

The 5 Secrets behind Peak Performing Online Businesses

Trying to get your head around the ever-changing online world can be overwhelming.

Many business owners jump in blindly and often commit to hefty spends on websites and services they know barely anything about. The all too common outcome is that countless hours and thousands of dollars of your hard earned cash can be wasted with nothing to show except a slow trickle of sales.

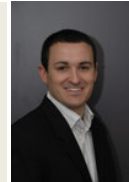
There are literally 100's of techniques available online. Some might work for you and some might not. Your business is unique. With SEO and Google AdWords just two techniques in a vast sea of possibilities, navigating the Internet without expert help can be both complex and risky. Many get frustrated, give up, or even worse, go broke.

However, in the face of such uncertainty one thing remains clear - more and more of your customers are interacting online each day. The time to take control is now.

So how will you respond to the challenge?

By **Martin Scicluna -
Online Business Adviser**

M. Eng (research), B. Eng (Software)
HONS1, Dip. Eng. Prac



In this report, we feature the current challenges facing your business in these unprecedented times and look into the massive role the online world is playing for each and every Australian business. We then present a framework to help you navigate through these testing times and transform your business into a peak performer.

A Changing of the Guard – Offline to Online

In today's uncertain world, it is critical that you remain abreast with what's happening. With the current backdrop of the global financial crisis, it is obvious that **businesses need to act smarter and be savvier with how they spend their money** – especially their marketing budget.

However, while some businesses seem solely focused on cutting back, others see now as the opportunity to forge ahead.

Those which are able to manoeuvre themselves into a position of strength during this period shall undoubtedly come out of the crisis thriving, gaining easy market share along the way.

In support of this argument, recent figures released in the 2008 Online Advertising Expenditure report from IAB Australia illustrate that **online advertising continues to grow in strength, despite the economic slow down**. It is clear that many Australian businesses see the current climate as the opportunity of a lifetime, and are looking online to get results:

The yearly spend figure for 2008 was a whopping \$1.7 billion which is a 27 percent increase of \$364.25 million over 2007 figures. And the figures for online advertising expenditure in Australia for the first-quarter 2009 (three months ended 31 March 2009) totalled \$439.5 million, the largest first-quarter recorded.

IAB is the peak trade association for online advertising in Australia - www.iabaustralia.com.au

This demonstrates a **growing confidence by most Australian businesses in the Internet as a core, and in some cases, essential component of their marketing, communications and business development strategies**.

In our opinion, the main reason behind this is that unlike traditional hit-or-miss broadcast media like TV, radio or newspapers (which can be very expensive), the online world is:

1) Targeted

You can focus your marketing on only the key groups and people you want to hear your message. Forget about the old adage of "spray and pray."

2) Measurable

Everything online is measurable. You can know who's doing what, when and where. Track your ROI down to the cent.

3) Fast & Flexible

Online campaigns can be kicked off quickly (within minutes). You can test out different variations of marketing messages, through many different mediums (email, Pay Per Click, directory listings etc.) and know what's working and what's not within days, not weeks.

4) Streamlined

Online campaigns can be easily integrated with your website to capture leads and funnel them through your sales process – cutting down on the need for sales staff and human involvement. So why sit back hoping your customers recall your ad from Saturday's newspaper, when online you can get them to click straight through from your ad to your payments page?

5) Cost Effective

When you tally up all the benefits above, it is easy to see why the world of online marketing is considered by many to be a much cheaper alternative to traditional media. For many Australian businesses it is a hands down winner.

What this means, is that with the right blend of online tools and techniques **you can place yourself in a position to capitalise on opportunities as they are presented**, and do so with minimal cost. And with the Australian Government's proposed rollout of the nation-wide broadband network, soon even more of your customers will want to interact with your business online – **Are you ready to stand up and be counted?**

What You Can Do to Take Advantage

So you're probably thinking great, online is definitely the way to go, but where do I start? Do not worry. You're about to be presented with a unique framework for implementing and tracking the key elements that together determine your online success.

Developed through many years of experience, experimentation, trial (and error...) The 5 Key Performance Zones™ (5KPZ) is an **online business development framework** helping you ensure that your business performs at its peak from every angle.

Understanding the 5KPZ is critical if you want to get the best “bang for your buck” online - And stop wasting money on promotions and website services that miss the mark.

The 5 Key Performance Zones™ Revealed

In order to make your business more competitive, rewarding, and profitable it is important that you look at it from all angles, not just one or two. **The 5 Key Performance Zones™ enables you to make the right decisions for your business by taking a complete 360° view.**

Improvement in just one KPZ will lead to a better bottom line for your business. That's a plain fact.

However, improvement across more than one Zone and you'll be making exponentially increasing profits (example below).

Together, the 5KPZs form an immensely powerful platform for your online success - and the best bit is that there are simple online tools and techniques available in each of the following zones:



ZONE 1 GET MORE **LEADS**

Attract new prospects, increase referrals and capture more potential customer contact details.

Example tools and techniques: SEO, Pay Per Click (Google, Yahoo!, MSN), Viral Marketing, Banner Advertising, Email Advertising etc.

ZONE 2 IMPROVE **CONVERSIONS**

Capturing the lead is only half the job. Importantly, you need to ensure that they choose you! You need to convert your prospects into actual buyers.

Example tools and techniques: Testimonials, Employee Profiles, Clear USP, Strong Calls-To-Action, Easy-to-use Website, Simple Navigation etc.

ZONE 3 BOOST SALES

A happy customer is the best sales tool your business can have. So why not help your customers get more of what they want? See your sales soar by getting your customer to not only spend more, but do so more often and also tell their friends about it!

Example tools and techniques: eCommerce, eNewsletters, Up-Sell, X-Sell, Loyalty Schemes, Referral Marketing etc.

ZONE 4 INCREASE MARGINS

But why stop at sales? Certain online tools and techniques can also help you to reduce your costs and increase your productivity - two ways guaranteed to boost your bottom line.

Example tools and techniques: Sales Automation, CRM, Online Forms, Online Resource Centres, Online Quotes & Virtual Designers etc.

ZONE 5 FORGE A STRONGER CONNECTION WITH YOUR CUSTOMERS

Finally, your business is constantly changing. You need to keep your finger on the pulse of what your customers want and where your market is heading.

Example tools and techniques: Blogs, Customer Feedback, Surveys, Polls, Analytics etc.

By knowing where your market is heading (Zone 5), you'll know how to best generate new leads (Zone 1). **So as you can see, The 5 Key Performance Zones™ flow precisely into each other – forming a complete 360° approach to help ensure your sustained success online.**



IMPORTANT: Within each Zone there are numerous online tools and techniques available to you. You may have already tried some. For example, Search Engine Optimisation (SEO) and Google AdWords (Pay-Per-Click advertising) are just two possibilities in Zone 1. These are great tools for getting Leads, and if done properly you may even achieve good quality Leads. But why risk going broke on AdWords when you could possibly make more money with less cost by lifting your conversion rate? Or by using social marketing techniques to exponentially expand your prospecting base on the cheap?

The 5 Key Performance Zones™ forces you to think holistically about your business’s performance online. It helps you to not only choose, but strategically position online tools and techniques to maximise your business performance. So the next time some Internet salesperson approaches you from out of the blue offering to get you on the front page of Google, you need to look beyond the flavour-of-the-month and ask yourself where exactly is the technique positioned in The 5 Key Performance Zones™? Is it in the Zone that will give you the best bang for your buck?

Example: Using The 5 Key Performance Zones™ to drive productivity... and profit.

In short, The 5 Key Performance Zones™ is your reliable compass to navigate the online world. But the best part is that if implemented strategically, the 5KPZ form an immensely powerful 360° profit platform for your business. **By achieving a simple 10% improvement in Zones 1 to 4 and you could realise an overall profit increase of 81.5% because of the follow-on effect.**

Here’s a straightforward, yet powerful example of how this works – so you can see the figures up close:

Performance Zone	Activity (achieved using online tools and methods)	Current	10% Improvement	20% Improvement
LEADS	Attract new prospects using PPC and targeted Email Advertising	1,000	1,100	1,200
CONVERSIONS	Improve conversion rate by using Online Testimonials and strong Calls to Action	20% (200)	22% (242)	24% (288)
SALES	Increase average spend using regular eNewsletters and promotional online sales	\$300	\$330	\$360
MARGINS	Reduce Cost of Goods Sold by using CRM technology and automating the sales process online	\$200	\$180	\$160
CONNECTION	Use Google Analytics to track website usage and marketing spend	--	--	--
	Total Sales	\$60,000	\$79,860	\$103,680
	Total Cost of Goods Sold	\$40,000	\$43,560	\$46,080
	Profit	\$20,000	\$36,300	\$57,600
	Profit Increase (%)	N/A	81.5%	188%

Description: Imagine the column titled “Current” is your actual current situation, while the column titled “10% Improvement” contains your new forecasted figures (related to the small 10% boost in each Zone). It is quite remarkable how your profit can increase exponentially - and it is usually not too hard to achieve a small 10% improvement, so why not go after a 20% one? If you are wondering about Zone 5, it is a special zone. It’s used as a *connector zone* to ensure the 360° flow of the framework.

As you can see, it takes only small, calculated improvements across each Zone to add up to a huge overall profit increase for your business. Therefore, the secret to success online is simple: You must perform at your peak in all 5 Zones, not just one or two - and with 100's of online tools and techniques available, it's usually not too hard to achieve a 10% improvement... or maybe more.

Need a Helping Hand?

Don't know what tools and techniques are available online? Unsure which ones are best for your business, your budget and the industry in which you operate?

That's where we come in.

We offer a 10 Week *Performance Plus Programme* consisting of a 360° analysis of your business followed by a strategic Online Business Action Plan with 1-stop access to all the knowledge, tools and experts you will ever need.

The *Performance Plus Programme* puts The 5 Key Performance Zones™ into action for your business. During the programme we will:

- ✓ Identify your Top 3 most cost-effective and lucrative online opportunities
- ✓ Take the guesswork out of succeeding online
- ✓ Personalise an Online Business Action Plan for your online success
- ✓ Ensure that you're firing in all The 5 Key Performance Zones™
- ✓ Give you 1-stop access to all the knowledge, tools and experts you will ever need
- ✓ Measure the results of every single dollar you spend online
- ✓ Help you each step of the way to ensure you stay on track to reach your goals

Visit www.peakonline.com.au for more information

“Your Online Business Development Partners”



Copyright, Trademarks and Disclaimer

All text and graphics contained in this report are © 2009 Peak Online Business Advisers.

Trademarks are indicated. Nothing contained in this report should be construed as granting any license or right of use of any trademark displayed.

The information contained within this report is only for your general use only. It is, to the best of our knowledge and belief, correct at the time it is published. Information provided in this report is of a general nature and does not take into account your individual needs, goals and situation. It is not intended to be actual business advice nor is it intended to replace advice from a qualified and experienced professional.

Peak Online Business Advisers do not give a warranty for any information contained in this report. Any person who acts upon any information contained within this report does so at their own risk.

Peak Online Business Advisers is a registered trading name of Areanet Pty. Ltd. (ABN 84 114 634 561)

Doc. v0.3