



Anticipating Your Customers' Next Move

By Matthew A. Perosi

It seems like every day, I see not one, not two, but perhaps more than a dozen different online marketing campaigns that make me scratch my head wondering why they even bothered.

I'm not just referring to the jewelry industry, but all types of online marketing. It seems like so many businesses don't understand the larger view of how intertwined the Internet is to everyday life and the expectations of their customers.

The latest online marketing methods now allow you to find out what will interest your customers so you can build appealing marketing campaigns. Those campaigns can then lead to web pages that pull the customers in even further by anticipating what they will want to see next, and making it easy to find.

Discovering your customers' interests, and anticipating their next need, was once only achieved via expensive marketing firms. Competition in the online marketing space between Google and Facebook has created inexpensive, and really good benefits for small businesses. These include Facebook's Customer Insights system and the latest Google Analytics.

The research available through Facebook's Customer Insights will help you understand a lot of deep demographics about your potential future customers, while Google Analytics can give you information specifically detailing your previous customers' interests.

You can build a strategy for attracting new customers to your website when you combine the two sets of information together. Imagine a better customer experience because you present the most important pages first. Those new website visitors won't notice that you've designed your pages this way; they'll be too busy clicking the next link because it was "conveniently located."

In reality, those "conveniently located" pages are strategically placed by you because Google Analytics tracking showed their popularity. Your customers might think you anticipated their needs, when in actuality most users just look for the same information on your website.

This type of careful planning will allow for business growth while also saving money on overall marketing costs. Because this type of planning relies on previously measured website users, and future anticipation, you can set up a new marketing strategy that's contrary to anything you've ever done before.

Google Analytics shows you what people will do once they get to your site, it's just a matter of building a website funnel that gives users exactly what they expect. Specifically, you'd have these four steps:

1. TRACK WEBSITE PAGE VIEWS AND CLICKS
2. IMPLEMENT A NEW WEBSITE DESIGN
3. RESEARCH A POTENTIAL TARGET MARKET
4. CREATE A NEW CAMPAIGN

This first step is to collect Google Analytics (GA) tracking data. Within GA, you should be able to see all the popular product categories and individual products within your online catalog. You will also see the most popular pages viewed. Hire someone to create these reports for you if you don't know how. You can gather new website data starting today, or look at historical data from your GA account if it's available.

With the tracking phase behind you, now you need to rearrange the content and navigation on your website so the most popular links and pages are very obvious, or at least easier to find when needed. By rearranging your navigation based on popularity, you are effectively anticipating what every new visitor will look for. They will appreciate that they found what they wanted so quickly.

The next step is to use Facebook's Customer Insights to find new target customers. One at a time, you can input the topics of your website's popular pages. If "Pandora charms" are popular on your website, then you'd enter that phrase along with an age range and income. Facebook then returns a very detailed, perhaps even shocking list of other pages and interests for that group of people.

You can use that information to plan a new online marketing campaign that resonates with them. The campaign could include blogs, video, photos, and paid ads that you launch through Facebook Ads and Google AdWords. The campaign leads people to the new website you carefully designed.

Although the campaign itself attracts new customers, the goal here is to convert all future website "just looking" visitors into paying customers more easily than ever before.

**Matthew A. Perosi**

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.