



2018 America Outdoors Annual Conference

Web SOS: Your Roadmap to Online Success!

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Ron Rosenberg, president of QualityTalk, Inc., is an award-winning speaker, author, and coach. He is a nationally recognized expert on marketing and customer service, has authored several books and learning systems, and leads high-level marketing and business development coaching programs.

Since 1994, Ron has presented thousands of presentations to businesses and associations serving a wide variety of industries and professions including self-storage, funeral, nursery and landscape, medical and dental, and others too numerous to list. He has also worked with groups that serve minority and woman-owned businesses, community rehabilitation programs, early child education, and military families, and has spoken for many association-management and destination groups.

Lorie Rosenberg, speaker, copywriter, and graphic designer, has been involved with marketing, communications, and informational learning for over 30 years. In addition, for over 20 years, Lorie has managed QualityTalk, Inc., a marketing and communications firm, in Wake Forest, NC, along with her husband and business partner, Ron Rosenberg.

In addition to speaking, she writes on mindset and productivity, creates informational learning materials, designs and develops revenue-generating websites and other marketing collateral materials, and is involved in all facets of marketing and communications.

For details on keynote, breakout, or training programs, visit www.RonRosenbergSpeaker.com, or call 800-260-0662 to speak with us about having Ron or Lorie present at your next event.

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Where Are You Now?

What Business Are You In?

How is Your Website?

Please consider each question below and answer "Yes" or "No based on your current website and online marketing:

Question	Yes	No
1. Does your website have an appealing and modern look and feel (versus looking like it was created 5 or 10 years ago)?		
2. Does your website accurately reflect the true nature and personality of your business and your team?		
3. Is your website a constant and measurable source of new customers, additional business, and increased revenue?		
4. Does your website connect with your customers' needs, desires, and outcomes versus being an online brochure?		
5. Can you view your website properly on your phone without it being virtually impossible to read?		
6. Is it easy for you to make changes, add content, and develop entirely new sections on your website?		
7. Does your website appear prominently in relevant search results?		
8. Do your website and POS system connect to a comprehensive CRM that lets you target specific market segments with offers tailored just for them to increase response?		
Totals		

Website Evolution

Web SOS #1 - Planning

1. What are the products and services you provide?

2. Who are your major customer groups and what are their expectations?

3. Who are your major vendors, suppliers, and partners?

4. Who are your major competitors?

5. Why should people do business with you versus all the other options they have?

6. What has been working well in your business, and what specific challenges are you currently dealing with?

Types of Websites:

Good Design vs. Poor Design

Web SOS #2 – The Message

Be Unique

Effective Copywriting

Well-Written Testimonials

Script Your Videos

Features vs. Benefits

Clear Purpose

Call to Action

Compelling Story

Web SOS #3 – Visuals

Logos

Photos

Videos

Web SOS #4 – Capturing Leads

Triage Page

Landing Page

Squeeze Page

“Ethical Bribe”

Thank-You Page

Web SOS #5 – CRM / Back End

Automated Follow-Up

Build the Relationship

Segmented Marketing

Be There When You're Needed

Web SOS #6 – Generating Traffic

SEO/Keywords

AdWords/PPC

Social Media

Ads/PR/Direct Marketing

Web SOS #7 – Measuring Results

Why Are Results Important?

Hot Seats

Hot Seat #1

Hot Seat #2

Hot Seat #3
