

# 7 Proven Ways to Convert Visitors into Paying Members

we will begin in just a moment...

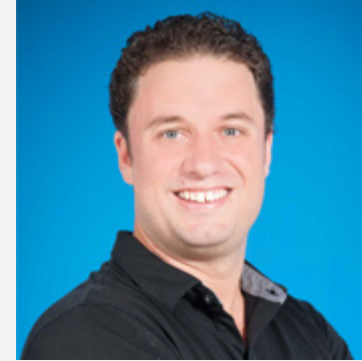
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# 7 Proven Ways to Convert Visitors into Paying Members



# Topics We'll Cover Today

- How to define your audience
- Deciding which audiences to target first
- Defining the needs of your target audience
- Aligning your website with audience needs

Understanding your audience and what motivates them is the foundation for any successful business.

# 7 Proven Ways to Convert Visitors into Paying Members

1. Define your audience & their needs
2. Align your content with your audience
3. Create a clear path of action
4. Appear like a credible authority
5. Create and self-promote your content
6. Leverage opportunities to build relationships
7. Analyze, optimize, rinse and repeat

# Who is this webinar for?

- Websites with professional/business members
- Anyone who wants to make money from their membership or business directory website
- Websites whose visitors want to contact or do business with its professional members

# STEP 1

## Define Your Audience & Their Needs





# Who Should You Target?

**Businesses** and individuals who provide **intrinsic value** and enrich your organization by **contributing** tangible or intangible benefits.



# Common Misconception for Online Directories

The **ONLY** audience to target is the professional member looking to join your directory website.

If you do this, you will alienate **90%** of your total potential audience.



**So... How do you increase  
the size of your target  
audience?**

# C.A.T.S. – Core Audience Targeting System

Target audiences who provide mutually beneficial incentives to one another through your website.

1. **Professionals** promoting their services
2. **Consumers** seeking products, services & information
3. **Advertisers** who want to reach consumers

**BONUS: Relationships** with non-competing companies

**Let's use C.A.T.S. with an  
Interior Design Directory  
as an example**

# C.A.T.S. – For an Interior Designer Directory

- 1. Professionals** – interior designers
- 2. Consumers** – people seeking designers & ideas
- 3. Advertisers** – design products; moving companies; etc.

**BONUS: Relationships** – small business solutions

**Now that you've defined your audience, how do you appeal to them?**

## **STEP 2**

# **Align Your Content with Your Audience**





# Define Your Selling Proposition



Selling propositions are reasons why audiences will **engage** with your directory and ultimately choose to **interact** with what you're promoting.

# Selling Proposition = Knowing Your Audience Needs

## Professional Members

- Leads/more customers
- Being listed among peers
- Better online reputation
- B2B opportunities
- Promotional opportunities
- Increase brand awareness

## Consumers

- Find professionals
- Get quotes/bids
- Learn & discover
- Read reviews
- Leave reviews
- Be part of a community

**Add more to this list for your target industry!**

**What Type of Content Does an  
Interior Design Directory  
Need to Engage its Audience**

# Selling Proposition – Interior Design Industry

## Interior Designers

- Interior design leads
- Be listed among peers
- Showcase their portfolios
- Customer testimonials
- Share website & social media
- Increase brand awareness

## Interior Design Enthusiasts

- Find & compare designers
- Get inspiration & ideas
- Read & leave reviews
- Quotes from designers
- Have fun & get inspired

Now that we know **WHO** our target audience is and **WHAT** content they want...

**We can decide the content our website should include to win the attention of our audiences.**

## STEP 3

**Create a Clear  
Path of Action**



# Start with Homepage & Main Menu



- Keep your homepage simple
- Leave room for discovery
- Don't outsmart your audience
- Include high quality imagery
- **Provide clear Calls to Action**

# Creating a Clear Path of Action

## Professional Members

**Goal:** Signup or Register

- Landing page w/ benefits
- Free/paid signup page

## Consumers

**Goal:** Collect email address

- Request a quote
- Search the directory
- Discover content



## STEP 4

# Appear Like a Credible Authority

(even when just starting out)



# How Do You Appear **LESS** Credible?

- Empty “coming soon” pages
- Low quality logo/images
- Unclear messaging
- **Overwhelming information**
  - Unrelated content
  - Serving too many audiences
  - Too many links in main menu
  - Poor navigation to find content



# How Do You Appear **MORE** Credible?



## **It's Easy If You Keep It Simple**

- Content-rich pages
- High quality logo/images
  - Be aware of image proportions
- Straightforward messaging
- Easy-to-find information
  - Content that relates to audience

# Common Misconception for Credibility

You need to add **thousands** of members right away in order to appear credible.

It's better to have a few genuine members and lots of valuable content than to have thousands of inactive accounts.

**So, how do you add credible content if you don't have any users?**

**SIMPLE!**

**Add The Content Yourself**

# Add Content that Appeals to Professionals

## Interior Designers want to see:

- Other genuine designers
- Benefits that relate to their needs
- Easy path to more leads
- Testimonials from customers
- “Featured In” logos – use press releases

# Add Content that Appeals to Consumers

## Interior Design Enthusiasts want:

- Credible company logo
- Mission statement that resonates
- Ability to find designers
- Discover photos, videos & inspiration
- Design articles and design tips



## **STEP 5**

# **Create & Self-Promote Your Content**



# Why Should You Create Your Own Content?

- Waiting for users to add content could take a long time
- User content may not be the best for your to promote
- You can create the best quality content to market your site

# Why Should You Self-Promote Content?

- Google is great but takes a long time
- Google is great but there could be lots of competition
- Google is great but limited only to Google searchers

**Don't wait around for Google.  
Be proactive. Take Charge.**

**Find alternative & INEXPENSIVE ways to  
attract your target audience to your website.**

**Before we discuss how to  
self-promote your content...**

**Lets see **EASY CONTENT** you can  
create **RIGHT NOW** that will  
engage your audience!**

# Self-Added Content Strategy

1. Add **member listings** yourself
  - Add available content such as business information, reviews, photos, press releases and events
2. Add Industry-related **Blog Articles** (minimum 10)
  - Target consumers and professionals
3. Add Industry-related **YouTube videos** (minimum 10)
4. Add Industry-related **Events** (minimum 10)
5. Add Industry-related **Directory of Blogs** (minimum 10)

# How to Self-Promote Your Content

## Facebook Ads

- Create a Facebook company page
  - Get familiar with Facebook Ads Manager
1. Define your audiences in Facebook
  2. Create ads that target your Facebook audiences
  3. Drive traffic and Convert Visitors

# How to Self-Promote Your Content

## LinkedIn Groups

- Join consumer and/or professional industry-related groups
- Don't spam groups – this will get you kicked out!
- Instead, share the self-added content you've created
  - Relevant articles, videos, featured members, etc.
- Providing good content in groups is free marketing & traffic



## **STEP 6**

# **Leverage Opportunities to Build Relationships**



# Leverage Opportunities – Build Relationships

- Call free and paid member signups
- Offer more products and services to members
- Optimize emails to members
- Call members when leads are available
- Team up with non-competing organizations who target similar audiences

# Call Free & Paid Member Signups

## Goal When Calling Signups

- Welcome them and Let them know what to expect
- Explain benefits and features of their account
- Ask if they are:
  - Looking for more customers
  - Currently advertising or promoting their business online
  - Interested in more online exposure and brand visibility

# Offer More Products and Services to Members

## Other Products You Can Sell to Members

- Featured homepage position
- Featured blog article about their company
- Banner advertisement linking to website
- Account manager to optimize profile page and add monthly content
- Social media shout-out / promotional offer
- Professional business solutions and more...

# Optimize Emails to Members

## Goal When Emailing Members

- Provide good and happy news - congratulate them
- Explain benefits of what they just signed up for or filled out
- **Provide action steps to:**
  - Complete their listing
  - Upgrade their accounts
  - Explain what happens next
  - Ask you for help and support

Subject: [Action Required] Welcome to My New Website

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## Thank You For Joining My New Website!

We help connect our users with Interior Designers near them. Your free listing allows you to add content such as before and after photos of work you've completed, videos and more!

Someone from our team will be calling you shortly to explain how you can benefit most from joining our exclusive community.

To get started, you'll first need to [verify your email address](#).

Please click on the link below to activate your new listing.

Thanks for joining Interior Design Demo. We see you've updated your profile recently and we think it's looking great! We wanted to make sure we shared some important tips on how to make the best out of your free listing. Here are three easy tips:

1 - Add before and after pictures - We've made this a free feature for all members. People from around the world are coming to Interior Design Demo to find design ideas. Adding you own photos will not only add valuable content to your profile page, it will also get additional exposure on our Before and After page.

2 - Get Positive Reviews - You can easily invite past clients, friends and families to post reviews on your profile. Log in to your dashboard and click on "Invite Colleagues" on the left dashboard under "Manage Listing". Getting positive reviews is great for SEO and will make you stand out!

3 - Share Your Links on Social Media - Look like a pro by posting premium content on your social media accounts. Sharing a link to your special offer will automatically pull your image, plus will take anyone who clicks on your link to your landing page with a contact form that connects consumers directly to you!

### **Want to become a premium member?**

Here's what you get:

- Guaranteed leads
- No option to request offers from other members on your profile page
- Free advertisement in our monthly newsletter to members
- No advertisements on your Profile Page
- 30 minute training call on how to optimize your listing and get the most out of your membership!

[Click here to upgrade now!](#)

## Subject: Your Expertise Is Needed

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Someone recently asked a question on our site, and we thought you might want to lend a helping hand to the community!

This may not be a direct lead, but it is still a wonderful way to develop a relationship with a potential future customer that could possibly lead to a sale or great review!

The information is listed below. just click on this link to accept the message to get started!

Thank you for helping make this site a great resource for all!



# Call Members When Leads are Available

## Goal When Calling Members About Leads

- Letting them know about the opportunity available
- Letting them know that your website has activity
- Ask if they:
  - Have the resources to take on more customers?
  - Want to receive more leads like these?
  - Leads like this are sent to several members. **Would you like exclusive leads?**
  - Would you like help to optimize your listing to receive more leads?

# Team up with Non-Competing Organizations

## Goal When Connecting with Organizations

- You share similar audiences
- You are in non-competing businesses
- You can offer each other's audiences benefits at a fair cost
  - Trading services
  - Contest giveaways
  - Display banner ads on each website
  - Affiliate partnerships / selling each other's products/services
  - Shout-outs on each other's social media

# **STEP 7**

**Analyze, Optimize,  
rinse and repeat**



**It's very rare to get things right  
the first time around.**

**Using tools to help guide your decision  
making is the best way to make  
improvements.**

# Useful Tools to Analyze & Optimize

- **Hotjar** – <https://www.hotjar.com>
  - See exactly where you visitors are clicking
- **Hootsuite** – <https://www.hootsuite.com>
  - See which social posts perform the best
- **Facebook Ads** – <https://www.facebook.com>
  - See which ads and audiences perform the best
- **Google Analytics** – <https://analytics.google.com>
  - See which web pages on your site perform the best

# Final Remarks

- Don't be afraid to promote your website
- Don't be afraid to create content
- Don't over-design your website
- Don't focus on competitors... make something better
- Don't have "coming soon" pages
- Don't be afraid to call and engage members
- Use basic tools every website owner should know

# Summary:

1. Define your audience & their needs
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**ONLY 10 SPOTS**  
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## **1 FULL DAY With Patrick Brunelle**

- Setup site with strategies from Webinar
- Full website audit review
- Content added to your website
- Key emails customized and optimized
- 3 Facebook ads created and launched
- 2 landing pages setup and more...

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