

# FROM SME TO A BRAND LEADER - BOOT CAMP

## #2 CREATE A LEAD GENERATING WEBSITE

### WEEK ONE: YOUR ONLINE STRATEGY

- Your buyer persona and their pain points
- Defining and owning 10 keyword phrases
- Site map and user centric navigation
- Getting found and driving traffic

### WEEK TWO: CHOOSING THE RIGHT PLATFORM

- HubSpot v Business Catalyst v WordPress
- Under the hood of a good CMS (Content Management System)
- Understanding CRM (Customer Relationship Management)
- Domain names and hosting

### WEEK THREE: BEST PRACTICE HOME PAGE DESIGN

- Designing the responsive layout (wireframe)
- Formatting your content
- Choosing fonts and imagery
- Calls To Actions (CTA's)

### WEEK FOUR: YOUR WEBSITE MUST HAVES

- An 'about us' page that's not just about you
- Designing your blog
- Secure zones, videos, animations and other features
- Building an e-store

### WEEK FIVE: GOING LIVE!

- DNS, emails and launch strategy (soft v hard)
- Testing across multiple platforms/ devices
- Linking social media, forms and workflows (from a user's perspective)
- Reporting and analytics

### BOOT CAMP REGISTRATION (max of 4 businesses)

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Payment:  \$900 upfront (for the 5 week course)

Payment method:  Credit Card  EFT  Direct Debit

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Send to: [info@thebrandmanager.com.au](mailto:info@thebrandmanager.com.au)

[www.thebrandmanager.com.au](http://www.thebrandmanager.com.au)

### YOUR WORKSHOP FACILITATOR



**Tony Eades** - Brand Strategist, Creative Director and Strategic Marketing Consultant.

As Director of Brand Strategy at BrandManager, Tony assists businesses large and small to become market leaders through brand strategy, creative communications and strategic marketing-delivering measurable ROI across multiple digital platforms.

Tony is the the digital brand expert for Kochie's Business Builder and writes for a number of publications on business brand strategy.

Your investment is just \$900 for the 5 week Boot Camp. Limited to 5 businesses only.

### Workshop Venue:

Delivered conveniently online via Go-to-Meeting

