It's simple, right?

We've all seen the adverts showing how simple it is to create websites:

- An ex cricketer builds a site to sell miniatures
- An ex England manager whips up a site whilst he's baking
- A small business owner receives an award and thanks their web site provider

Business idea to trading reality in minutes .

Just a few quick clicks and a bit of drag and drop and you're trading.

Because it's that simple, right?

Domain and hosting

SHOPPING LIST

1. Buy domain name.

2. Find a company that will offer you a variety of templates so you can build your site.

3. Who hosts your website?
   – Find out

4. Email to match
   website....

Gleefully you set off.

You know what you're going to call yourself because you've been thinking about this for years …

and so you head to the 'marketplace' with your shopping list ….

THE SME MARKETEERS

Domain and hosting

You begin to navigate the muddy waters of the many, many options.

– 123 reg, EasySpace, GoDaddy, IONOS, BlueHost, Weebly, Shopify, SquareSpace, Wix, WordPress, Divi …….. The list is endless

The simple build!

Phew, that took a bit more time than you anticipated, but you've picked a provider. Now let's build!

The Promise

- ✓ Enter the domain name you want
- ✓ Choose the type of product you want to sell & select a template
- ✓ Change the font
- ✓ Add your logo
- ✓ Upload your pictures
- ✓ Drop in your text
- ✓ Publish and you're ready to sell!

The simple build!

Phew, that took a bit more time than you anticipated, but you've picked a provider. Now let's build!

The Reality

X   Oh, my domain name is taken, right, I'll try some others.

X   Wow, there are quite a few templates to choose from, which one works best?

X   Ok, now to drop in my photos. Ah, my photo doesn't look so great up there. Better get another one….

X   "Enter text here…" Hmmm, what do I want to say? I guess I need to write something first and come back …

X   I really wanted my site to do x, y and z…. and ……

Argh, I wish I'd never started this!

Build it and they will come!

After many hours, your site is built and you set it live!

– Thank goodness because you couldn't face fiddling with the site for any longer and you needed to get on with actually doing your day job – e.g. creating, building or delivering your actual product and service!

But where are my online customers!

All this effort, no-one is coming to my site and I've not made even one sale!

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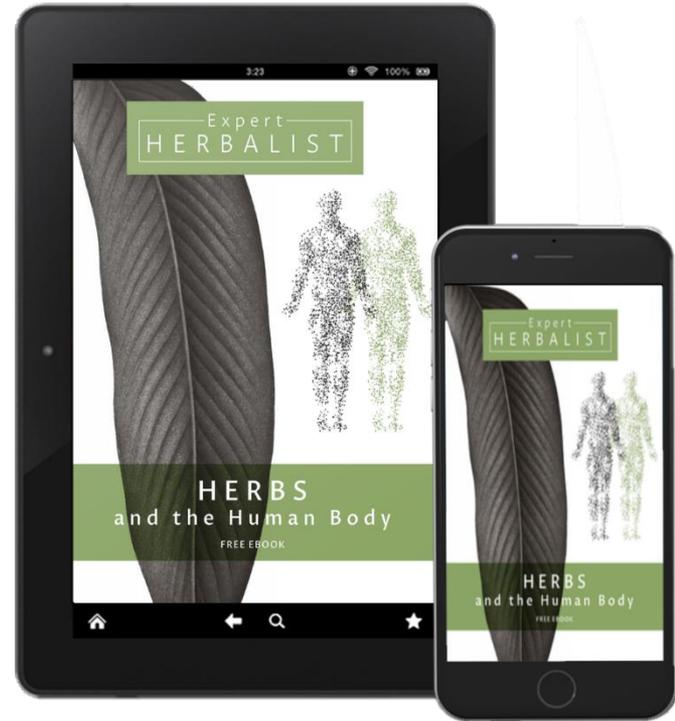
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So you want to get your business idea online?

The Sanity Check

It might seem boring but let's just take a step back and make sure you're clear on the following elements:
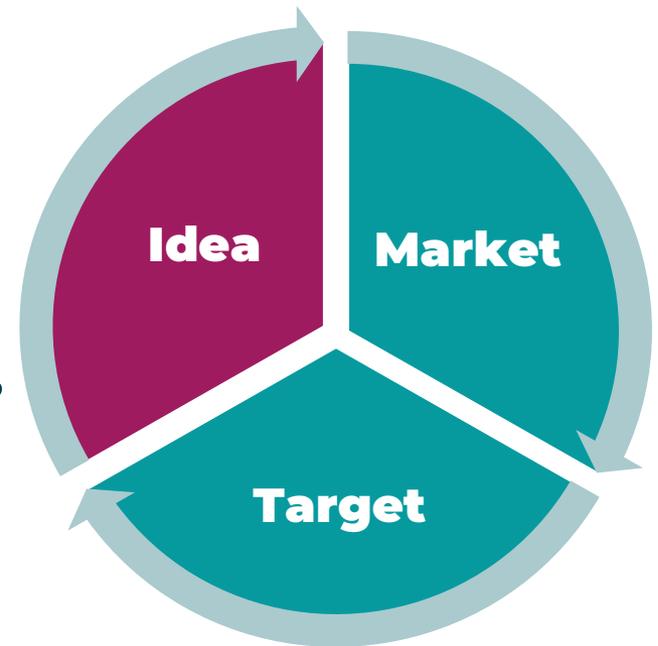

Idea

Market

Target

THE SME MARKETEERS

The IDEA

Define your product or service, your proposition, your identity, your brand

Ask yourself:

If you were known for only one thing what would that be?

Your identity and brand:

- Who are you? What do you stand for? Why should I trust you?

- Which single words would you use to describe you/your brand? Friendly, Informative, Professional, Chatty

Idea

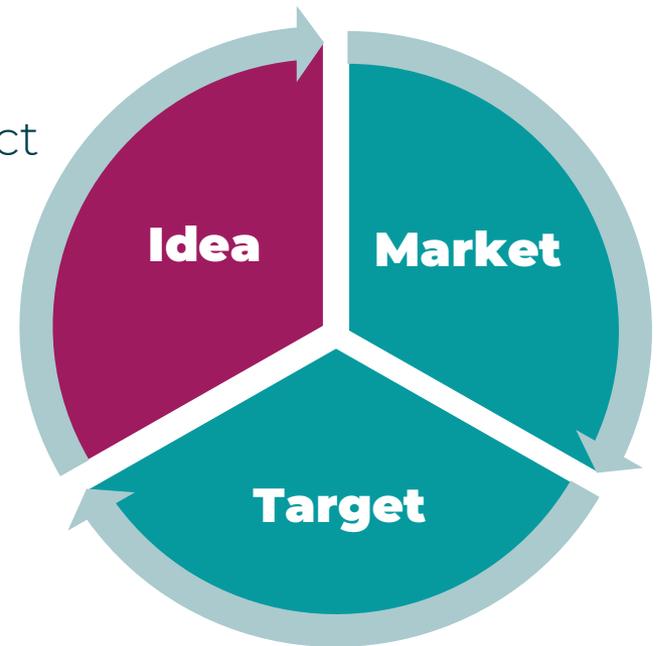Market

Target

THE SME MARKETEERS

The IDEA

Define your product or service, your proposition, your identity, your brand

Your product and proposition

What do the public know about the product or service you are offering?

Is it familiar or do they need to learn more about it?

- If yes – how are you different? Why choose you over the competition?

- If no – what pain point does it relieve? What dream does it fulfil? How is it better than what I've done before?
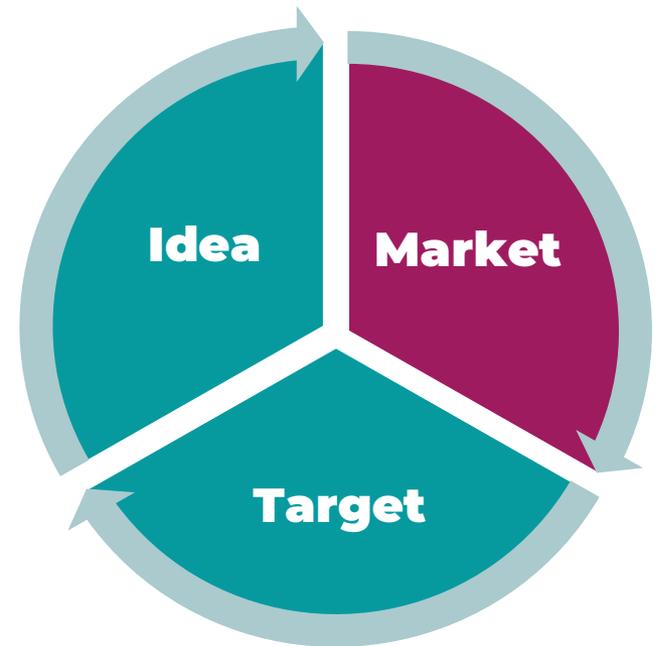
The MARKET

Your competition, your business opportunities

Who is your competition?

- ✓ What is their proposition?

- ✓ What is their pricing?

- ✓ How do they reach their audience? Is there a channel opportunity that you can exploit?

Idea
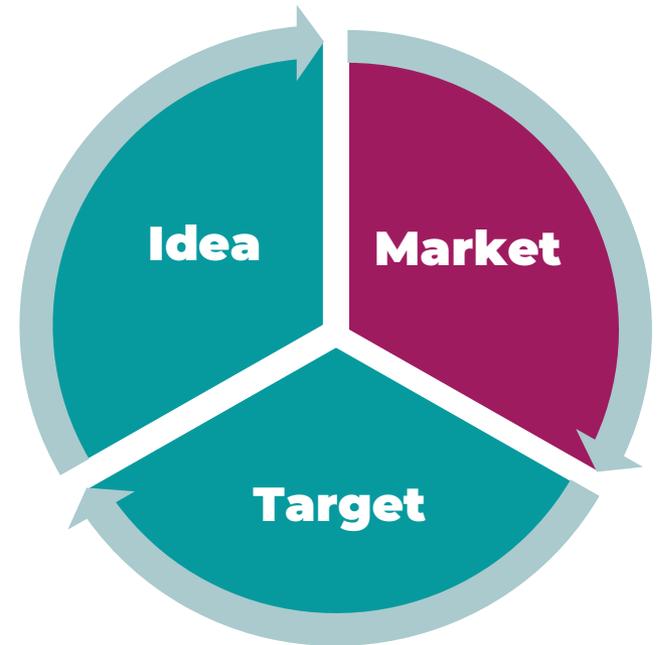
Market

Target

THE SME MARKETEERS

The MARKET

Your competition, your business opportunities

How you get business:

- ✓ Where does your business come from now?

- ✓ Where do you want it to come from in future?

- ✓ Do you get more loyal customers through a particular channel?

The TARGET

Your prospective customers – who will your idea appeal to?

Think about who you are trying to reach

- ✓ What does a typical customer look like?

- ✓ Is there a specific age, gender, income?

- ✓ What would they be typing into Google?

- ✓ What media/channels do they 'consume'?

The TARGET

Your prospective customers – who will your idea appeal to?

Think about who you are trying to reach

- ✓ What do they read? How are they influenced?

- ✓ Is your location as a supplier important? E.g. are you selling in a local, county region, or only in a specific country?

- ✓ What additional services might they / do they want?

The TARGET

Your prospective customers – who will your idea appeal to?

Think about who you are trying to reach

✓ If it helps you, create personas for each different audience type.

Idea   Market

Target

The PLAN

Great! You now have a plan forming!

- ✓ You have crystallised your idea, your brand personality, values and proposition

- ✓ You know your marketplace

- ✓ You have defined your audience

Idea

Market

Target

You are now ready for Stage two
Making the dream a reality!

THE
SME
MARKETEERS

Where's part two??!

To get part two - simply go to:

https://www.smemarketeers.co.uk/gettingstartedguide