

# EXPLORE

## Chapter 2: Creating Your Objectives

### Or rather, Creating *Clear and Meaningful* Objectives for your Online Presence

Let's step back for a moment and chat first about your business plan and your marketing objectives.

YOUR PRODUCTS  
and/or  
SERVICES →

Describe your products and/or services

Describe categories of customers who will buy these product or services

← YOUR CUSTOMERS

YOUR MEDIA OPTIONS →

How will you reach these categories of customers? You can use some of the possible ways suggested here or come up with your own.

- |   |  |
|---|--|
| <input type="checkbox"/> Storefront         | Internet                                     |
| <input type="checkbox"/> Direct Mail        | <input type="checkbox"/> Search              |
| <input type="checkbox"/> Word of Mouth      | <input type="checkbox"/> Advertising         |
| <input type="checkbox"/> Conferences/Events | <input type="checkbox"/> Links from Partners |
|   | <input type="checkbox"/> Other?              |

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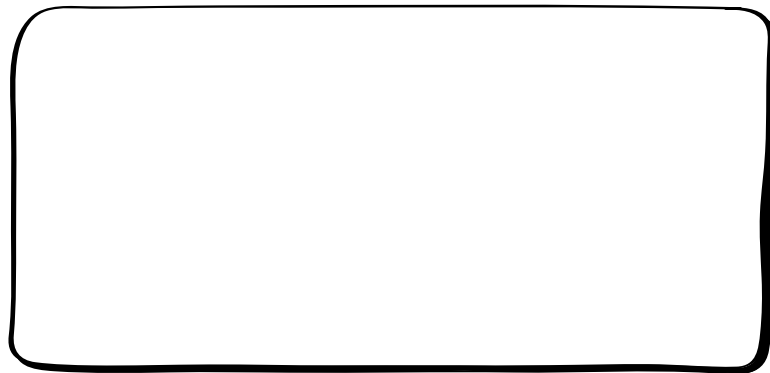
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### Expectations for Online Presence

It is imperative before you complete the rest of this workbook that you have a general idea of what you expect from having your business online. Think of it like going to a conference to market and sell your products and services. Typically, you would set up some goals as to how many people you expect to meet. You may measure how many people give you their business card, how many people demo your product, how many people make appointments with you for the future or how many people take one of your brochures. The point is, you would likely not invest in going to a conference unless you had a clear idea of how it would benefit your business. In this section, we'll walk through those considerations for your web presence.

### PEOPLE WHO WILL INTERACT WITH YOU ONLINE

1. What group of people do you want or expect to visit your website the most? Use these ideas to get you thinking:
  - \* Customers
  - \* Employees
  - \* Partners
  - \* Press
  - \* Vendors



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2. Are people looking for your business already? Circle one...



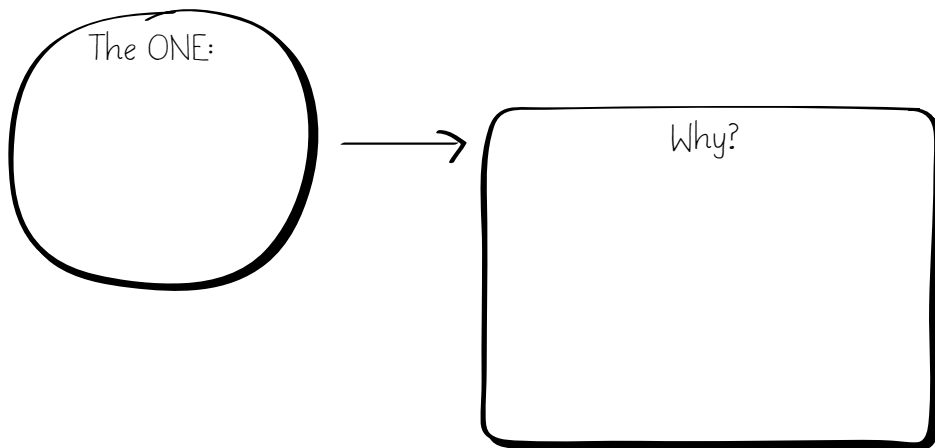
YES OR NO

3. What kinds of things might prompt someone to go to your site?

A hand-drawn rounded rectangular box with a thick black border. Inside the box, there are five horizontal lines spaced evenly, intended for writing answers to the question above.

Things like...  
coupons, banner  
ads, print ads, radio  
ads, web searches,  
links from other  
sites, business card,  
link from video, etc.

4. Do you think one of these ways may be more important than the others?



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5. Now let's flip the tables a little bit and consider how people WANT to engage with you. This may be a little more difficult to answer, but start with some of these questions and brainstorm some responses below:

A. Do people want to call you?	YES	NO
B. Do they want to see examples of your products or services?	PROBABLY	NO NEED
C. Do they want to read things you have written?	YES	NOPE
D. Do they want to pay for your services immediately, or will they expect a customized proposal?	IMMEDIATELY	PROPOSAL
E. Do they want to hear you or see a video of something you do?	YES	NO
F. Do they want to chat with someone or receive customer support?	YES	NO

★ NOTE: Be sure to consider these questions broadly, and not just assume that all your customers are the same. You don't necessarily need to provide every option for customers, but you should consider what the options are. There is a lot more to come on this in later chapters, but seeing how it relates to your customers or your partners is key for developing the right online strategy.

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6. How will you measure success? Are your ideas for your online presence related to your business plan and your financials?

Even if the connection is indirect, you should consider what will have you know if it is successful. An example of an indirect measure of success could be unique site visits per month. This may or may not have a clear relationship to how much you sell each month, but it could be that over time you find a relationship between site visits and how much you sell three months later.

Measures:

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