

INTERLUDE 2 Finding Marketing Moments

If you are a copy writer – whether you work freelance, for an agency, or inside an e-commerce company – everything in this book is relevant to you. This interlude just adds a few points about marketing online.

Marketing on the web is different: Pull not push

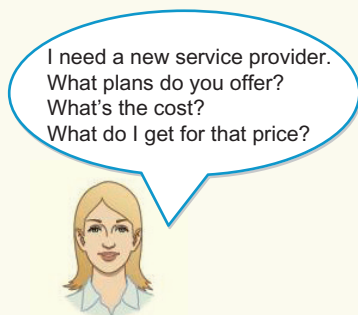
In traditional, paper-based, direct marketing, you start the conversation. You send information to people. When they get it, they don't have their own need, their own agenda, in mind. You are putting a need in front of them and hoping that it resonates with them.

That's a "push" technology – you push information out to potential customers.

Of course, push also exists in the web world. You probably have many people who have registered to receive e-marketing from you (e-specials, e-newsletters). You encourage people to follow you on Twitter and friend you on Facebook so you can push ideas and enticements out to them.

But most visits to your web site probably don't come directly from that e-marketing. Most web contacts are part of a "pull" technology.

People come to your web site of their own choice because they think you might have something they want to buy. And that changes everything. They start the conversation.



As a marketing specialist, you may have been trained to think about how to draw people *in* to your products. On the web, however, your first worry should be how to *not drive away* the people who have chosen to come to your site.

Because site visitors are usually very focused on whatever brought them to the site, they are very likely to bypass any messages that don't help them satisfy the conversation they came for – until they've met their need. Then, you can entice them to consider more.

Join the site visitor's conversation

Our gal looking for a service provider got to this provider's site and immediately saw a tab called Solutions. Opening that tab, she saw the options were For Home, For Business, and so on. She clicked on For Home expecting to get plans, prices, perhaps bulleted lists of what she would get for each plan. She didn't expect what she got (Figure Interlude 2-1).

Look back:

Case Study 5-2: The site visitor didn't read the paragraph that starts with "Congratulations."

Case Study 7-3: The "after" version that got much better conversion gets right to the point. The "before" version starts with a marketing pitch that doesn't help the conversation.

Figure Interlude 2-1 On this page, the company just talks about itself. It doesn't join the conversation the site visitor started. It's pushing too much marketing too soon.

www.hughes.com

The screenshot shows the HughesNet website with several annotations in speech bubbles and callouts:

- Top Left:** A woman's head is shown with a speech bubble saying, "I don't want to read all that. Where are the plans? Where's the cost information?"
- Top Center:** A red sad face icon with the text, "Site visitors may not see this text link. Why not have a big button here?" pointing to the "Get HughesNet in North America." link.
- Bottom Left:** A red sad face icon with the text, "Not conversational: 'subscribers' 'they' not 'you'" pointing to the "HUGHES SOLUTIONS" section.
- Bottom Center:** A red sad face icon with the text, "This dense text could be a few bullet points. But why have this page at all?" pointing to the "HUGHES SOLUTIONS" section.

The website content visible includes:

- For Home** tab selected.
- Get HughesNet in North America.** link.
- High-speed Internet by Satellite** section with a paragraph about HughesNet.
- HUGHES SOLUTIONS** section with a paragraph about HughesNet.
- Plus, myhughesnet.com** section with a paragraph about the website.
- Videos** and **Success Stories** tabs.
- Consumer Broadband: A Thriving Market** video thumbnail.
- The Customer is Our Business** video thumbnail.
- Distance Teaching from Rural New Hampshire** video thumbnail.
- Get HughesNet Now!** section with a video thumbnail and text about service availability.
- Contact Information** section with Hughes Network Systems, LLC details and a "All Regions" dropdown menu.

The site does have what our gal is looking for (Figure Interlude 2-2). But from the screen she's on, she'll find it only if she notices the links (in text; no buttons) – and if she's not turned off by the dense paragraphs of “read about us” marketing.

The screenshot shows the HughesNet website. A cartoon woman on the left has a speech bubble saying, "This is what I need." A green smiley face icon with a text box says, "Joins the conversation. Answers her questions." Below the website screenshot, a green smiley face icon with a text box says, "Conversational words: 'you,' 'your,' imperative verbs." The website itself features a navigation bar with links: Home, Why HughesNet Satellite Internet?, FAQs, Plans & Pricing, Existing Customer?, and Contact Us. The main content area is titled "Flexible plans to fit your needs – and your budget." and lists three plans: Basic (\$59.99/mo), Power 150 (\$79.99/mo), and Power 200 (\$109.99/mo). Each plan has a "Get details" button. Below the plans, there are three columns: "See what satellite is all about.", "Choose a plan", and "Place your order". Each column has a "Learn more", "Pick a plan", or "Order now" button respectively.

Figure Interlude 2-2 Successful marketing makes itself part of the conversation that the site visitor started.

www.hughesnet.com


Find the right marketing moments

The way to market on a web site is to join the conversation that site visitors bring to you. Then, you can cross-sell and upsell – but only *after* your site visitors have satisfied at least part of the conversation they started with the site.


I call these times when site visitors are ready to hear what you have to offer, “marketing moments.”

A “marketing moment” is a time and place on the web site when site visitors are ready for a marketing message. A marketing moment is not meant to distract your site visitor. A marketing moment is a natural follow-on or complement to what your site visitor is doing.

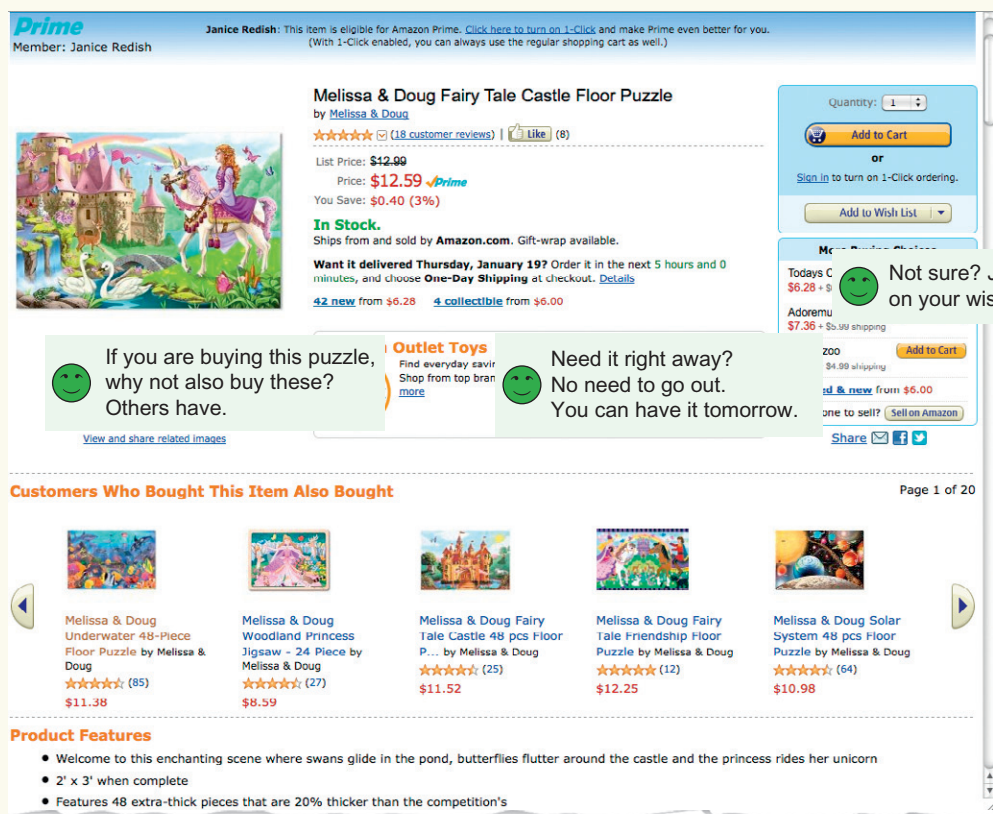
Figure Interlude 2-3 shows you how Amazon.com is a master at marketing moments.



Prime = Free shipping.
Don't go to a physical
store. We send it to you.



Buying could be even easier.
Try 1-Click.



Prime Member: Janice Redish

Janice Redish: This item is eligible for Amazon Prime. [Click here to turn on 1-Click](#) and make Prime even better for you. (With 1-Click enabled, you can always use the regular shopping cart as well.)

Melissa & Doug Fairy Tale Castle Floor Puzzle
by [Melissa & Doug](#)

★★★★★ (18 customer reviews) | [Like](#) (8)

List Price: ~~\$12.99~~
Price: **\$12.59** [Prime](#)
You Save: \$0.40 (3%)

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered Thursday, January 19? Order it in the next 5 hours and 0 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

42 new from \$6.28 **4 collectible** from \$6.00

Quantity: 1 **Add to Cart**
or
[Sign in](#) to turn on 1-Click ordering.
Add to Wish List

Not sure? Just put it on your wish list.

Outlet Toys
Find everyday savin
Shop from top bran
[more](#)

Need it right away?
No need to go out.
You can have it tomorrow.

Customers Who Bought This Item Also Bought

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Product	Price	Rating
Melissa & Doug Underwater 48-Piece Floor Puzzle by Melissa & Doug	\$11.38	★★★★★ (85)
Melissa & Doug Woodland Princess Jigsaw - 24 Piece by Melissa & Doug	\$8.59	★★★★★ (27)
Melissa & Doug Fairy Tale Castle 48 pcs Floor P... by Melissa & Doug	\$11.52	★★★★★ (25)
Melissa & Doug Fairy Tale Friendship Floor Puzzle by Melissa & Doug	\$12.25	★★★★★ (12)
Melissa & Doug Solar System 48 pcs Floor Puzzle by Melissa & Doug	\$10.98	★★★★★ (64)

Product Features

- Welcome to this enchanting scene where swans glide in the pond, butterflies flutter around the castle and the princess rides her unicorn
- 2' x 3' when complete
- Features 48 extra-thick pieces that are 20% thicker than the competition's

Figure Interlude 2-3 Amazon.com and many other online sellers find many marketing moments – within the site visitor's conversation.

www.amazon.com

Don't miss good marketing moments

I'm amazed at how many sites put lots of marketing upfront (too early in the conversation) and then don't market later when that would be the way to keep the conversation going.

😊 This web page is very clean.
Just the facts.

😞 But what do you do
if you want a loan?

😞 The page has no links
to help you move ahead.

😞 You have to know to go
back to the navigation and
now select Products.

FOUNDERS
FEDERAL CREDIT UNION

SAVINGS CHECKING CARD SERVICES LOANS

About Founders
Products & Services
Investment Services
Insurance Services
Office & ATM Locations
Rates
Calculators
Specials
Join
Job Opportunities
Contact Us
Services En Español

Loan Rates

Effective: 1/17/2012

Consumer Loans		
	Fixed APR	Variable APR
New Auto	3.99% - 18.00%	n/a
Used Auto	3.99% - 18.00%	n/a
New Boat, Motor, Trailer	4.75% - 17.75%	n/a
Used Boat, Motor, Trailer	5.75% - 17.75%	n/a
New or Used Motor Home	4.75% - 17.75%	n/a
New Camper or Motorcycle	4.75% - 17.75%	n/a
Used Camper or Motorcycle	5.75% - 17.75%	n/a

Mortgage Loans			
	Fixed APR	Variable APR	Origination Fee
15 Year Fixed Rate	3.25% - 9.50%	n/a	.50%
7/1 Adjustable Rate	n/a	3.00% - 9.00%	0.00%
5/3 Adjustable Rate	n/a	3.00% - 8.50%	0.00%
Double Wide Mobile Home with Land	n/a	6.00% - 8.75%	1.00%

Figure Interlude 2-4 This credit union makes the rates easy to see with no marketing fluff before the numbers. But it also strands its site visitors.

www.foundersfcu.com

For example, the Founders credit union does a great job of getting people directly to the facts they are looking for. But then it misses the opportunity to market to them from the facts (Figure Interlude 2-4).

Never stop the conversation

The missed marketing moment on the Founders site also brings the conversation the site visitor started to a screeching halt. That's not a good idea.

Always let your site visitors decide when they have what they need. Don't let the site stop the conversation.

You can include many ways to continue the conversation:

- Give site visitors related links.
- Market related opportunities.
- Offer live chat.
- Engage site visitors in your social media.
- Allow them to provide recommendations, comments, or other feedback.
- Give them "contact us" information in the main content area as well as in the global navigation.

If you walk your personas through their conversations, you'll see when you might be cutting off a conversation too early.

You can keep the conversation going – in fact, you can encourage the conversation to continue – as Signal Financial does in [Figure Interlude 2-5](#).

Account Access

Online Banking

NetTeller ID:

First Time User?

Mobile Banking

Visa Online Access

ATM Locator

Forms & Applications

Join the Credit Union

Apply for a Loan

Apply for a Mortgage

Transfer a Balance

signalfinancial

Federal Credit Union

INFO DESK | E-SERVICES | BENEFITS | TOOLS & RESOURCES | PERSONAL | BUSINESS

Home | Personal | Mortgage & Home Equity | Rates & Disclosures

Rates & Disclosures

First Mortgage Loans (Fixed)

	Interest Rate	Origination Fee	Discount Points	APR
30 Year Term:	4.000	1%	0.00*	4.1360
	4.375	0%	0*	4.4293
20 Year Term:	3.875	1%	0.00*	4.0623
	4.250	0%	0*	4.3238
15 Year Term:	3.250	1%	0.00*	3.4827

Check Rates

Use Calculators

Ask Signal

RELATED TOPICS

Apply for a Mortgage

Mortgages

Home Equity Loans

Rates & Disclosures

Need to check your finances? We'll help with our calculators.

Not sure? Ask us. ("Us" might be better here.)

Like the rate? Apply now.

I'm on Rates & Disclosures, so this should be highlighted or grayed out.

Figure Interlude 2-5 This credit union does not waste people's time with "we're wonderful" marketing messages. Instead, it markets well by encouraging site visitors to continue the conversation. It captures the marketing moment.

www.sfonline.com