



# Marketing Your Freelance and Agency Services to Win Clients

## **Presentation Tips for Getting Clients to Say Yes**

# It's Actually Not About the Website and Design

Effective client communications from the first meeting is more about identifying the true drivers of demand for the client, and less about the fit of the design firm, the look and feel, and other key aspects of a graphic design and/or web design project.

The goal of this overview is to arm you with a perspective that will help uncover this demand that may or may not be obvious to the client. The goal is also to give you ideas on how to guide a much more customer-centric and user-focused conversation about the client website, which we see as a way to drive a more successful engagement, and outcome for you and/or your agency, and your client.

## PREPARATION

Seriously consider treating this similar to a job interview, read up on the company, the history, and leadership, and spend some extra time looking at their target customer, pricing, and how they market.

Look especially closely at how this company, and where possible, its' competitors sites as well, greets web visitors on the main web pages. The web has never been a more powerful place to drive business, and it has also never been more competitive. You and your clients need to differentiate themselves in as many ways as possible.

### Some questions could include:

Who are the more prevalent web visitors, and are they the desired target?

What sales stage, if any, is the company assuming the desired web visitors are in?

Are the graphics and main links asking people to learn, try, buy, or none of the above?

The answers can be very telling about the level of sophistication of the marketing team, the business, even the industry you are / will be engaging.

## Where to Focus the Client Consultation

It's about the customer and what they want, not what you want. When pitching to clients, spend the majority of your time and energy around what the customer of the client wants, does, and needs from the client organization. Be wary when the "customer" of the client is the CMO, the head of Sales, CEO etc...

Uncover real goals and validate and set real expectations. Entice conversation around creating customer-centric goals - what are the calls to action for each section, even page, of the site?

Remember customers of a site can be your partners, vendors, even employees as well!

## How Are You Measuring / Will They Measure Success From this Project?

Increasing sales is an ideal, but many businesses are unable to track this at basic levels, much less the influence of a new graphic or web design.

Consider ways to measure increased clicks, tracked traffic to lead forms or the webstore, and ideally to sales.

### FRONT-END REPORTING

Adobe's acquisition of Omniture will clearly give you in larger organizations an advantage here for web analytics traffic. For Freelancers and those of us in smaller organizations, Google Analytics still provides plenty of great insight into web traffic.

Where possible, outline metrics for success from tip to tail. Try to interest the client into sharing data on web traffic, repeat visits, time spent on pages - especially the ones you are designing or re-designing - and pathing.

More challenging will be statistics on web sales conversion to lead and sales. To enter this conversation, understand that many mid and larger organizations track by program type (paid search vs email marketing as an example). Some also track by more awareness based measures like advertising and PR. Try again to interest the client in sharing the calendar of activities going on during your "before" tests to better understand the nature of web visitors hitting the site at this time.

## BACK-END REPORTING

The success of your designs are more difficult to measure on the back end, but you can look at increases in quantity, conversion rates, and types of web-driven leads. Did they become larger or smaller companies, different verticals, job titles etc.? Conversion rates to customer or opportunity are relatively common these days, and are critical to gaining a very real measure of success in your web or graphic design project.

CRM providers such as [NetSuite](#), [Sugar](#), and [Salesforce.com](#) offer great solutions for tracking these sorts of metrics for organizations of all sizes.

Another simple way to measure is through the length of phone calls by direct sales. How long were they on the phone with these web-driven leads before and after, how many called the reps back. The use of dialers, telesales software integrated with CRM software like the ones above, and other call tracking products are abundant, and with a little engineering or excel work, you can get at these metrics without too much work.

There are many additional actions you can and may need to take to gain client trust. At this point you ought to have a good idea about what your prospective client is really investing in with a new / updated website. Getting clients to answer (and ask) the right questions takes some practice, so we recommend open-ended, probing questions about their customers, their desired business, and desires for a site/brand/logo.

To Learn More, View Our Recent Webinar [“Ten Cost-Effective Ways to Market Your Business Online and Inspire Customer Trust”](#)