

Migration of site from “Old School Website” to Getting Leads



Old School Site on a New School Internet

In 1999 Private Websites were launched and the world has never been the same. But with 20+ years having passed, we realize we let Techs and Programmers decide what sites are (rather than marketers).

A “Professional” site, (Interior Design, Accountant) are sites where products are rarely, if ever, sold on the spot, so another action has to happen (gathering leads groomed over time to call upon your services is logical).

Asking questions, offering custom information, having memberships, these are the elements today’s visitor is finding worthy of their interest, and every business on the internet has something to offer this new thirst for industry focused information; their purchase is a long-term process.

Let’s review how your current content could be reconfigured to channel people through specific paths, each with plans for an outcome. Tweaking your site until you gain **“Names & Addresses”** is the point, it allows you to continue to work with people that have shown interest.

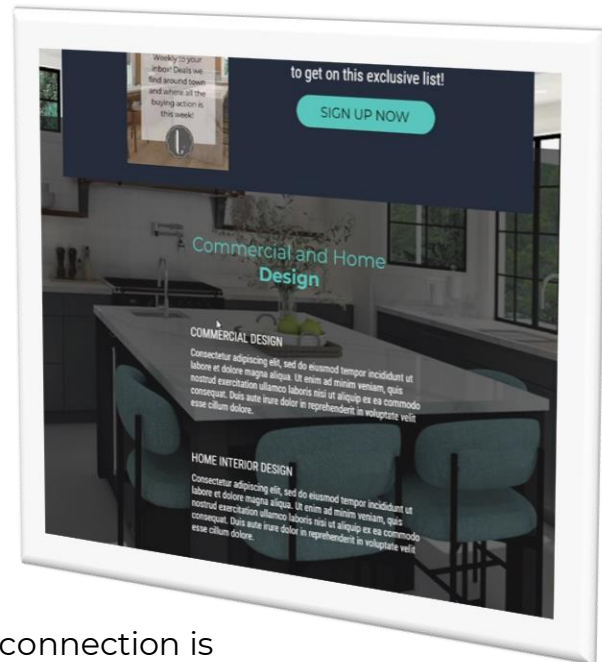
1. The Landing Page is your Marketing “Opening Line”

When a visitor lands on a page, your FIRST access to that person is the **“top of fold”** area of your page. Artists see a canvas; techs see empty space to be filled; marketers see opportunity.

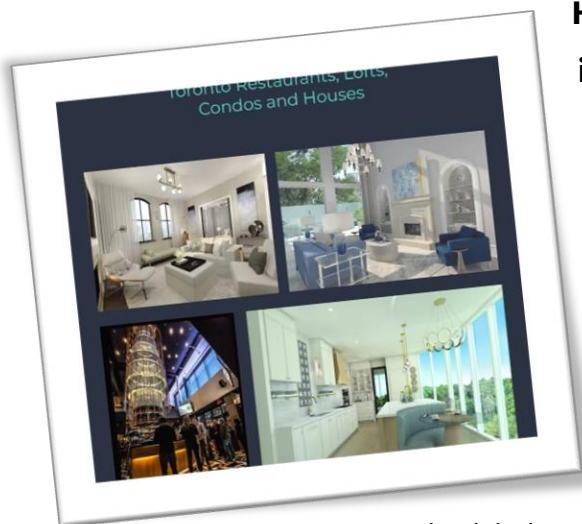
*Offer something unique
or exclusive feeding interest
AND forming a connection
that builds trust over time.*

One of the most effective methods of connection is through offering a Newsletter containing something hard to find, or unique to your experience.

With each newsletter you remain top of mind and grow a relationship.



2. Added Pages, Multimedia (Video, Graphics, Galleries)



Hoping people click links vs “ensuring information is seen”

“it’s up to the site to ensure media, company info and references are strategically placed to be SEEN rather than to be looked for.”

Techs and programmers showed us our first websites, nicely organized; info grouped off JUST like a tech would love.

But is this how marketing works? Has it ever been about hoping people find info in nicely organized places? When we build today, the important factor is to find ways to ensure the information is seen. Period.

Photo galleries, graphic samples, testimonials are best placed to be seen, throughout narrative, rather than placed on a page alone.

Speed is a HUGE factor

Study after study concludes that extremely fast sites keep visitors present and interested in longer periods of time. Contact/lead gathering sites set up by COOLCOM show 98 to 99% speed test results in all categories.

3. Marketing to those that respond to your offers

*The site described in this proposal is called a **Funnel-Site** – aptly named by marketers because it's always working to get response. If they don't call you - they should leave their name and email address; it's that simple.*

Your BEST Funnel-Site contains most of the same information you have now but laid out in a way that the visitor sees it no matter what.

All roads on a Professional's website MUST lead back to collecting "leads"

A: Pricing Options for getting this done

Site setup: \$985.00 one-time **OR** 4x \$275.00/month

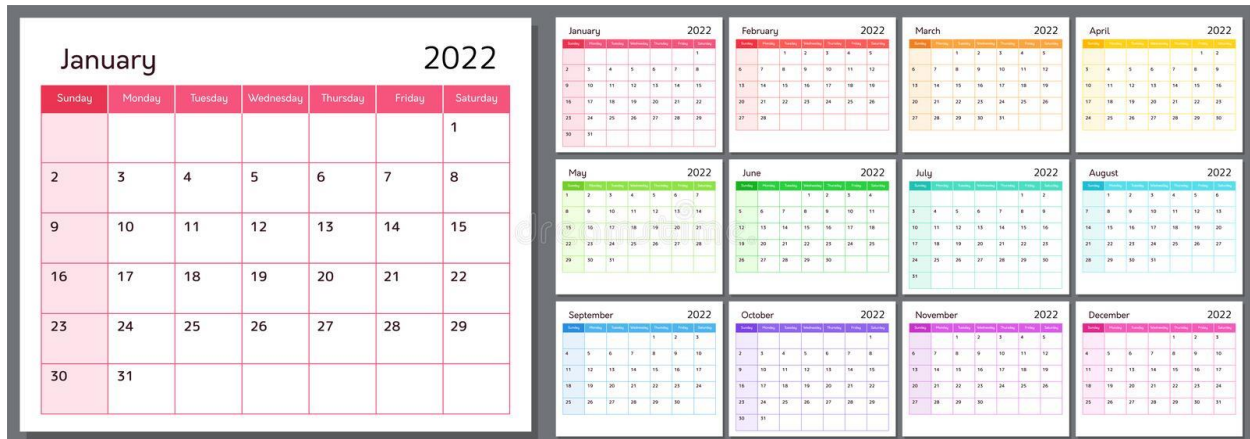
Hosting fee: \$119.00/year as is currently

Newsletter Software: 15.95/m (1000 address list)

- Uses material already on your site – keeps things very simple
- Includes a **promotional video** by our Multimedia Team with Social Media formats available to you for use on **Facebook** etc.
- Log into your site anytime to adjust or change anything.
- Log into your Newsletter account to send out marketing.
(Includes set up of Newsletter Template to match the website)
- We lastly go over changes you suggest AND provide help to learn how to edit the Funnel Site and use the Newsletter tools.

Attached next, is a further indication of how we can continue on if desired.

Collaborating with your COOLCOM marketing Coaches



The tools you need to succeed in gaining leads to market to are in place.

You've made a commitment to engage with your growing list, you need to fulfill that commitment.

As coaches, we can be your motivator and your accountability tool.

A special Collaboration Centre is assigned to your COOLCOM Coach account.

1. Your Coaches contact you WEEKLY

One week to get started on your Newsletter and the other week to work on your Facebook Post.

We collaborate with you on content, volley ideas and once a topic is decided, we help you gather info and handle getting the newsletter out. Facebook strategizing works similar, but you'd post those using your FB account)



2. A NEW Marketing Video (Commercial) dropped to your server for your continued use every month. (you can supply work shots to add to that)

3. Statistics. We keep you updated on what you need to know to strategize.

[\\$97.95/month \(cancel anytime\)](#)

One of our latest Video Marketing Commercials

