

design to sell

Resources for making design
your strategic marketing partner

Create a visitor follow-up strategy

The need for consistent follow up requires rethinking the role of planning, writing, and design

Why pay for web traffic that never returns and can't be contacted?



Roger C. Parker has been helping firms and individuals profit from design since 1985

Many firms are frustrated with their websites. They see few, if any, results for the time and money they've invested.

The cause is a lack of follow-up. This forces firms to *spin their wheels*, constantly attracting new website visitors to replace those who visit once—but never return.

Why? Although the firm may be spending tens of thousands of dollars a year on search engine optimization and pay-per-click advertising, little thought has been given to consistent visitor follow-up.

50 First Dates marketing

Does your marketing strategy remind you of the Adam Sandler film, *50 First Dates*? Because of Drew Barrymore's amnesia, every day they had to begin their relationship all over again.

The same is true of your marketing, if you don't have an efficient follow-up strategy! Each day, you're forced to begin relation-



Relationship marketing success is based on planning, writing, and design. These tools can be mastered by anyone, at any point in life.

ships with new website visitors, because yesterday's visitors have disappeared and you don't have a way to re-contact them.

A better alternative

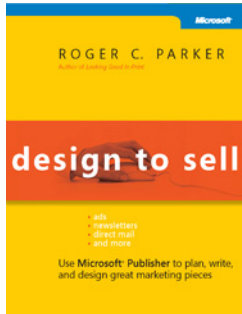
Consider creating an efficient follow-up program that builds lasting relationships starting with the initial website visit and continuing for years—hopefully, decades.

Consistency is the key to relationship success. Planning, writing, and design are the tools that make consistency possible.

Step 1: Plan

Planning involves visitor engagement and interaction that begins with the first visit

Planning, writing, and design are too expensive to buy over and over again



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Content Catalyst is
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to your website. Planning involves answering questions like:

- *What information* are your website visitors looking for?
- *What incentive* can you offer to obtain visitor e-mail addresses and permission to re-contact them?
- *How can you keep in constant touch* without spending too much time or money?

Planning is most successful when done in-house, rather than delegated to outsiders. Planning must be an ongoing task. Outsiders, however, can help by *sharing proven tools and techniques* which empower firms to plan on their own.

Step 2: Write

Content is king—but, it's a *specific type of king*. It's neither *creative writing*, (i.e., fiction), nor is it *copywriting*—in the sense of polished direct-marketing letters.

What's needed is a type of *descriptive writing*: one that combines elements of both with the efficiency needed to create an on-going stream of marketing messages. All messages have to simultaneously pre-sell your competence and appeal to your prospect's self-interest—while being quickly and easily produced.

Like planning, this type of writing cannot be cost-effectively delegated to outsiders, because it—too—is an *on-going requirement* for relationship building success.

But, again, outsiders can contribute to your success by sharing proven tools, tips, and techniques, like my [Content Catalyst](#).

Step 3: Design

If content is king, design is queen! Design—i.e. formatting—is necessary to attract attention to your message, and make it as easy to read as possible.

Design also differentiates your message from your competitor's messages.

Relationship building involves creating comfort and familiarity through repetition. Design is a key element in building this familiarity, while simultaneously contributing to efficiency by reducing costs.

Because the need for design is continuous, it—too—cannot be cost-effectively purchased on a *continuing basis*. But, qualified design resources can teach you time and money-saving techniques, like styles and templates, permit you to efficiently do a lot of the ongoing design and production in-house, or on your own.

Stop spinning your wheels!

At some point, success-oriented firms realize they must replace their *50 First Dates* marketing strategy with a long term relationship-building follow-up process.

When they do, they often call me. I'm a \$32,000,000 author, marketing coach, designer, and workshop presenter. I have decades of experience helping others *plan, write, and design* their way to success.

I can set you up with the *tools* and a *program* that gets you moving in the right direction, so you can continue on your own.

[E-mail me](#) or call me at 603-742-9673 for more information. *Imagine the potential!*