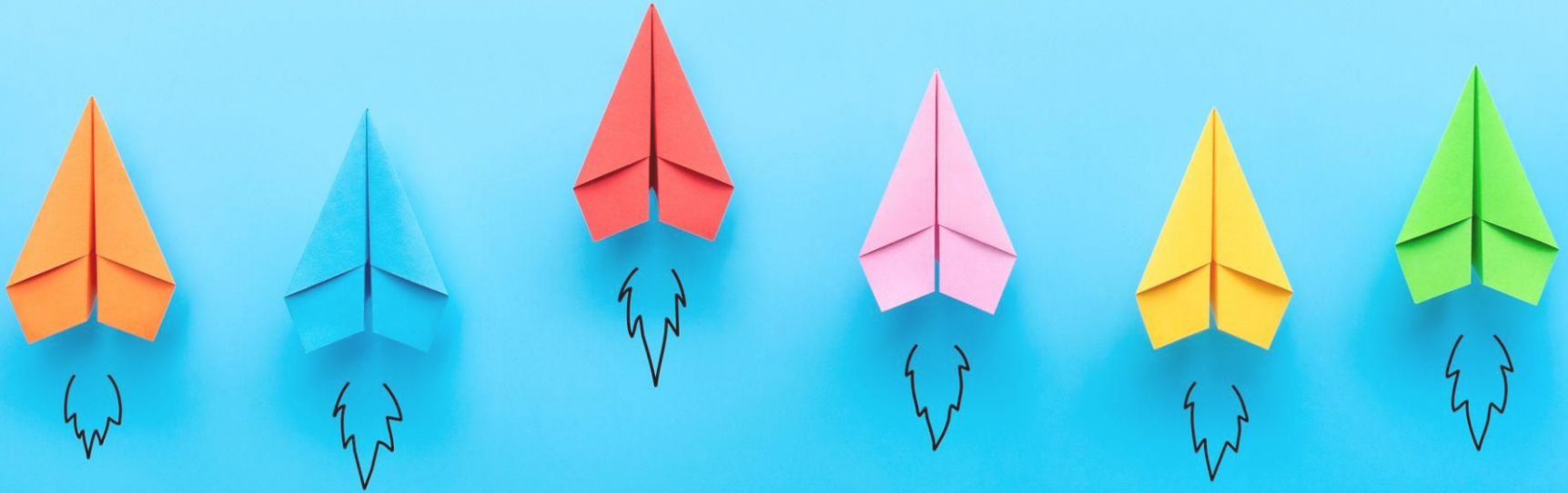
What are their needs?

*"As a **type of person**, I want **some goal**  
so that **some reason**."*

- ✓ Name
- ✓ Demographics: age, gender, income, education, family status, location
- ✓ Work: employer, title, etc
- ✓ Media
- ✓ Needs, challenges, goals, desires

STRATEGY

Map the customer's journey.



STRATEGY

# Customer journey

## Awareness

Make the right people (your ideal customer) aware of your brand.

A friendly introduction.  
Provide value + make a positive association.

## Consideration

Educate them on your products, services, and key benefits/differentiators.

Show them how you can help them.  
Inform + convince.

## Conversion

Give them incentive to take action.

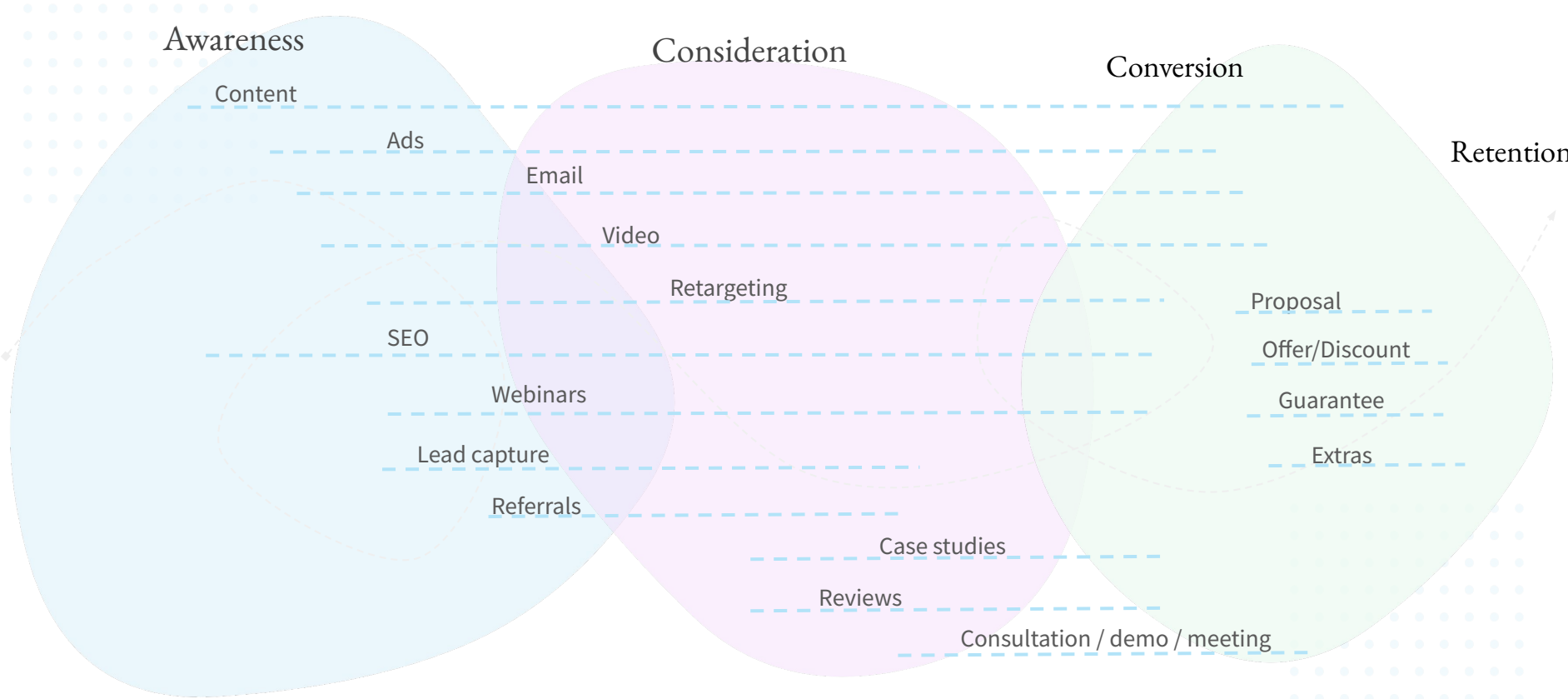
Help them solve their problem or meet their needs.  
Overcome objections + provide incentive.

## Retention

STRATEGY

# Customer journey

What is the message at each stage? How will I get the message to the prospect?





**PENELOPE'S**  
PLANT PLACE





*"As a new homeowner on a budget, I want to add plants to my home so that it reflects my personal style and is a warm and inviting place to be. But, I don't know much about plants or landscape design."*



**PENELOPE'S**  
PLANT PLACE

(406) 697-2220



[HOME](#)

[ABOUT](#)

[SHOP](#)

[SERVICES](#)

[RESOURCES](#)

# Personalize your space. Visit Penelope's Plant Place.

We're here to help you DIY your dream space. Personalize the interior and exterior of your home with plants that will survive, thrive, and look great too.

[Schedule a free consultation!](#)

# Awareness

Attract ideal customer to website with content.

Distribute content on website, social media, online ads, and get found through search.

**PENELOPE'S**  
PLANT PLACE

(406) 697-2220

HOME ABOUT SHOP SERVICES RESOURCES

## Plant Guide

COLORADO SPRINGS

### New Homeowner's Guide: The Best Plants for Colorado Springs

The first step to planting success is to choose plants that are going to thrive in your location. We've assembled this helpful guide to help you get started.

By the way, we offer complimentary landscaping and plant design consulting. Visit us in our store or [book your free consultation here](#)

[Book a free consultation >](#)

 Rocky Mountain Maple	 Zinnia	 Mountain Mahogany
 Douglas Fir	 Yellow Alyssum	 Russian Sage
 Cheyenne Privet	 Rocky Mountain Columbine	 Serviceberry

# Lead capture

Capture information from audience to add them to contact database. Add to email marketing sequence.



GET YOUR FREE GUIDE TO  
**DIY LANDSCAPING**

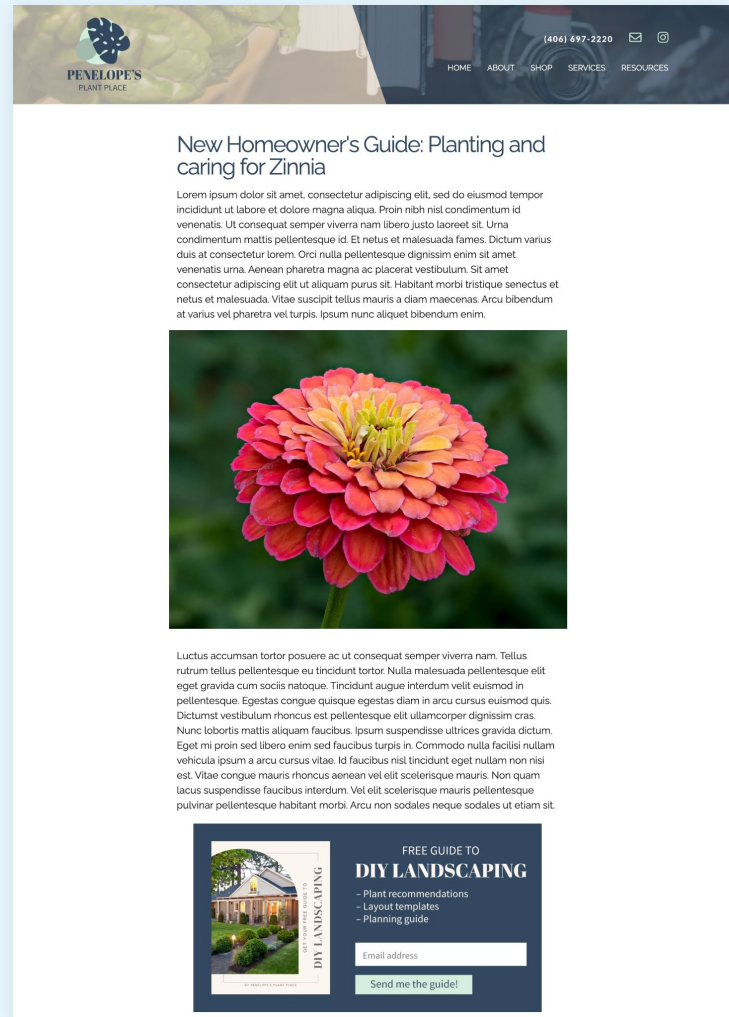
BY PENELOPE'S PLANT PLACE

FREE GUIDE TO  
**DIY LANDSCAPING**

- Plant recommendations
- Layout templates
- Planning guide

Email address

Send me the guide!




PENELOPE'S PLANT PLACE (406) 897-2220

HOME ABOUT SHOP SERVICES RESOURCES

## New Homeowner's Guide: Planting and caring for Zinnia

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Proin nibh nisi condimentum id venenatis. Ut consequat semper viverra nam libero justo laoreet sit. Urna condimentum mattis pellentesque id. Et netus et malesuada fames. Dictum varius duis at consectetur lorem. Orci nulla pellentesque dignissim enim sit amet venenatis urna. Aenean pharetra magna ac placerat vestibulum. Sit amet consectetur adipiscing elit ut aliquam purus sit. Habitat morbi tristique senectus et netus et malesuada. Vitae suscipit tellus mauris a diam maecenas. Arcu bibendum at varius vel pharetra vel turpis. Ipsum nunc aliquet bibendum enim.



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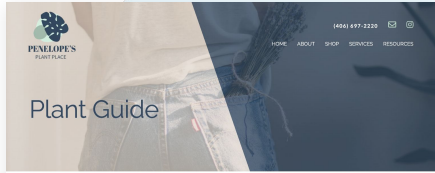
FREE GUIDE TO  
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- Plant recommendations
- Layout templates
- Planning guide

Email address

Send me the guide!

# Awareness

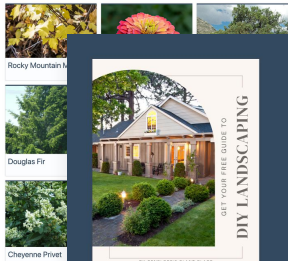


**NEW HOMEOWNER'S GUIDE: THE BEST PLANTS FOR COLORADO SPRINGS**

The first step to planting success is to choose plants that are going to thrive in your location. We've assembled the helpful guide to help you get started.

By the way, we offer complimentary landscaping and plant design consulting. Visit us in our store or book your free consultation here!

[Book a free consultation >](#)



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DIY LANDSCAPING**

- Plant recommendations
- Layout templates
- Planning guide

Email address

[Send me the guide!](#)

# Consideration

- Email sequence
- Retargeting ads
- Social media engagement
- Website content

# Conversion



**BOOK A FREE CONSULTATION**

**SAVE 20%**

**ON ALL PLANTS**

Limited time offer!

[Choose a time >](#)

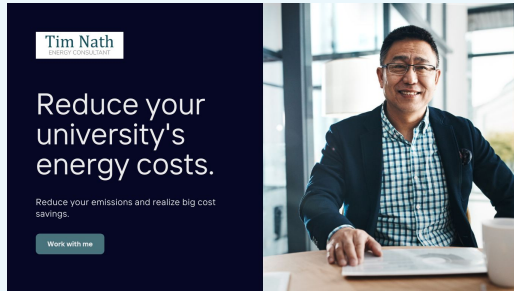
A professional portrait of Tim Nath, an energy consultant. He is a middle-aged man with short dark hair and glasses, smiling warmly at the camera. He is wearing a dark blue blazer over a blue and white checkered button-down shirt. He is seated at a light-colored wooden table, with his right hand resting on a document. A white mug is visible on the table to his right. The background is a bright, modern office space with large windows and a blurred view of an outdoor area with a table and chairs. A white text box is overlaid on the left side of the image, containing his name and title.

# Tim Nath

ENERGY CONSULTANT

# Awareness

Cold emails - link to website for more information



Tim Nath  
ENERGY CONSULTANT

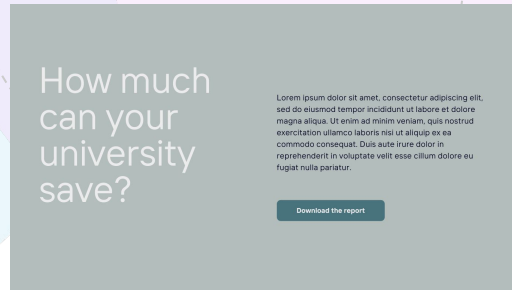
## Reduce your university's energy costs.

Reduce your emissions and realize big cost savings.

Work with me

# Consideration

Follow up emails - send link to white paper / calculator

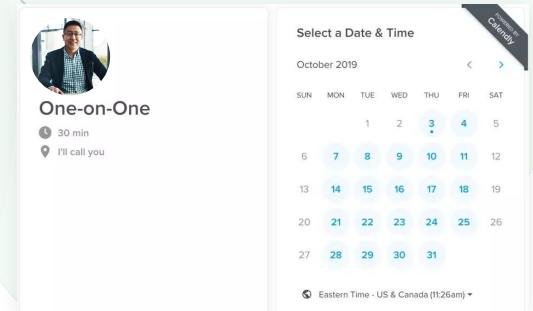


## How much can your university save?

Download the report

# Conversion

Follow up emails - book a meeting



One-on-One

30 min

I'll call you

Select a Date & Time

October 2019

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Eastern Time - US & Canada (11:26am)

STRATEGY

# Define your customer journey

What is the message at each stage? How will I get the message to the prospect?

Awareness

How can I attract my ideal customer to my website?

Consideration

What do they need to know/feel/believe to consider my product/service?

Conversion

What would move them to convert?

Retention

Messaging

Format(s)

Channel(s)

Tools / features / setup / logistics



Set your website up to succeed!

WEBSITE

# Create a compelling homepage



Menu Item Menu Item Menu Item About Contact

## Key benefit statement

Support text here that backs up the key benefit statement.

Call to Action

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vitae nisi commodo, porta massa sed, tempor leo.*

- Name

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vitae nisi commodo, porta massa sed, tempor leo.*

- Name

# What info does your prospect need to move forward?

Services / products

Articles

How it works

FAQs

Reviews / case studies

Compelling copy

Pricing

A way to convert

FREE RESOURCE

# Website planner

[cardsetter.com/score-website-planner](https://cardsetter.com/score-website-planner)

**WEBSITE PLANNER**

© 2014 CARDSETTER

**STEP 1: TECHNICAL DETAILS**

BUSINESS NAME	WEBSITE ADDRESS	WHAT ARE YOUR WEBSITE GOALS?	WHAT TYPE OF CONTENT DO YOU WANT TO INCLUDE ON YOUR WEBSITE?
		<input type="checkbox"/> Increase Sales <input type="checkbox"/> Increase Leads <input type="checkbox"/> Increase Brand Awareness <input type="checkbox"/> Increase Customer Loyalty <input type="checkbox"/> Increase Customer Retention <input type="checkbox"/> Increase Customer Satisfaction <input type="checkbox"/> Increase Customer Engagement <input type="checkbox"/> Increase Customer Retention <input type="checkbox"/> Increase Customer Satisfaction <input type="checkbox"/> Increase Customer Engagement	<input type="checkbox"/> Text <input type="checkbox"/> Images <input type="checkbox"/> Videos <input type="checkbox"/> Audio <input type="checkbox"/> Other

**STEP 2: BUSINESS INFO**

Describe your business in 100 words or less:

Describe your ideal customer, who do you want?

What is your key benefit/feature? Why should your ideal customer choose your business?



Website tools and features for success

## WEBSITE TOOLS AND FEATURES

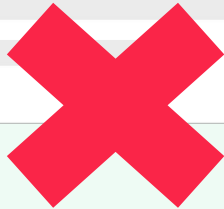
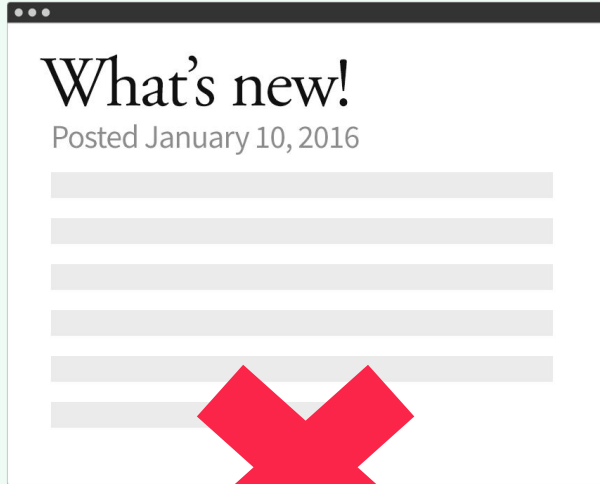
# Content management

Website content:

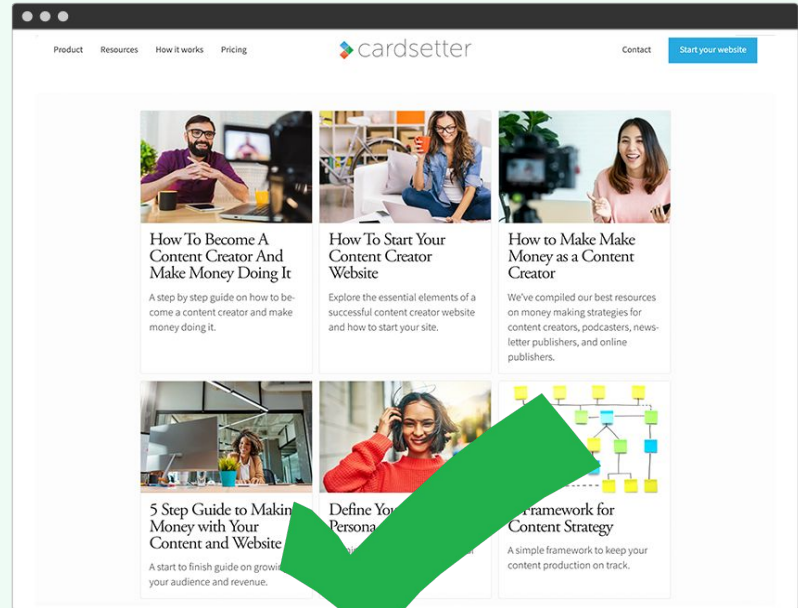
- ✓ Helps with Search Engine Optimization
- ✓ Gives visitors a reason to visit, spend time, return
- ✓ Content to share on social
- ✓ Long-term benefits



# Content management



Outdated blog



Quality resources

# Content management

## Quality Resources

Create collections of related articles, videos, podcast episodes, etc. on topics that resonate with your ideal customer and are relevant to your business.

The screenshot shows the website header for Penelope's Plant Place. The logo is a green leaf icon with the text 'PENELOPE'S PLANT PLACE'. The phone number '(406) 497-2220' and social media icons for email and Instagram are in the top right. A navigation menu includes 'HOME', 'ABOUT', 'SHOP', 'SERVICES', and 'RESOURCES'. The main heading is 'Plant Guide'. Below this, the article title is 'New Homeowner's Guide: The Best Plants for Colorado Springs'. The introductory text states: 'The first step to planting success is to choose plants that are going to thrive in your location. We've assembled this helpful guide to help you get started. By the way, we offer complimentary landscaping and plant design consulting. Visit us in our store or book your free consultation here!'. A button labeled 'Book a free consultation >' is positioned above a grid of nine plant images. Each image is accompanied by its name: Rocky Mountain Maple, Zinnia, Mountain Mahogany, Douglas Fir, Yellow Alyssum, Russian Sage, Cheyenne Privet, Rocky Mountain Columbine, and Serviceberry.

PENELOPE'S  
PLANT PLACE

(406) 497-2220

HOME ABOUT SHOP SERVICES RESOURCES

## Plant Guide

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[Book a free consultation >](#)

		
Rocky Mountain Maple	Zinnia	Mountain Mahogany
		
Douglas Fir	Yellow Alyssum	Russian Sage
		
Cheyenne Privet	Rocky Mountain Columbine	Serviceberry

WEBSITE TOOLS AND FEATURES

# Important tools

Customizable forms

E-newsletter Integration

Chat

Landing pages

Appointment Scheduling

E-commerce / payments

Payment processor

Analytics

Pixels



# Summary

## 1 Define your ideal customer

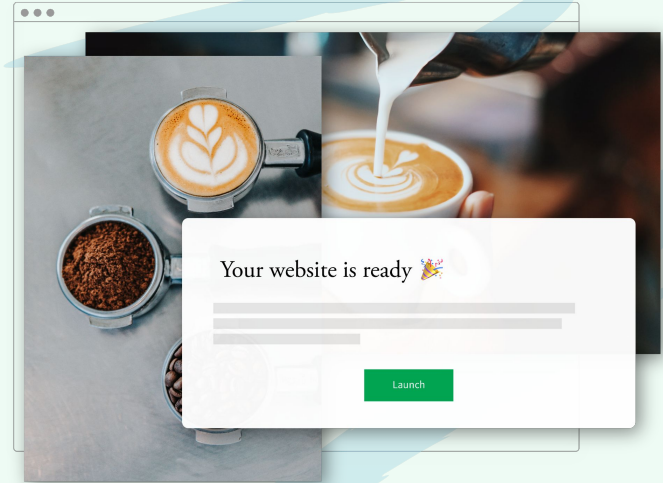
Who is your website for? What are their needs?

## 2 Map out the customer journey

- Awareness
- Consideration
- Conversion
- Retention

## 3 Set up your website to fulfill its role

Create a good base and utilize the right tools to carry out your strategy.



## QUESTIONS?

Jessica Baldwin

Co-Founder | Cardsetter

[jessica@cardsetter.com](mailto:jessica@cardsetter.com)

[@Jessica\\_B365](https://twitter.com/Jessica_B365)

Free Workbook

[cardsetter.com/win-customers-workbook](https://cardsetter.com/win-customers-workbook)

