

Effective Ways To Market Your Company

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Effective Ways To Market Your Company

Learning how to effectively market your company is one of the most important skillsets any entrepreneur has in their toolkit. So, what's the difference between effective and ineffective marketing? It's all in how you share what your company has to offer to your target audience by telling your story. Even if someone else tries to offer a similar product or service, they're not you. What they do will be different, and if you follow the steps I discuss in [Finding and Testing Your Startup Idea](#) and [How To Find a Great Name](#) to make your company unique, you lay the groundwork for building effective marketing campaigns.

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For example, I founded my company Startup Experience to empower thousands of young people around the world to live exciting and impactful lives by unlocking their entrepreneurial potential. I deliver workshops, speaking sessions, and seminars around the world to educate audiences about how to develop the



entrepreneurial mindset. There are numerous other companies that offer similar services and experiences, but none in the exact same way I do.

“ ***Once you know the story you want to tell, there’s no better place to do it than your own website.*** ”

Once you know the story you want to tell, there’s no better place to do it than your own website. A website is one of the most important marketing tools for businesses of all sizes. As the foundation of your online presence, a business website can provide a flexible platform to showcase your products, services, and company identity, allowing you more control over how customers interact with your business. I send everyone to my company website, StartupExperience.com, because that is the best place for them to learn about my unique value proposition and see all of the services I have to offer.

In this book, we’ll explore the key components of a company website, from core ideas that can shape the experience for your target customer, to specific pages of your website that can meet their (and your) needs.



Your Company Website

If you read [The Benefits of Landing Pages](#), you understand that the purpose of a landing page is to convince your target customer to take a specific action, like signing up for a newsletter. On the other hand, the purpose of your website is to show your target customer why you are the product/company they should trust to solve their problem. This is why a website is one of the most important marketing tools for companies of all sizes. As the foundation of your online presence, a company website can provide a flexible platform to showcase your products, services, and company identity, allowing you to tailor your messaging and story to best reach your target customer.

When first considering a website for your company, it can be a good idea to research website ideas from your favorite brands, or you can look at the websites and/or landing pages of some of the companies in your own industry. You'll notice that there is a lot of information on their websites explaining who they are and everything they have to offer.

As you look into building a website, it is important to know that websites can start simple and grow as your company grows. To get started, I recommend focusing on eight must-haves for your website so your target customer can find the most important information about your company, and, as I mentioned earlier, learn why they should trust you to solve their problem.



THE EIGHT MUST-HAVES FOR YOUR COMPANY WEBSITE

1. A **custom .com domain name** is where I recommend every website begins. That's because .com domain names are trusted, recognized, and used worldwide. When you register a .com domain name, you're choosing a path that millions of like-minded businesses have used to start and grow their business's online presence. You can learn more about choosing and registering custom .com domain names in [How To Find a Great Name](#).
2. The **homepage** is the front page of your website, and the first thing people see when they visit your domain name. Remember: the most important thing to get across on your homepage is your unique value proposition. Whether it's through a targeted headline, an engaging image/video, a short paragraph, or all the above, the first thing you want potential customers or investors to know is what problem you are solving for them and how your product will change their lives for the better.
3. A clear **menu** offers easy navigation around the site, and should give your visitors an instant view of what they can expect your website to include. In the same way that each page of your website captures specific information about your company or products, the menu creates clear pathways to help potential customers find that information no matter where they are on the site. You could consider putting each of the pages in this section in your menu (if applicable to your business).
4. Your **'solution' page** is next. If the homepage answers what (or the problem) your company or product is solving for, the solution page addresses exactly how you're able to do it. What does it do?



How does it solve the problem? Is there science that backs up your solution? Do you have a demo video or a chart that shows why your solution is better than what your competitors offer?

5. The **about us or team page** explains who you are and why you are the best person/people to solve this problem. Photographs of your key founders/staff members help potential customers to feel more emotionally connected to you. Bios share important information about your backgrounds. A compelling origin story that explains what happened in your life to make you want to solve this problem and how you came up with the idea can also be interesting to customers and help you stand out.

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Depending on your field and how many corporate partners/big name clients you have, you might want to include them on this page or create a separate page where you highlight some of the more interesting connections. However, it's best to only add logos of partners/clients with whom you have worked if their reputation lends credibility to your product, and you have permission to reference them.

6. The **contact page** is a potential customer's one-stop shop for getting in touch with you. This could include a form for emailing the company, a phone number listing, or a series of links to your social sites.



It may sound obvious, but make sure that the contact page forwards to an email address that you (or someone on your team) check regularly. It can be tempting to start a new email address just for business related contacts, but, if emails come in slowly, it can be easy to forget to check it. The worst thing for building your brand is making excited customers feel like you don't care about them because you didn't respond to them. One approach is to create an email address, for example info@yourdotcomsite.com, that you can use to set up a shared inbox that multiple staff members can monitor. Not only does it look more professional to have a custom email address with your company's .com domain name in it, but you can share the responsibility, and no one needs to be on-call around the clock.

“The worst thing for building your brand is making excited customers feel like you don't care about them because you didn't respond to them.”



7. **Testimonials** can be shared throughout your site or live on a separate page/section. If you have great quotes, it's good to spread them around to keep them top of mind - especially if the quote applies to the subject on the page.

8. And don't forget to offer customers a way to buy your product! If you are selling a product direct to consumers, there are many website builders, apps, and plug-ins to help you create a professional **sales page**. If you are selling through brick-and-mortar stores, you can list where your product is available and add a plug-in to help your customers find a store near them. If you set up appointments with your clients, you might want a calendar app where you can set up a window of time that you are available and give them the opportunity to set up their own appointments. If you are selling to businesses, remember that the person who makes the decision to buy your product might not be the person who initially finds you, so make it as easy as possible for them to pitch you correctly to their supervisors.

Depending on your business, there are a few more nice-to-haves that you can add to your website, if needed.

Do you get the same questions over and over again? **Frequently Asked Questions (FAQ) pages** can save you hours in customer service time, especially if there's anything complicated about your product or ordering process.

Have you been interviewed on your topic or mentioned in the press? A **news page/section** is a great place to show that people are talking about you and your company. Just make sure at least

some of the news is relatively current. Older articles are okay, but it is important to have at least one or two that are less than a year old.

Do you enjoy writing? When you are starting a company, it can feel like everything moves very quickly. A **blog** can be a great way to invite your followers to join you on your startup journey. The blog can double as a newsletter, and you can use it to send updates to potential customers who subscribe. News articles can also be included in a blog if you don't have enough of them to look impressive on their own page.

“
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”

Are there links that your potential customers would enjoy on a topic related to your product/service? On a **resources page** you can share information with your visitors. Only do this if you think it adds value to what you have to offer. If you have useful information and update it regularly, potential customers will be more likely to come back to your site.

Establishing the “Big Picture” of Your Website

Now that you have an understanding of what a website is, let's take a step back and examine the big picture of why a website is important. Sure, the ultimate goal of your website is for customers to engage with or buy your product or services, but if you're unable to excite them about those things, they may find another company that can. That's why, it's important to answer two questions before you even start building your website – what is the story you want your website to tell, and who are you telling this story to?

Here are a few key elements you should try to include to best answer those two questions.

KEY ELEMENTS OF A COMPANY WEBSITE

The Company – Your homepage should always share your company's name, logo, domain name, and tagline. Indicating that you have a company with a defined identity that should be taken seriously helps you come across as professional from the very beginning.

The Problem – After sharing who you are, the next step is hooking the visitor on the importance of the problem you are solving for, or the “Why.” Why does this problem matter? Is there a visual that tells



the story of your user struggling with this issue? If your target customers don't buy into the legitimacy and urgency of your problem, they likely won't visit the rest of your site.

The Solution – Once you've made a compelling case for the problem you're solving for, you can share the key features of your solution. Less is more. You should give just enough information so that your visitors are excited about your idea and you. Focus on the value your product delivers for your target customers - the value proposition - and avoid getting bogged down in too many technical details. Remember: *Features tell, benefits sell.*

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If you have a prototype of your product in action, or you're marketing a web service, images or a video showing a user interacting with the product or clicking through the website, app, or landing page can help.

Competitive Advantage – If your company is part of a crowded market where many other companies offer similar products or solutions, you should be prepared to discuss your competitive advantage, or how your product delivers unique value and why it will be better than what the market is already offering. If you can show your competitive advantage and why your product is the best option through engaging videos or images, it can be more memorable than a block of text.

Showing videos and images of your product will also be relevant when you are marketing to customers who are comparing products and companies similar to yours. Customers want to feel like they are getting the best solution for their problem, and your marketing campaigns will likely be built on your value proposition and your competitive advantage.

It's important to be clear and uncomplicated when describing your offerings and competitive advantage. Do you offer a lifetime warranty? A subscription service that offers value every month? 24/7 customer service? You should also answer questions that will be top of mind for your customer, like how much your product or service will cost or if you offer a free trial.

You may find that your company doesn't have the right answers or resources to include all this information, and that's ok! Prioritize what's going to matter most to your target customer, and in turn, they'll let you know what expectations they have for your company and website.

Website Design Principles

No matter what industry you are in, you may have noticed that many prominent websites today have similarities in the way they look. This is because there's a common set of principles that apply to designing a user experience, and they can be used for any website regardless of the product or service you're selling.

“ *One of the most important of these principles is understanding that when it comes to web copy, less is more.* ”

One of the most important of these principles is understanding that when it comes to web copy, less is more. When you have a lot of text on a page, the customer tends to scan (or even ignore) the content if they think it will take a long time to read it. Instead, they'll primarily spend their time focusing on headings, bold text, and key phrases to grasp the main points without reading every



word thoroughly. When designing your own website, try to think about how you can simplify and shorten your message into big, bold headings on the page to first hook people in, then go into detail with smaller text below.

This also means that it's vital to have a clear and concise value proposition front-and-center on your homepage. If people can't understand what your company stands for or what your product does in a quick, easy-to-understand sentence, they may be less inclined to learn more about what you do. You should also try to avoid using industry jargon that you may be familiar with, but your customers might not. If there are technical terms that are necessary for your target customer to know, try to include them lower on the page if possible, or in a FAQs section.

Finally, when you are designing your website, remember that visuals are usually better than text to make an impact or first impression (the idea behind "show, don't tell"). Not only can exciting or interesting photos of your company or product help draw people in, but people also naturally assume that if your visuals look polished and professional, you must be a professional company as well. If you can, try to have custom photos or imagery (instead of generic stock photos). You can consider hiring a professional graphic designer or photographer to help create visuals for your site that would only be unique to your company. They may also be able to help you create custom videos or animations to explain hard-to-understand concepts without using a paragraph of text.



How Do I Get Customers To My Website?

Once you launch your website, there are a variety of ways to promote it and get customers to your site. Of course, the easiest way to get people to visit your site is by sharing your custom .com domain name. It's often a low-cost way of marketing since you can include it anywhere you already promote your business, such as:

Custom Email Address: Make sure you have a custom email address for your employees that uses your company domain name so every email you all send is an advertisement for your website. Also include your domain name in your email signature.

“ *The easiest way to get people to visit your site is by sharing your custom .com domain name.* ”



Social Media: Tap into your existing social media following to attract visitors to your website by placing your company's .com domain name in all of your company's social media profiles. When you share content from your social media accounts, make sure to direct customers to your website.

Digital Advertising: Many advertising platforms offer do-it-yourself advertising capabilities that allow you to create and launch your own ads to the target audience you select, at a budget you select. All you need is a credit card and an account

on the platform. This can be a great way to attract visitors to your site and promote your business.

Branded Content: If you create videos, infographics, or other types of content, make sure you always include a call-to-action that directs viewers to your website for more information.

Invoices and Product Labels: Include your website address and other contact information on all of your receipts, invoices, and labels to help ensure new and existing customers have a reminder about where to find your company online.



The Importance (or not) of SEO

As you tell people that you are building your website, someone may ask you about Search Engine Optimization (SEO) and how you plan to address it. SEO is about helping search engines understand your content, and helping users find your site and make a decision about whether they should visit your site through a search engine. There are a lot of variables involved in SEO and it can be complex to appear in the top search rankings when you first start your business.

DOES SEO REALLY MATTER?

YES AND NO.

While there is huge value in a search engine offering up your website on the first page of a customer's search, getting to that first page goes much deeper than using the right words on your site. And, unless you are a web designer, this may be a good place to spend some money to hire someone to help you with the technical aspects of SEO (like building sitemaps, using relevant keywords, increasing your site speeds, optimizing for mobile, and assigning keyword optimized Alt-tags to images and videos).



But, in the very beginning, most of your business isn't likely to come from search engines. So, if your budget is tight, it's best to focus your resources on finding the best entry channels, like social media or branded content, for your specific business and creating a great experience for the people who come through them. If you have phenomenal information about a great product that solves a real problem for a targeted group of people, they will likely share links to your site and give you great reviews, and the search engines will start to find you. Then you can pay someone to optimize your site when the time is right.

Hopefully, I've given you a lot to think about as you start your businesses and begin to sell your ideas and products to potential customers. Remember, rarely is a new company a huge success right out of the gate. But, with hard work, practice, grit, and persistence, I believe that a successful venture will be in your future. Good luck!



