LOUNGE LIZARD
Best of Breed Since 1998

SURVEY RESULTS:

WHAT ARE COMPANIES INVESTING IN WHEN IT COMES TO THEIR ONLINE PRESENCE?

We surveyed 300 companies to see what their current digital status was.
To better assess their needs, we also asked what struggles they encountered, and identified what was needed to get the ball rolling.

Here are the results:

Pro Tip: Invest in Marketing! If someone gave you a million dollars cash, left it in a room, but never told you... how would you feel? Probably bummed. A great website needs marketing support to be found.

HOW DO YOU DETERMINE THE BUDGET FOR YOUR WEBSITE?

BUDGETS OF THE COMPANIES

LESS THAN $2000	18.39%
$1K - $4K	26.09%
$1K - $15K	27.76%
$15K - $40K	13.71%
$40K - $100K	8.7%
$100K OR HIGHER	3.34%
UNDETERMINED	2.01%

Budget and scope of work can vary significantly based on website intentions. To define how much you should invest and/or what you are looking for your website to do, consider the following:

- Will your website be transactional or informational?
- Will you need extensive integrations with external programs such as a CRM?
- What type of content will your site display and how does that impact your page count?
- Would you like video content or other high production assets included?

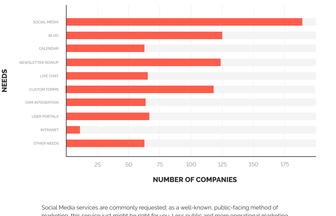
Head spinning? Contact your provider to discuss! They will help you scope out your project.

ONLY 19% OF COMPANIES HAVE A SITEMAP

A sitemap takes on two values, both of which are a critical part of your website project.

- In the planning process, it is essentially a flow chart that helps to identify pages and their hierarchy.
- In the website launch process, a technical (XML) sitemap is produced and submitted to Search Engines to help them crawl (discover) your website.

COMPANY NEEDS



Social Media services are commonly requested, as a well-known, public-facing method of marketing, this service just might be right for you. Less public and more operational marketing services, such as CRM integration and management, are quickly gaining popularity.

MARKETING TRENDS

FOR VIRTUALLY EVERY TARGET AUDIENCE, SOCIAL MEDIA IS CURRENTLY THE MOST DESIRABLE FEATURE FOR A COMPANY.

COMPANIES SELLING PRODUCTS GENERALLY TARGET INDIVIDUALS

B2B VS B2C MARKETING

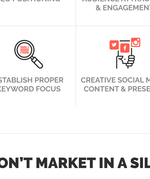
The majority of companies selling products target individuals, while companies selling services target other businesses. Defining your audience as B2B or B2C will help you determine website structure, marketing channels, and your overall messaging & intentions.

COMPANIES SELLING SERVICES GENERALLY TARGET BUSINESSES

Content development is critical for SEO and user retention

100% of websites should have Google Analytics installed. What you track can be high level or detailed conversions

BIGGEST STRUGGLES FOR A COMPANY



SEO POSITIONING

AUDIENCE ATTRACTION & ENGAGEMENT

ESTABLISH PROPER KEYWORD FOCUS

CREATIVE SOCIAL MEDIA CONTENT & PRESENCE

DON'T MARKET IN A SILO

Valuable information for your web & marketing needs can be found in business operational statistics, sales department interactions, and more. **DO NOT WORK IN SILOS** - integration is priceless!

CRMs are a great way to bring data together, **so we asked...**

ARE YOU USING A MARKETING AUTOMATION PROGRAM OR CRM TO TRACK SALES AND MARKETING EFFORTS?

MOST POPULAR CRMS ACCORDING TO YOU:

salesforce · mailchimp · mailerlite · copper · ORACLE

CRM INTEGRATION REQUESTS RECEIVED PER MONTH

MICRO CHECKLIST FOR GETTING STARTED WITH DIGITAL PLANNING

Website

- ☐ Choose a platform for your website (be sure it can be easily edited)
- ☐ Determine your domain name and check availability
- ☐ Create brand/style guidelines
- ☐ Define necessary integrations
- ☐ Establish the type of content you will produce
- ☐ Begin your sitemap to determine number of pages
- ☐ Start to research web hosting options

Marketing

- ☐ Define your goals and KPIs
- ☐ Determine tools to track return (ROI) - ex. Google Analytics, CRMs (customer relationship manager), etc.
- ☐ Map customer personas
- ☐ Create your initial content marketing plan
- ☐ Decide channels of content promotion (organic and paid)
- ☐ Establish your monthly budget & team