

TARGETED TRAFFIC *To Your Website*

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“Traffic” is how we refer to the flow of people onto and through our websites. If you have low quality traffic, you may get hundreds of thousands of people on your site, with only a few remaining there to purchase. High quality traffic will give you a lot of sales with less people visiting.

This guide will help you find the right people and craft a plan for successfully reaching out to them.



Step 1: Understand who you want to visit your site

Who is my target customer? *What kind of person are they, what are they interested in? This might have nothing to do with demographics (gender, age, job) and instead might be focused around a problem to be solved (i.e. a busy parent who wants an easy way to spend more quality time with children).*

Write a little story about your target customer below. We don't need to know her eye color or her favorite vegetable, but your description should serve as a tool so you can instantly judge whether a potential customer is your customer or not.



Why is your customer drawn to your products? *How will your product improve her life or how she feels about herself? If your product isn't directly useful, what story about it would appeal to your customer?*

Think of some scenarios that would cause your customer to want your product and start talking herself into buying it. You need to know why someone would want your product before you can start explaining that to people.



Where does my target customer hang out? *What websites does she read, what blogs does she follow, what hashtags does she use, how does she spend her time online?*

Write down a list of websites, blogs, and social media accounts that your target customers seem to follow as a group. For this, you can pick out a few representative people that you find commenting on blogs or social media accounts of your most direct competitors, and spend some time learning more about where else they comment. The Disqus commenting system makes this especially easy, and most social media programs will allow you to see what people are following and liking.



How does my target customer communicate? *What social media platforms does she prefer, what does she name her Pinterest boards, is her wording casual or more formal? Does she appreciate a sense of humor or pepper her online speech with emojis? How can you write to her in a relatable way?*

This bit of research you can do at the same time as you're sleuthing out where your customers are participating. While you're seeing who they follow, take notes on how they talk, what insider lingo or wording they use, what hashtags are popular.



What motivates my target customer to make a purchase? *Is she driven by bargains, is luxury irresistible to her, does she buy if all of her friends are buying? How can you use that info to drive your promotions?*

This research can be a combo of reading comments and using your own instincts about what your customer would do. You can also purposefully steer this part of the project, by deciding, for instance, that you don't want to include bargain-hunters in your promotions.



Step 2: Make Your Plan

Now that you know more about who you want on your site, make a plan to bring those people to your site, and not a bunch of people who won't care what you're doing. Check over your list above, and narrow down your plan to the websites, keywords, and promotions that will make the most sense for your business.

Which blogs should I be featured on? *Once you know what blogs your customers are reading, get in touch with the editors, explaining why your product or service is a perfect fit for their readers. If they can see that it's a good match, you will get a glowing feature, seen by targeted customers.*

List some blogs or websites with readers who match your target audience:



Settle on a tone for your pitches and features. *You know how your customers speak, and what problem you can solve for them. Take their imaginary question, and turn it into an answer that hits the nail on the head for them. Point out your product's benefits, not its features.*

Write out a sample tweet, the text for a short Google ad, or the callout text you might want to feature on your website home page here. How can you interest just the right people in 1-4 sentences?



What kind of offers can you make to your target customers?

Are they really into giveaways? Do they like bundles? What tempting offer would pull them off of the blog they're reading, and over to your site?

Brainstorm a few types of promotions that you think would appeal to your target customer:



What collaborations could you spark? *In researching your customers, did you come across some businesses that have the same aesthetic as you and the same customer base, but you don't directly compete with the same product? Perhaps you could join forces for a collaborative product or marketing effort, and share your two customer groups. A win-win-win for you, your collaborator, and both of your audiences.*

List some likeminded businesses to reach out to:



What kind of content could you add to your site? *Blogs, tutorials, guides, videos, and resources are all great ways to get Google to send your target customers to you. Make sure to use the right language and the keywords that your audience might use.*

List some blog post topics or other ideas for searchable website content:





**Go ahead and reach out to the people
who will be most interested!**

Marketing outreach is not so hard once you know who you're talking to, and why they're interested. We would love to help, you can learn about our services on the next page.



MEET YOUR A-TEAM

Aeolidia

Better yet, your A-Z team. We're the complete package because we can't bear to imagine a beautiful website without a cohesive brand identity, a pretty design wrapped around poor content, or a perfect website with no customers. That's why we always have a few extras in our toolkit:

Brand Identity: You—yes you—are more than a beautiful logo. We design those, too, but more importantly we create thoughtful and engaging brand identities that last and last.

Print & Packaging Design: We delight in creating real experiences for customers using business stationery, product packaging, and printed marketing materials.

Illustration: If you can't quite picture it in your mind, let us do it for you. Express the inexpressible and unleash the intangible with custom illustrations that capture all that's unique about you.

Product Photography: Oh, snap! Presentation is everything, and photography is essential in bringing your product to picture-perfect life as your customer decides whether or not to make a purchase.

Copywriting: You have a story and a mission, but how will you tell it? Professional copywriting gets your message across in a way that speaks truth about you, your voice, and your brand.

Website Design & Development: We understand that for a creative business like yours, an online shop is not just a site, it's a home. Aeolidia is peerless (but never friendless) when it comes to creating websites that engage visitors, boost sales, and attract press.

Marketing Consultation: Your ideas are too amazing to keep to yourself. Launch them with laser-beam precision using a tailored marketing plan that'll help better your presence and boost your media exposure and sales.

Please email hello@aeolidia.com to ask about any of these things!

