

WHY WE SHOULD CARE ABOUT ON-LINE MARKETING

- by Claudia Littlefair, Editor, Alberta Chatter Newsletter

At a 2014 CALLERLAB seminar on Marketing On-line, Mike Hogan, a well-known caller and professional marketer, presented the following comparison on how shoppers think.

THE OLD: Dinosaur: "I'm just not into it. I don't look at websites. I don't text. I'm on a website, but I just don't believe anyone would look there to find me, or to find out about what I do."

THE NEW "Shoppers today want to explore and think about how products can improve their lives. They do reconnaissance to gain the insights they need. They find incredible detail online, from every possible source. They browse, dig explore, dream and master, and then they're ready to buy with confidence. And what they learn, they share with others." – *Dina Howell, CEO, Saatchi & Saatchi X.*

TOM - TODAY'S SHOPPER

Our youngest son, Tom, is 32 years old. Last year, I enlisted his help to buy a hunting coat for Dave. They hunt together, so Tom knew exactly the kind of coat his dad would like. Later that day I received an email from him with a link to the perfect coat at a retail outlet. All he needed was my okay to pick it up. Tom is a typical example of today's shopper, who pre-shops on-line, often at several website locations, finds out everything possible about the product including if the right size is in stock, and reads reviews by other purchasers, prior to buying it. I, on the other hand, still enjoy the old way of shopping. I like to go to the actual store, buy the product, and find out what it's like, after buying it.

"SURVEY SAYS..."

A research study called "*Zero Moment of Truth*" by Google/Shopper Sciences, U.S., April 2011, states that

- "The internet has changed altogether the way consumers are interacting with products and services.
- 84% of US customers are researching online before actually buying the product. (*This number has most likely increased since then.*)
- The length of the shopper's purchase journey varies but even within a spontaneous category like restaurants, we see thoughtful behavior of several hours to several days leading up to a decision.
- Searching online is at the same level or eclipsing friends and family as a source used in the purchase process, which is a first.
- Among the group who use online social and mobile sources, they rank the mobile information as highly influential in shaping their ultimate purchase decisions."

EVERYBODY DOES IT

Definition of Google: Search for information about (someone or something) on the Internet using the search engine Google.

Last fall a young couple phoned Dave to find out about square dancing. They got his number off a sign, and on their way over to the dance, they googled square dance on their cell phone and viewed some you-tube clips. They already knew what to expect before they ever got to the door. Googling is a common occurrence – everybody does it. It's a fast, efficient way to get answers and information.

The questions that our clubs today need to answer are:

1. If someone googled your club, would they find it? Are you on-line?
2. If you are on-line, is your website or facebook page appealing to a non-dancer?
3. Is your information accurate and up-to-date?

DARE TO COMPARE

Google other types of dance websites for ideas (eg. adult dance classes, latin dance, social dance websites). Shop and compare!

How are they set up? What catches your eye? What draws you in? What wording could you make use of? Does your home page speak to a potential dancer, or do they have to work to find out the information they're looking for? Is your website "cell phone friendly"? The information on a desk top computer doesn't transfer over the same to a mobile device. Websites are the most commonly used source of information. They must be:

- Informative – answer the questions the consumer has come there to ask.
- Kept current – outdated information kills credibility.
- Engaging – good mix of written content and photo/video content.

To create an on-line presence, many clubs opt to produce a facebook page in place of a website. The same criteria that apply to websites apply to facebook. When posting, remember that this is more than a club photo album or journal. This is a promotional tool that has the power to bring - or not to bring - new members into our activity.