

## **Brainy Breakfast Presentation Review**

*Digital Marketing in the...REAL WORLD*

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**Anne Holland, President, MarketingSherpa Inc**

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### ***Sherpas give us a view of the future, and it's all reality...***

Anne Holland and Stefan Tornquist, a couple of 'MarketingSherpas' based in the USA, were beamed in live to the latest *Jericho Brainy Breakfast* held jointly in Auckland, Wellington and Christchurch.

MarketingSherpa Inc is a US research company that 'guides' marketers in the digital world via real life Case Studies and lab testing so real world results can be talked about in the digital world.

With over 280 Kiwi marketers in attendance, Anne Holland, the President of MarketingSherpa Inc., offered 'advanced common sense' with real life examples on what works and doesn't work when it comes to building successful e-commerce sites.

Anne had a simple message for her New Zealand audience - online businesses that are growing are those that are taking an aggressive marketing stance to their sites.

"What we do all day is research what works in the real world online. Currently we are looking at 1100 online businesses and 800 bricks and mortar stores - and I would say we're two years ahead of Australian trends in both data collection and the analysis of how online commerce is performing.

#### **It's all about marketing...**

"In 1999, the early days of the Internet, it was about grabbing market share and not measuring. However in 2006 it's all about marketing budgets and measuring your advertising...and by the way paid-search-advertisements is in boom growth mode," says Anne.

"As sites for bigger corporations are harder to change, these outfits are spending more on tactical level marketing - so it's all about driving business to the site and email marketing is a main tool used to assist this."

Anne also informed the Kiwis that affiliate marketing is now a savvy avenue. "We see 100's of e-commerce sites banding together and our clients are asking what do we need to do to attract top affiliates?"

## **The flickering eyes have it...**

Stefan Tornquist, MarketingSherpa's Research Director presented Eyetracking - a technology that's been around since the 70's to track how people look at newspapers. Eyetracking methodology has been updated to analyse how eyes focus on a website page – with the final analysis charts looking not unlike the hot and cold spots of a brain scan.

The 'hottest' part of the homepage is undoubtedly the upper right and corner...this is where the human eye in the western reading world naturally flickers to.

Also Stefan warned that big images don't work – if anything it drives viewers' eyes to flicker around the perimeter of the website page.

“Big images on a web page set up a wall of tension,” says Stefan Tornquist. “They might look pretty, but the average eye isn't focusing on it.”

Other great hints Stefan gave for nailing effective web design were:

- Most users don't scroll down past the first screen of a homepage...so get the good stuff upfront.
- To sell products online more effectively use real images of the product. Stock art doesn't cut it and always display the price.
- Online shoppers shop in an extremely targeted way compared to their bricks and mortar counterparts so the quality of the internal search engine is paramount. “You're twice as likely to convert to a sale if you have heavily tested and perfected your site's search engine - making it easy for browsing buyers to get the product and info they want,” says Stefan.
- In one client survey, 36% of shoppers said they were put off purchasing from sites that lacked a returns policy. This information makes an online shopper feel safe and secure when dealing with an online store.
- Shopping cart abandonment hit 60% on some sites tested. Especially so when the price isn't displayed until viewing the shopping cart. Further, successful sites had product and price in shopping cart at each step displayed in the sidebar
- Make your first welcome email pay – as most will read your first email after signing up to a site...so surprise them with a call to action like a special offer. Email marketing pays!
- Finally, always include privacy and opt out messages in email marketing campaigns. It's about instilling confidence that your organization acts with honesty and integrity.

## **Real Life Examples of doing it...the right way**

[www.vistaprint.com](http://www.vistaprint.com) This site allows you to create your own business card. The site sends an abandonment email with the business card as you've created...but haven't yet purchased. This works well to get drop off shoppers back on board.

[www.tjmax.com](http://www.tjmax.com) Has perfected the 'single-screen' checkout... helping to cut abandonment rates.