

“Secrets of an Influential Website”

October 6, 2010 10:15 – 11:00 am PST



Introduction

5 minutes

5 Secrets

25 minutes

Q & A

15 minutes



Presenter:

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Questions? Ask Away!



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Websites Influence Toy Shoppers



- Over 50% of toy consumers say their **purchases** are influenced by manufacturer and store websites

* Ad-Ology Research Survey, 2008



Secrets of an Influential Website:



1. Trust
2. Emotional Connection
3. Information
4. Calls to Action
5. Incentives



Secret #1: Trust



Does Your Website Build Trust?

- ✓ Certified
- ✓ Testimonials & Reviews
- ✓ Error-Free
- ✓ Current Information & Events
- ✓ Meets Expectations
- ✓ Professional Design



Secret #2: EMOTIONAL CONNECTION



Does Your Website Emotionally Connect with Visitors?

- ✓ Benefits vs Features
- ✓ Personal
- ✓ Visual and Written Consistency

Secret #3: INFORMATION



Does Your Website Provide Useful Information?

- ✓ Features vs Benefits
- ✓ Expertise
- ✓ Trends
- ✓ Gift Suggestions
- ✓ Play Value
- ✓ Video Demonstration



Secret #4: CALLS TO ACTION



Does Your Website Ask People to Shop With You?

- ✓ Home page
- ✓ Product pages
- ✓ Emails
- ✓ Banner advertisements



Secret #5: INCENTIVES



Does Your Website Give a Reason to Shop With You?

- ✓ Sense of Urgency
- ✓ Selection
- ✓ Sales
- ✓ Promotions



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