

# EAGA Business Builder

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## The speakers today were Jukka Jumisko—WSI Web Enhancers and Stan Byers—Milagro Media



Today's presentation concerned the internet footprint of a company. The discussion was a double-team effort by Stan and Jukka, each with their own perspective and each with a different expertise regarding the topic. The current technological world has pretty much abandoned the shopping process that included yellow pages and a little child's wishful nose and finger prints on the outside of a store's big display window. These days, most people looking for something to buy (building materials; printing; auto accessories; copiers; and any of the other products and services that our members sell) still let their fingers do the walking. But now it's over the keyboards. The internet has become the tool of choice when making a purchase decision. "The Internet" is an awfully big place. There are multiple competitors to any business locating within that nebulous realm. Each company has to figure out how to get the stream of purchase searchers to stop at their place. In the old days –two or three years ago– the internet players spent most of their time and money making sure that they had a flashy web site. That form of web presence still needs to be properly designed and maintained, but now-a-days it is more of a conversion tool to turn a visitor into a buyer. Flash is no longer the main reason that someone got there in the first place. The internet shoppers have changed their mind-set about what websites they choose to visit. They have concluded that the best way to make that decision is by finding out what other people think. Social media; product reviews; and company reviews are all 'tools' that the internet shoppers now use when deciding where to visit; then where to buy. Our two speakers today explained how a business can take advantage of the 3rd party reference referral phenomenon. As expected, there are a few things that need to be considered and mastered. In addition to specific site directors like mobile apps; paid advertising; and Search Engine Optimization, there are indirect site references derived from other people's reviews of your product or business. The more positive reviews you have, the better. But it is not just a 'how many good reviews as opposed to how many bad reviews do we have' question. One negative review or comment will carry much more weight than a single positive comment. So — there are a few places to spend your efforts and money, and each is important. Make sure you have a formal process for regularly reviewing the internet comments about your company. Getting that feedback from people is one of the best methods for determining a business' progress. As noted before, negative comments have a great potential for damage. Your monitoring processes must include a way to quickly respond to any negative review. Personal contact with the reviewer is best. Most internet shoppers these days rely heavily on comments by others; so logically, the more positive reviews you have, the better opportunity there is to have the shopper decide to go to your conversion tool (web site). There were many suggestions for increasing your company's positive internet reviews. **[At this point it is very important to note that you must have a user's permission before sending them an email. There are SUBSTANTIAL penalties, both in and outside the USA, for just blanket emailing addresses that have not 'opted in' in some manner].** Surveys and questionnaires; buttons for users to click and leave a review immediately after a purchase (or site visit); email communication, directed to the user, specifically requesting that they provide a positive review; requesting reviews via documents or other communication that is included with the delivered product; and friend reviews of your product to increase the quantity of positive reviews. It is imperative for you to also make sure that visitors can easily find your reviews and that the positive ones are emphasized. Using video to present the good reviews has also been quite successful. If you need additional assistance or advice regarding your internet presence, and maximizing your opportunities for internet success, contact both Jukka and Stan. They have a tremendous amount of experience and they can provide you with many positive and pertinent suggestions and tools. With their assistance you can take advantage of all those shoppers that have abandoned the yellow pages and display windows way of shopping. It is a shame to be losing the wishful gleam in the shoppers eye as they hope for that special something, with their nose pressed against the department store's window. It is just way too hard on the eyes to do that with a computer monitor.

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## Business Leads:

None written down

## Reciprocity:

Thank you to Karl Kirsch—O'Malley Glass for replacing our front doors in less than 12 hours after they were smashed by criminals.

- Phil Kenny—Trucks Unique

Thank you to Brock Carter; Pat Maloy; Aaron Rodgers; Terry Roberts; Jimmy Nugent; Michael Johnson; and Guy Berger.

- Dan Mowery—Rader Awning

- ◆ Board Members please note: The October Board meeting will be held on October 16th. If you need more information, please contact Executive Director Kevin or President Lou.
- ◆ EAGA Balloon Fiesta Event will be from 5pm to 10pm, this Saturday, October 13th. We have a reserved tent area at the south end of Balloon Fiesta Park. You have to purchase a ticket to enter the Balloon Park, but there is no cost for you and your spouse/significant other to enter the tent area. We will have food, drinks; a good time, and a great view of the final Balloon Glow of the Fiesta. Kevin says that weather will be fine. Only 150 spaces are available on a first-come-first-served basis. Kevin will let us know this Tuesday if there are any remaining slots that can be made available for guests.
- ◆ Our Christmas/Holiday party will be December 8th at Hotel Albuquerque. There will be more information and sign up sheets at our weekly meetings later this month. At this time you should consider whether or not you will be staying at the hotel the night of our event. A block of rooms, at a special rate, have been set aside for members. If you would like to take advantage of that offer, please contact the hotel directly.  
*Per Hotel's instructions: "For reservations, please instruct guests to call 1-800-237-2133 and specify that they are attending the EAGA Holiday Party Room Block. In order to receive the special group rate listed above (\$109.00 + tax), your guests must call on or before Saturday, November 24th. After this date, any remaining rooms will be released to the general public. Individuals will be responsible for their own room, tax and incidentals."*
- ◆ Please note that we are in need of speakers and greeters. The upcoming holiday season is a good reason for many of you to get the word out about what goods and services you provide. Our weekly audience can help with that—if they know what you do.

## Badge Board Greeters

Oct 9th	John Mead—John Thomas Jewelers
Oct 16th	
Oct 23rd	Barry Porter—Express Employment Professionals
Oct 30th	
Nov 6th	
Nov 13th	Glenn Rosenbaum—French Funerals & Cremations

## Upcoming Speakers

Oct 9th	Lawrence Saban—AED One Stop
Oct 16th	Barry Porter—Express Employment Professionals
Oct 23rd	
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Nov 6th	Glenn Rosenbaum—French Funerals & Cremations
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