

Online Customer Targeting - The Math and the Magic

Does this sound familiar? You know your customers' demand is much higher, but your company is getting a low 1% - 3% percentage of sales conversions from your online traffic. You keep pouring in money and time, but your ROI is disappointing, and managing it makes little business sense.

We have found a better way for online sales, with a process that makes business sense. For eight years, we have helped companies raise their online customers, leads and sales 5x.

Our 'Aha' comes from working backwards from getting what you want – customers(!) & sales – not traffic - and customers come from people and businesses finding what they want, when and how they need it. So, wouldn't you multiply your leads and sales if you could multiply the customers who need what you provide? Here's how our program (patent-protected) does it:

- **Choose your customers by their keyword searches!** The keywords they create tell you what they are searching for and what they want to see. And, no one lies to a search engine!
- On average, the longer the keyword they have created to search, the more **decided, motivated and ready to act** they are to buy. Their keywords tell you what to feature to each.
- **The numbers of searches for each keyword tells you their online market demand.** Our program finds and totals the searches for all variations of keywords that are searching for the same thing into **Customer Sweet Spots**, to give each total stream of customer demand.

Then, **by choosing multiple Customer Sweet Spots** who DO want what you offer, and that you can best sell to, **you multiply your streams of customers, conversions, sales and leads – The Math & The Magic!**



It's a 5X more & better game-changer:

- Directly Actionable:
 - Choose the customers you want in 30 days
 - Achieve new leads & sales in as little as 60 days
 - Project ROI by customer group before spending
- Know the features, benefits & solutions to offer most effectively, then pull in and convert your most profitable / salable customers and qualified leads by what they already want.

¹Typically, only 1% to 3% of website traffic become sales conversions.

Targeting your customers by their searches gives you all the advantages:

- You can choose those streams of customers you can best sell to, who will be the most profitable, and that will be the most satisfied - building your retention, word-of-mouth, and brand
- You are getting more of the customers who DO want your products, services and solutions, rather than tourists that SHOULD want.
- You know exactly the keywords to use to bring them in, and the content and offers they need to see to know they have come to the right place.
- Because you have their demand numbers, customer-targeting makes business and ROI sense.

Your customer-targeting web intel is not just a 'study on a shelf'. It's directly actionable - used in laser-targeting your website to guide content and search optimization, to proactively go out and find the most qualified leads, and then bring them to buy what they already need.

Customer-Targeting Advantages vs. Standard Traffic Optimization

| Features & Benefits | e-MI's Sales & Lead Sweet Spots | Standard Traffic Optimization: |
|---|--|---------------------------------------|
| 1. Enables targeting your best customer groups by objective business criteria (salability, profitability, lifetime value, new markets, retention, etc.) | TARGETS CUSTOMERS | TARGETS 97% TOURISTS |
| 2. Delivers ongoing streams of new sales & qualified leads, raising closing / conversion rates 5X the online average | YES | No |
| 3. Tells you the markets and customers you are NOT getting | YES | No |
| 4. Enables projecting ROI by customer group before you commit | YES | No |
| 5. Directly Actionable - tells you how to pull in your chosen customers and sell to them | YES | No |

And...

| | | |
|---|-----|----|
| 6. Supercharges sales content and creative management | YES | No |
| 7. Enables self-funding marketing and business planning | YES | No |
| 8. Identifies your competitive advantages by quantified customer demand | YES | No |
| 9. Provides validated demand numbers for new market planning | YES | No |
| 10. Works with the search engines' algorithms to make SEO MUCH easier and rewarding | YES | No |