LBS WEBINAR SERIES

2nd

TUESDAY

TIM BURT
LBS Creative and Broadcast Expert

DRIVE THEM TO THE WEBSITE

THIS WEBINAR WILL BEGIN AT 12:01 ET

Local Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

Training

"I love LBS because of the video commentary and training tools it has to offer. I have been in sales for 13 years and I have never seen a training site just like this."
Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois

LBS **Local** Broadcast Sales

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Sales Ideas

"I've been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an 'old dog' new tricks and ideas to help clients" **Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma**

Local Broadcast Sales
Broadcast Sales

**On-Demand Broadcast Training
And Revenue Development That Works!**

Advertiser Intelligence

Local Broadcast Sales

On-Demand Broadcast Training And Revenue Development That Works!

Ask LBS

"I love LBS because it is the place to go for ideas, information, help, and motivation."
Kimberly Likens - KFVS, WQWQ - Cape Girardeau, Missouri

LBS Local Broadcast Sales

On-Demand Broadcast Training
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LBS WEBINAR SERIES
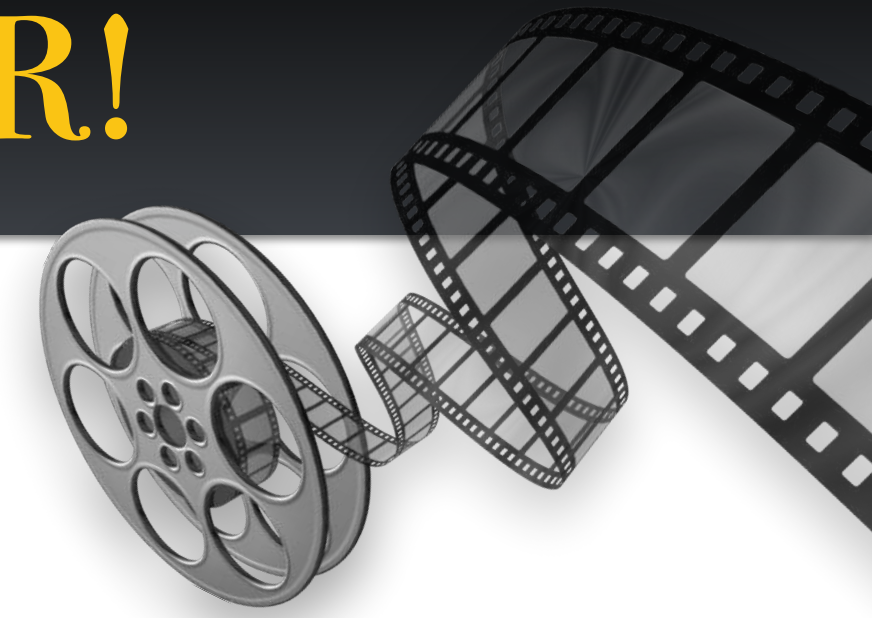
2nd TUESDAY

2nd Tuesday Webinars

"The webinar was really informative…I actually plan to re-watch it and take detailed notes since there was so much information."
Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Digity - Lincoln, Nebraska

YOU CAN BECOME A SALES IDEAS STAR!

PROD. Sales Ideas
ROLL	SCENE	TAKE
01	01	01

DIRECTOR: You
CAMERA: Smart Phone

Day·Nite Int Ext Mos
Filter   Sync

Would you like to receive $50? Of course you would!
Your successful local sales campaign can make you a star...again!

How can you participate? Easy as 1-2-3!

Step 1 : Tell us about your amazing local revenue building sales idea! ericmoore@localbroadcastsales.com

Step 2 : (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.
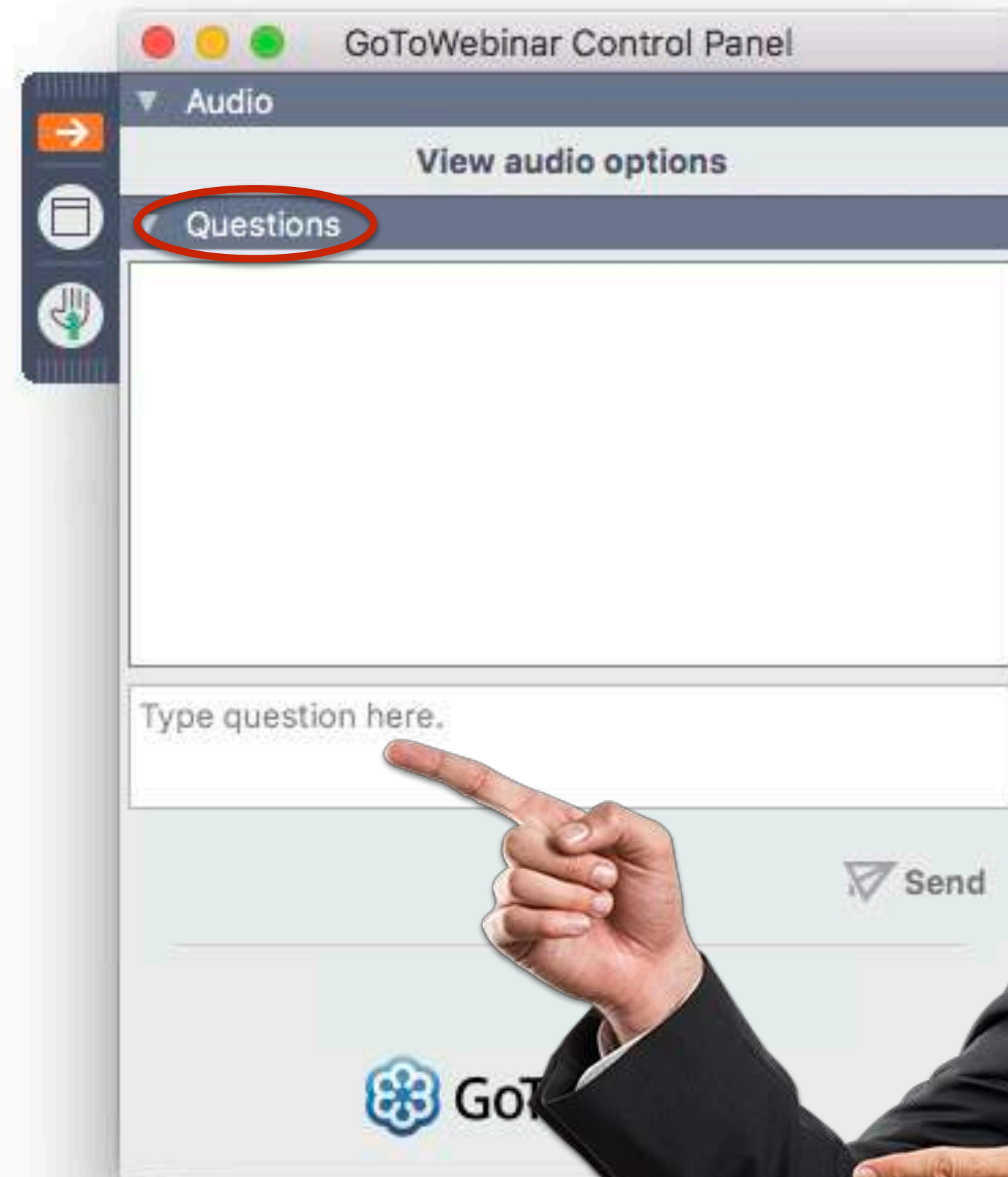
Step 3 : Your video will be posted on LBS! You will become famous! You will be $50 richer!

Warning* this is a pretty cool idea

2nd

TUESDAY

TIM BURT
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DRIVE THEM TO THE WEBSITE

Google

how many websites are there 2018

People also ask

How many websites are there in 2018?

According to the Netcraft January 2018 Web Server Survey there are **1,805,260,010** (over **1.8 billion**) websites. Yes, the Internet is very big. However, most of those websites get almost no visitors. Feb 20, 2018

How Many Websites Are There In The World? | Tek Eye
https://tekeye.uk/computing/how-many-websites-are-there

Search for: How many websites are there in 2018?

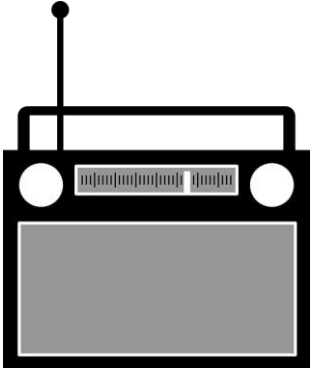DriveThemToThe.Website - Now What?

HAVE YOU EVER ASKED:
WHAT IS THE PURPOSE OF THEIR WEBSITE?

- Informational?
- Entertainment?
- E-com / Sales?
- A combination of any of those?

NOW WHAT???

RULE 1 OF THE INTERNET:

IF I _____ __ FROM A _____ AND _____ WAS THE _____ _____ THAT I ___, WOULD I KNOW _____ _ __?

RULE 1 OF THE INTERNET:

IF I <u>WOKE</u> <u>UP</u> FROM A <u>COMA</u> AND YOUR WEBSITE WAS THE <u>FIRST</u> <u>THING</u> THAT I SAW, WOULD I KNOW <u>WHERE</u> <u>I</u> <u>AM</u>?

THE GOAL:
TO MAKE YOU **MORE THAN A SALES REP.**
IT IS 2019.
YOU MUST BECOME A BIZ CONSULTANT.

Here's what you will learn today:

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- **(BONUS)** How **your station can use this info** for events, contests, etc.

WHY NAMING A WEBSITE IN AN AD JUST ISN'T ENOUGH TODAY.

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WHY?
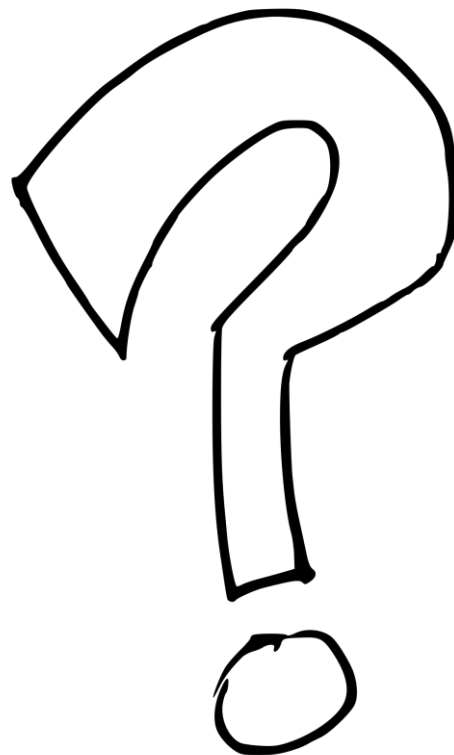
THE QUESTION ANYONE ASKS THEMSELVES BEFORE VISITING A SITE:

WIIFM?

RULE 1 OF ANY WEBSITE:

WEB USERS – INCLUDING YOU –
ARE **SELFISH**.

The reason WHY MUST BE addressed
In the commercial.

The reason WHY MUST BE addressed In the commercial.

- Special web-only pricing
- It's the only place to get their specific item or service
- Time-sensitive sale or availability of an item
- Free gift with purchase or in exchange for email address
- Brochure for more info that can't be conveyed in the ad(s)
- Schedule an appointment
- Entertainment they can't get anywhere else

WHAT THE ADS MUST SAY AND DO TO DRIVE TRAFFIC,INCREASE VIEW TIMES & SALES

- **Presuppositions**
- **If/Then statements**
- **Sense of urgency / scarcity**
- **Simplified Checkout promise**

PRESUPPOSITIONS

- You've been scouring the internet looking for the best prices on _____. You've scrolled so much that your mouse is claiming it's a hostile work environment. You've got more tabs open than the hottest club in town. And who has time to look through all of those pics? At _____.com, you'll find every item broken down by category, with only the most relevant pics to your search.

IF/THEN STATEMENTS

- **If** your basement is leaking, **then** what? Visit _____.com for 5 hidden ways you can prevent water from creeping in your home.
- **If** that old car of yours is driving you to the poorhouse, **then** visit _____.com for an instant trade-in quote!
- **If** winter weather damages your skin, **then** fix it fast with _____.

SENSE OF URGENCY & SCARCITY

- **Auction ends at specific time**
- **"Buy It Now" button**

SENSE OF URGENCY & SCARCITY

- **Countdown clock on flash sales**
- **Discount offers on checkout page**
- **Relentlessly couponing on site**

SENSE OF URGENCY & SCARCITY

- **Hurry! Only X left at this price!**

SENSE OF URGENCY & SCARCITY

- **Upsells & OTO's**
(**Vistaprint, Omaha Steaks, Sherries Berries**)

SIMPLIFIED CHECKOUT PROMISE

- **No credit card required**
- **Three clicks and your order will be on the way!**
- **Easy to buy right from your phone!**

Bottom line – The commercial MUST:
GIVE THEM A REASON TO VISIT
GIVE THEM A REASON TO STAY
MAKE IT EASY FOR THEM TO BUY

THE 5 THINGS EVERY WEBSITE MUST DO TO INCREASE SALES CONVERSIONS

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1. **Give them a reason to go to the site** (strong ad message)

5 THINGS EVERY WEBSITE MUST DO TO INCREASE SALES CONVERSIONS

1. **Give them a reason to go to the site** (strong ad message)
2. **EASILY RECALLED URL (spell it out if necessary)**

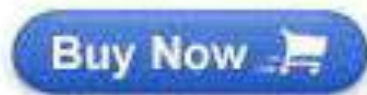# "ALPHABET SOUP" DOMAINS
KILL TRAFFIC
In ANY COMMERCIAL.

REDIRECT TO A NAME THAT
MAKES SENSE!
If they can't recall it....

5 THINGS EVERY WEBSITE MUST DO TO INCREASE SALES CONVERSIONS

1. **Give them a reason to go to the site** (strong ad message)
2. **EASILY RECALLED URL (spell it out if necessary)**
3. **What do you want them to do** when they get there?

CLICK HERE

BUY NOW

Checkout with amazon

Pay Now

MasterCard VISA AMEX DISCVR BANK

Buy Now

Google Checkout

SUBSCRIBE

5 THINGS EVERY WEBSITE MUST DO TO INCREASE SALES CONVERSIONS

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2. **EASILY RECALLED URL (spell it out if necessary)**
3. **What do you want them to do** when they get there?
4. **Find the desired action QUICKLY**

EXPLICITLY DESCRIBE / SHOW THE
AUDIENCE IN THE COMMERCIAL
WHERE IT IS ON THE PAGE.
(Upper left, etc.)

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3. **What do you want them to do** when they get there?
4. **Find the desired action QUICKLY**
5. **Simplified checkout** page / process

USE A ONE-PAGE CHECKOUT SYSTEM

LESS TYPING = BETTER CHANCE OF THE SALE

GET THE BARE MINIMUM INFO

LOWERING
CART ABANDONMENT
RATES

In **2016**, abandonment rate was **77.24%**.

In **2017** it rose to **78.65%**

(Source: Barilliance.com)

Primary reason for digital buyers to abandon their carts in the United States as of 2015
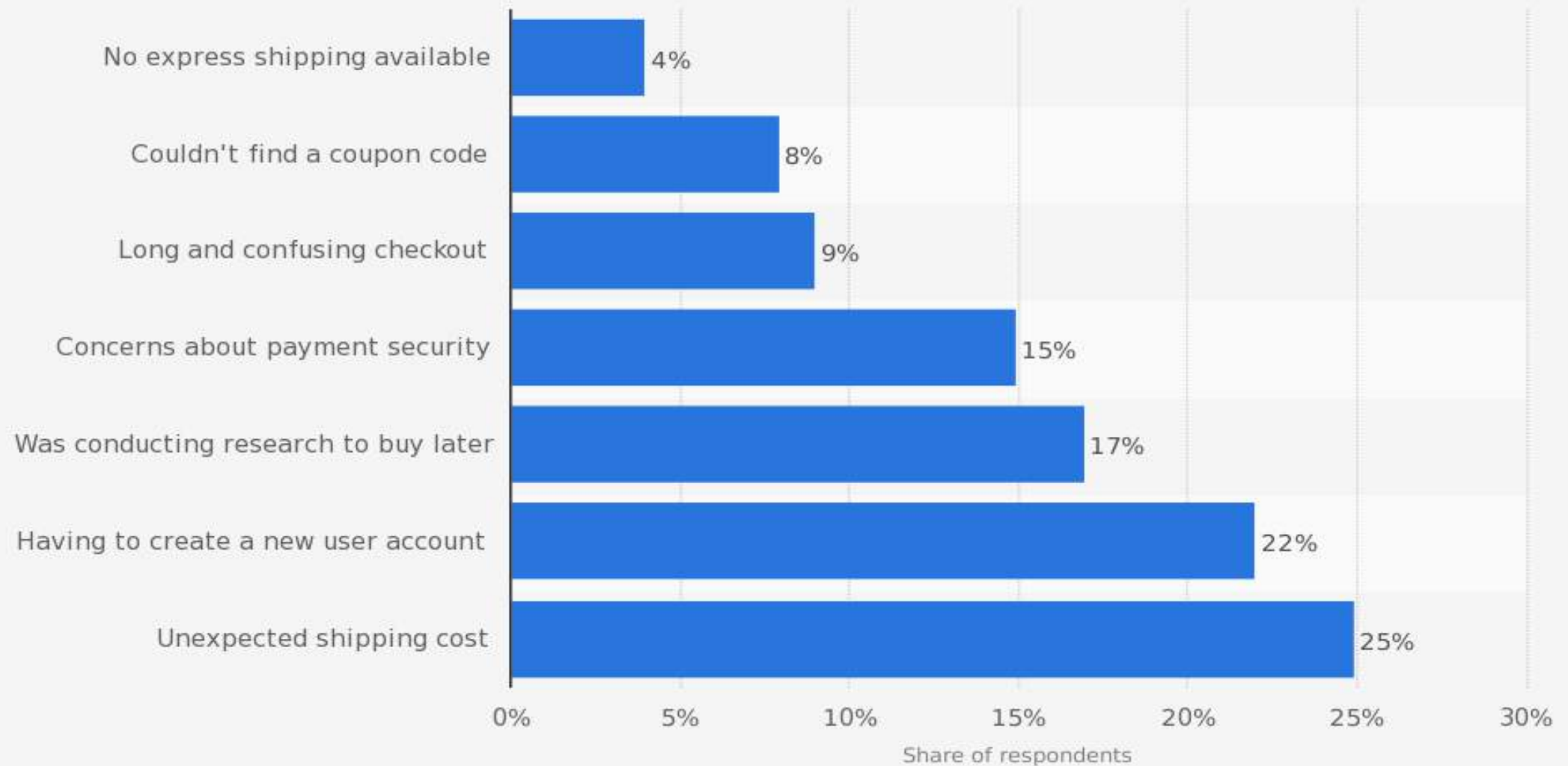
Reason	Share of respondents
No express shipping available	4%
Couldn't find a coupon code	8%
Long and confusing checkout	9%
Concerns about payment security	15%
Was conducting research to buy later	17%
Having to create a new user account	22%
Unexpected shipping cost	25%

Share of respondents

statista

EASE CONCERNS ABOUT ONLINE PAYMENT SECURITY

(Source: Monetizepros.com)

EASE CONCERNS ABOUT ONLINE PAYMENT SECURITY

(Source: Monetizepros.com)

ADD TRUST BADGES TO INCREASE SALES CONVERSIONS

Available for download:

Symantec

TRUSTe CERTIFIED PRIVACY

VERIFIED BUSINESS 04-02-18 TrustLock

VERIFIED SAFE PRIVACY 04-02-18 TrustLock

VERIFIED SSL SECURE 04-02-18 TrustLock

+ 105 more design options

The "Homemade" Special:

MONEY BACK 100% GUARANTEE

1 YEAR WARRANTY

ABANDONMENT RATE BY DEVICE:

- **Desktop - 73.07%** average shopping cart abandonment rate.

- **Tablet - 80.74%** average shopping cart abandonment rate.

- **Mobile - 85.65%** average shopping cart abandonment rate.

(Source: Barilliance.com)

Bottom line:

- Be up front about fees/shipping
- Let them check out without registering
- Secure checkout guarantee (badges)
- SMALL SCREENS CAN KILL SALES

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HOW YOUR STATION CAN USE THIS INFO TO YOUR BENEFIT

Km/h

200

230

260

290

320

ODOMETER
024574 KM
TRIP 1
004249 KM

FOR EVENTS

- Use a dedicated page with a simple URL. (ex. B105.com/ToysForTots)
- List this page on Navigation menu
- Don't just drive to an "Events" page.

FOR CONCERTS

- Use a dedicated page with a simple URL. (ex. B105.com/Artist, Win, etc.)
- List this page on Navigation menu
- Don't just drive to an "Concert" page.

ARE YOUR FRIEND

IMPORTANT NOTICE

IMPORTANT NOTICE

As in any commercial:
SEND THE AUDIENCE TO
ONE PLACE.

What we covered today:

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WANT THE SLIDES AND A "CHEAT SHEET RECAP" PDF SO YOU CAN SHOW AND SHARE WITH YOUR CLIENTS?

GO HERE TO DOWNLOAD THEM NOW:

TimBurtMedia.com/Bonus