

CHAMBERS PIVOT INDUSTRIES PRESENTS:

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# WHY YOUR WEBSITE ISN'T DRIVING NEW BUSINESS



IDEAS THAT CREATE BUSINESS

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CHAMBERS PIVOT INDUSTRIES

# WHAT HAS HAPPENED, WILL HAPPEN.

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ON ANY GIVEN DAY A NEW ONLINE MARKETING STRATEGY IS ANNOUNCED. IT'S PUBLICIZED.

IT HITS THE POPULAR PRESS, BECOMES THE NEXT BUZZ PHRASE, GETS YOUR BUSINESS LEADER EXCITED. AND AT THE NEXT MEETING YOU ARE ASKED,

**{ WHAT ARE WE DOING TO GET NEW CUSTOMERS WITH  
SEO/PPC/CONTENT/MARKETING/AUTOMATION/ANALYTICS/CPA/CLV? }**

THIS SETS OFF A FLURRY OF ACTIVITY. PEOPLE ARE HIRED. OTHERS ARE FIRED. NEW METRICS ARE PREACHED. CHANGE IS DEMANDED.

AND WHAT HAPPENS TO  
A NEW CUSTOMER?

**{ NOT MUCH }**



○ THE STORM COULDS PASS. THE BUZZWORDS DIE DOWN. YOU'RE BACK TO WHERE YOU STARTED. THE QUESTION REMAINS:

○ **HOW CAN YOU GET MORE CUSTOMERS?**

○ GOOD QUESTION. LET'S THINK ABOUT OUR SALES PROCESSES AND THE CURRENT WORLD OUR PROSPECTS LIVE IN...

○ WAY BACK, A CONSUMER, WHETHER B2B OR B2C, DIDN'T HAVE MUCH CHOICE WHEN IT CAME TO CHOICE. TRAVE TIME, COMMUNICATION, GEOGRAPHY DETERMINED WHERE THEY FOUND VALUE.

**THAT'S  
CHANGED.**

# OUR PROSPECTS ARE SWIMMING IN INFORMATION.

MULTIPLE DEVICES, HUNDREDS OF CHANNELS, UNLIMITED INFORMATION AT OUR FINGERTIPS. 

REMEMBER THE ENDLESS CONVERSATION OVER THE ORIGIN OF THE SPAGHETTI WESTERN, THE PROPER WAY TO MAKE A DAIQUIRI, AND WHAT YEAR LONDON CALLING CAME OUT?

{ **NO MORE** }

\*1979



'LET ME GOOGLE THAT' BRINGS AN END TO THE DISCUSSION.  
THE MYSTERY IS EASIER THAN EVER TO UNRAVEL.

PRICE COMPARISONS, AVAILABILITY, SOURCES OF MANUFACTURING,  
COST OF GOODS.

## WHERE CAN YOU FIND AN ADVANTAGE?

ANOTHER GOOD QUESTION, MON CAPITAN.

# THIS IS WHAT I THINK.

BUYERS AND INFLUENCERS ARE GETTING BETTER AT EDUCATING THEMSELVES THROUGH THE EARLY PARTS OF THE DECISION MAKING PROCESS. A DECISION PROCESS THAT HAPPENS IN 4 STAGES:

## **FIRST • THE RECOGNITION OF A PROBLEM**

"THERE'S AN ISSUE UP AHEAD THAT I MAY NEED SOME HELP WITH."

COMPETITION  
RATIOS

1 / 1

## **SECOND • THE GATHERING OF INFORMATION**

"SOMEONE HAS TO KNOW HOW TO SOLVE THIS."

1 / 2

## **THIRD • EVALUATE OPTIONS**

"IN HOUSE? TRAINING? OUTSOURCE? PURCHASE?."

1 / 3

## **FOURTH • FIND THE BEST DEAL**

"IS THIS THE BEST PRICE I CAN GET?."

1 / 100'S



THE **"INTERNETS"** {AS A CERTAIN RELATIVE WOULD SAY}  
ARE FULL OF INFORMATION ON HOW TO SOLVE PROBLEMS.

WANT TO KNOW WHAT OTHERS HAVE DONE WITH UNDERPERFORMING  
ASSETS IN THE EQUIPMENT RENTAL BUSINESS?  
GOOGLE IT.

CURIOUS ABOUT THE STREET VALUE OF YOUR FACEBOOK PAGE?  
OPINIONS ARE A CLICK AWAY.



**QUIT FIGHTING IT**



GIVE THEM THE INFORMATION THEY WANT. WHEN THEY WANT IT.  
ENTER THE CONVERSATION.

**MOBILE. WHEREVER.**



WHY GIVE IT AWAY UP FRONT? BECAUSE IT'S GETTING EXPENSIVE TO COMPETE IN THE "BEST DEAL" STAGE OF DECISION MAKING.

CONTRIBUTING TO THE EARLIER STEPS IN THE DECISION MAKING PROCESS IS YOUR

## OPPORTUNITY

BE BUZZY AND SAY YOU'RE TURNING THE FIRM INTO A "THOUGHT LEADER" AND FUNCTIONING AS A "DEMAND STRATEGIST"

## LEADERS LOVE THAT ♥

WHAT CAN YOU DO SPECIFICALLY?

I'M NOT ONE TO HOLD SECRETS, SO HERE'S A PROCESS YOU CAN FOLLOW TO IMPROVE BUSINESS DEVELOPMENT IN THIS ENVIRONMENT:



# 1. FIGURE OUT WHAT YOU WANT TO MEASURE

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- % DECIDE WHERE YOU ARE TODAY AND WHERE YOU WANT TO BE IN THE FUTURE. ASSIGN A VALUE TO THE DIFFERENCE. IT'S SIMPLE, BUT NOT EASY.
  - % THE LARGER THE ORGANIZATION, THE HARDER IT IS TO GET AGREEMENT ON *WHAT* NEEDS TO BE MEASURED, *WHERE IT IS TODAY* AND *WHERE YOU WANT IT TO BE* IN THE FUTURE.
  - % START WITH SOME BASICS LIKE HOW MUCH ONE OF YOUR CUSTOMERS IS WORTH OVER TIME.  
(*CUSTOMERS LIFETIME VALUE*, OR CLV AS THE KIDS SAY)
  - % THEN DO SOMETHING BOLD LIKE FIND THE NUMBER OF NEW CUSTOMERS AND COME UP WITH A *COST PER ACQUISITION*. CPA
- ANY MEASUREMENT WORKS, BUT SOME MEASUREMENTS ARE BETTER THAN OTHERS  
(SEE VANITY METRICS)
- THE ACT OF MEASURING WILL HELP YOU MOVE THE NEEDLE.
- % **1%** IMPROVEMENT EVERY WEEK ADDS UP OVER TIME.  
(OUR BANKER FRIENDS CAN TELL US THAT.)





## 2. SET UP YOUR ANALYTICS

BY NOW, EVERYONE HAS FIGURED OUT THAT YOU CAN TRACK ANY AND ALL MOVEMENTS ON A WEBSITE.

### DON'T BE DISTRACTED BY THE DETAILS

NARROW YOUR FOCUS TO DESIRED RESULTS.

GEAR YOUR ANALYTICS REPORTING TO THOSE ITEMS RELATED TO WHAT YOU'RE MEASURING.

### IT'S EASY TO GET LOST IN THE WEEDS

IT GIVES THE FALSE IMPRESSION THAT EVERYTHING IS TRACEABLE AND THAT'S JUST NOT TRUE.

### SALE FUNNELS ARE COMPLEX

DON'T GIVE UP ON ANALYTICS JUST BECAUSE IT'S HARD TO LEARN FROM. IF YOU START WITH THE RIGHT QUESTIONS, ANALYTICS WILL GIVE YOU AN ANSWER.

### AGAIN, IT'S SIMPLE, BUT NOT EASY

# 3. TALK TO YOUR CUSTOMERS

## WAIT, WHA?

YEP. I SAID IT. TALK TO YOUR CUSTOMERS.  
PICK UP THE PHONE.

TIME AND TIME AGAIN, WE SPEND A FORTUNE  
CAPTURING BUSINESS AND THEN DO THE  
EQUIVALENT OF GIVING THEM THE  
COLD SHOULDER.

## IT'S TIME TO FALL IN LOVE ALL OVER AGAIN

YOU WANT TO KNOW ALL ABOUT THE JOURNEY THEY TOOK TO GET TO  
YOU... IF THEY EVEN REMEMBER. MOST CUSTOMERS CAN TELL US THE  
LAST POINT OF CONTACT, BUT DIG DEEPER.

## WHAT HAS HAPPENED, WILL HAPPEN

BE BOLD AND TALK TO THE LOST DEALS.

THEN SIT ON THE INFORMATION FOR A BIT.  
LET IS SIMMER.

KEEP ASKING "WHAT IS THIS INFORMATION  
TRYING TO TELL ME?"

HOW LONG AGO  
DID THEY KNOW  
THEY WOULD  
NEED HELP?

WHAT  
OTHER  
SOLUTIONS  
DID THEY  
LOOK AT?

WHAT DID  
THEY DO  
THEN?

WHERE DID THEY  
GO FOR  
INFORMATION?

WHY DID THEY  
DECIDE ON A  
DIFFERENT COURSE  
OF ACTION?

DID  
THEY  
DO  
ANY-  
THING?

WHAT DID  
OUR  
COMPETITOR  
DO THAT  
WE MISSED?

# 4. NOW IT'S TIME FOR CONTENT

WHAT KIND OF CONTENT?

*ALL KINDS OF CONTENT!*

VIDEOS, RESEARCH PAPERS, TESTIMONIALS, PRESS RELEASES, LANDING PAGES, BLOGS, WEBSITES, VOICEMAILS, T-SHIRTS, MUGS, BOXES, INSERTS... IT'S ALL CONTENT.

CREATE CONTENT WITH ONE GOAL IN MIND:

**I'M HELPING MY PEOPLE MAKE GOOD DECISIONS**

... HERE'S THE RUB, HELP THEM MAKE A GOOD DECISION THAT IS INDEPENDENT OF DOING BUSINESS WITH YOU.

IF OUR PROSPECT/CUSTOMER, CONCLUDES THAT ANOTHER SOLUTION IS THE RIGHT DECISION FOR THEM, BE HAPPY.

# WHY?

**IT'S NOT A ZERO SUM GAME. THIS APPROACH IS ONE OF ABUNDANCE, NOT SCARCITY.**



I COULD GO INTO ALL SORTS OF DETAIL ABOUT THE AMYGDALA, FIGHT OR FLIGHT MECHANISMS AND MONKEY BRAINS, BUT SUFFICE IT TO SAY THAT INTENT COUNTS MORE THAN TECHNIQUE SO GET SOMETHING OUT THERE. OUR PROSPECTS/CUSTOMERS ARE VERY SOPHISTICATED IN THEIR ABILITY TO SNIFF OUT INTENT. IT WORKS BEST TO BE AS TRANSPARENT AS POSSIBLE.

## 5. TRACK LEADS THROUGH THE PROCESS.

HOW CAN YOU TELL WHERE THEY ARE IN THE PROCESS?

YOU CAN ASK . . . OR YOU CAN JUST ASSIGN THEM TO YOUR FUNNEL BASED ON THE CONTENT THEY ARE CONSUMING.

WAIT, WHAT? **RANDOMLY ASSIGN LABELS?**

**YES**

UNTIL SOME BETTER INFORMATION COMES ALONG, START BY DOING SOMETHING.

THINGS MOVE FAST SO YOU HAVE TO GET COMFORTABLE WITH A CERTAIN AMOUNT OF AMBIGUITY. REMEMBER, YOU'RE TRYING TO MOVE THE BIG NEEDLE.

IT'S A GAME OF SORTS. YOU'RE MOVING LOTS OF LEVERS AND SEEING WHAT MAKES THAT NEEDLE PIVOT UP. . . OR DOWN.

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**MOVEMENT. →**

A WORD HERE: THE NEEDLE WILL RISE AND THE NEEDLE MAY FALL. THESE DAYS, RESULTS ARE TRANSMITTED INSTANTLY SO THE EXPECTATIONS OF MANAGEMENT SHOULD BE, UH, MANAGED. WHAT WORKS ONE DAY, MIGHT NOT WORK THE NEXT. SOMETIMES YOU GET LUCKY. OFTEN YOU ONLY LEARN WHAT DOESN'T WORK. KEEP MANAGEMENT FOCUSED ON THE GOAL.

**IT'S A PROCESS, NOT AN EVENT.**





## 6. IRRIGATE.

REMEMBER DRIP MARKETING?

IT WAS HOT IN THE PRE-INTERNET DAYS, CAME BACK IN VOGUE DURING THE INTERNET'S PRE PAY PER CLICK DAYS AND NOW IS RAISING ITS HEAD AGAIN AS AUTOMATED MARKETING, COMPLETE WITH THE LATEST SOFTWARE ADVANCES.

ESSENTIALLY YOU'RE LOOKING AT WAYS TO AUTOMATE THE HELP YOU GIVE YOUR PROSPECTS/CUSTOMERS AS THEY MOVE THROUGH THE DECISION PROCESS.

YOUR PROSPECTS/CUSTOMERS MAY COMBUST INTO SPONTANEOUS BUYERS HERE AND THERE BUT MORE OFTEN IT'S LIKE THAT MOVIE INCEPTION. . . YOU PLANT A SEED, NURTURE IT AND THEN ONE DAY YOU'LL HAVE A CHANCE TO WORK WITH THEM.

THINK THAT CONSUMER SALES ARE DIFFERENT?

*NAH.*

THE SMALLER DOLLARS INVOLVED MAY COMPRESS THE SALES CYCLE INTO MINUTES, BUT EVERYONE'S MOVING THROUGH THE CYCLE.

# 7. GET BETTER AT IT.

THE PROCESS IS FLUID.

TAKE A PAGE FROM THE OLD DIRECT MARKETING GURUS WHO WOULD MANUALLY SEGMENT THEIR LISTS AND PERIODICALLY RE-TEST COPY, LIST SEGMENTS AND CALLS TO ACTION.

**THE WORK WAS NEVER DONE.**

SO IT GOES TODAY.

ESTABLISH SOME METRICS, SET A *TARGET*,  
WORK TOWARDS THAT TARGET, MEASURE  
PROGRESS, RINSE AND REPEAT.

EVEN IF YOU'RE TERRIBLE AT THIS PROCESS, YOU WILL START MOVING THE  
NEEDLE. I SWEAR.



# SO THAT'S IT?

GOOD QUESTION. IT SOUNDS SIMPLE. IT IS SIMPLE. BUT IT'S NOT EASY.

*WHAT'S SO HARD ABOUT IT?* TALKING TO MANAGEMENT.

FRAME YOUR DISCUSSIONS WITH MANAGEMENT IN TERMS THEY UNDERSTAND.  
YOUR WEBSITE IS A DRIVER OF BUSINESS. OR IT SHOULD BE. GETTING THERE IS A PROCESS.

HELP YOUR CFO BY MEASURING AND MOVING THE LEVERS THAT MEAN SOMETHING TO HIM/HER.  
CUSTOMER LIFETIME VALUE.  
THE COST TO ACQUIRE A NEW CUSTOMER.  
SHORTENING THE SALES CYCLE.  
IMPROVING CLOSE RATES.  
INCREASING BUSINESS FROM EXISTING CUSTOMERS.



THE "INTERNETS" CAN HELP YOU DO  
ALL THOSE THINGS.

# WHAT HAS HAPPENED, WILL HAPPEN.

EVERY DAY BRINGS NEW ONLINE MARKETING STRATEGY.

ARMED WITH THIS PROCESS, WHEN YOU ARE ASKED,

*"WHAT'S HAPPENING ON OUR WEBSITE? WHY DON'T WE GET MORE LEADS? WHAT ARE WE DOING ABOUT SEO/PPC/ CONTENT MARKETING/ AUTOMATION/ANALYTICS/CPA/CLV?"*

YOU HAVE AN ANSWER. YOU'RE MAKING THAT NEEDLE PIVOT. YOU'RE LOOKING AT EACH NEW STRATEGY FROM THE POINT OF VIEW OF YOUR CUSTOMER.

AND WHAT HAPPENS TO THE BUSINESS?

**A LOT.**

**GOOD STUFF.**



# THAT'S MY POSITION.

WORTHWHILE? I HOPE IT HELPS.

WILL YOU DO SOMETHING FOR ME? I HAVE A BLOG POST THAT ANNOUNCES THIS PAPER. PLEASE STOP BY AND TELL ME WHAT YOU THINK. GOOD OR BAD. FLATTERING OR INSULTING. (WELL, MAYBE NOT INSULTING. . . 😊)

PASS IT ALONG. DON'T KEEP ME A SECRET.

TWEET IT.  
LEAVE A COMMENT.

# ABOUT CHAMBERS PIVOT INDUSTRIES

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CPI IS A BUSINESS DEVELOPMENT CONSULTANT IN THE MIDDLE OF THE BIG ISLAND, OMAHA, NE. YES, WE HAVE AN AIRPORT.

I HELP CLIENTS SOLVE BUSINESS DEVELOPMENT PROBLEMS.  
IMPLEMENTING IDEAS THAT CREATE BUSINESS.

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