

Building a Rockstar Online Sales Strategy

#iiaonlinesales



HilariousGifs.com



altocloud



5 Step Process

1. Laying down the foundation, Website and Branding
2. Content Marketing
3. Dog Food – Drinking our own Champagne
4. Amplify - Paid for online marketing (PPC, Native Content)
5. Analyse and Optimise

A photograph of a baseball on a grass field. The baseball is in the foreground, slightly to the right, with its red stitching clearly visible. The background is a blurred green field and brown dirt. Overlaid on the image is the text 'TOP STARTUP MISCONCEPTIONS: IF YOU BUILD IT, THEY WILL COME' in white, bold, sans-serif font. The text is centered horizontally and spans across the middle of the image.

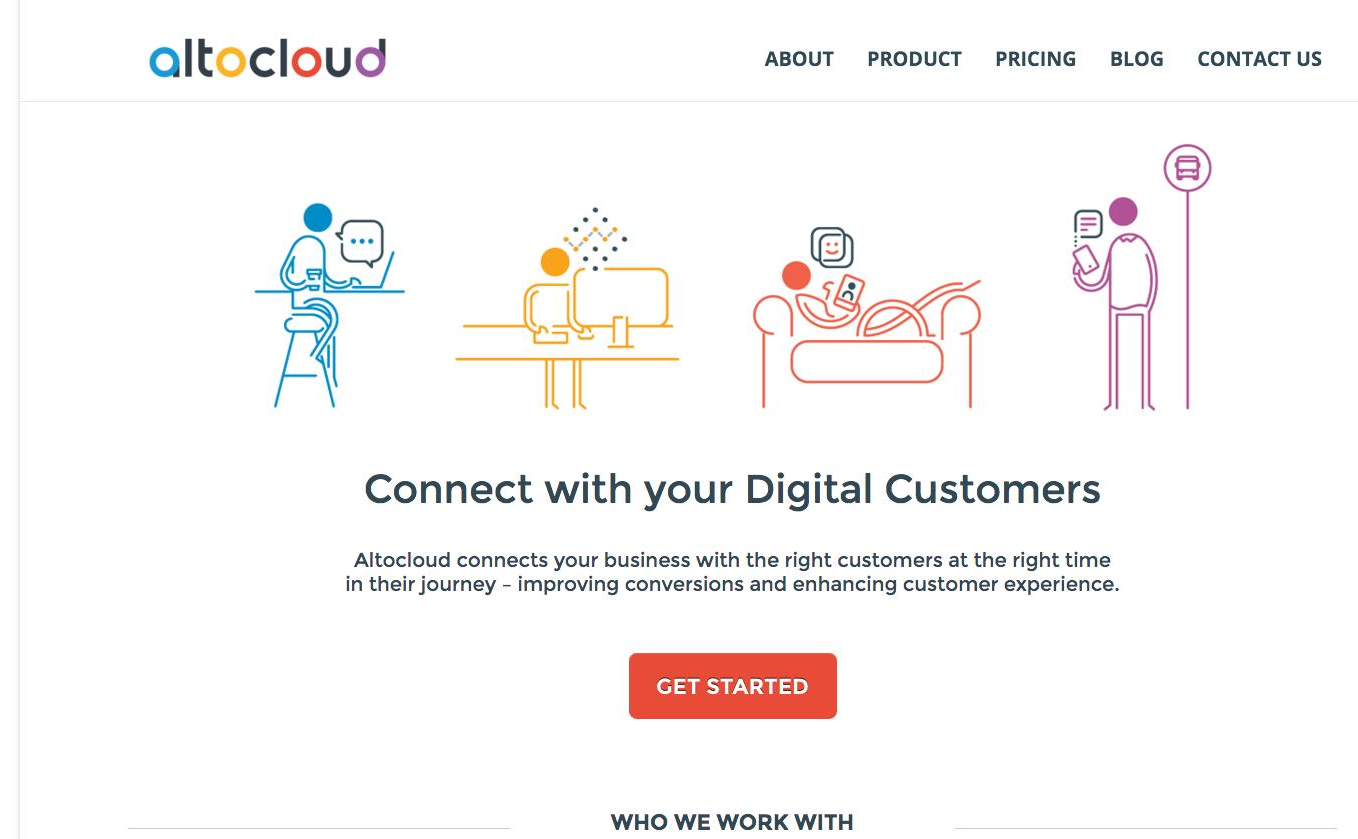
TOP STARTUP MISCONCEPTIONS:
IF YOU BUILD IT, THEY WILL COME



Laying down the Foundation

Before

After

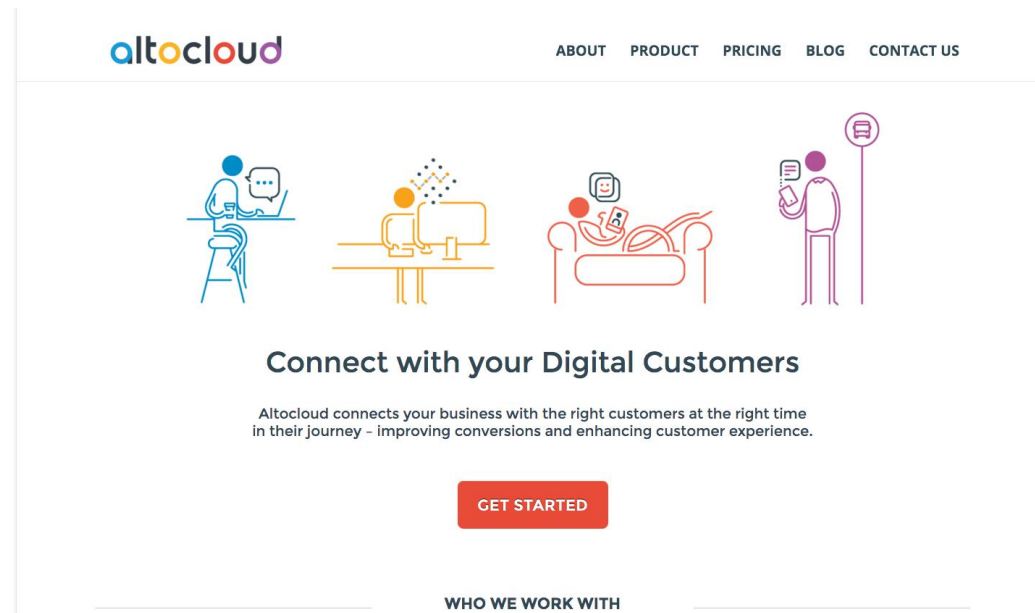


Altocloud is predictive communications software that uses analytics to make voice, video, chat and content interactions better

WHO WE WORK WITH



Laying down the Foundation



- People were confused when they came onto our site so reviewed our branding in full.
- Clear statement on the homepage above the line. Each character represents an aspect of our product and our new logo will animate very well.
- Clear call to action 'Get Started'
- Currently working on an animated video for our homepage to explain our software in under 60 seconds.
- Result to date: Improved sign ups, 10% and improved bounce rate, 60% to 45%.

Content Marketing

- Why Content Marketing
 - Start Up with a modest budget into paid for advertising
 - Content Marketing is a knowledge leaders in the market
 - Think of search engine optimization as fresh quality content –

The screenshot shows the Altocloud blog homepage with the following elements:

- Navigation:** ABOUT, PRODUCT, PRICING, **BLOG**, CONTACT US
- Article 1:**
 - Title:** [Altocloud's infrastructure from 30,000 feet](#)
 - Author:** By Colm Hally | November 20, 2015
 - Image:** A hand-drawn sketch of a person standing on a platform, with logos for 'nide', 'spok', and 'altocloud' below.
 - Text:** "If you've heard about Altocloud, you've probably heard mention of our scalable data analytics platform. Today, I'd like to delve a little deeper into our infrastructure, providing some background on the microservices architecture and Apache Spark deployment that allows us to deliver realtime analytics at scale."
 - Link:** [Read More >](#)
- Article 2:**
 - Title:** [Improve Marketo campaigns with Altocloud's proactive engagement](#)
 - Author:** By Ismael Rivera | November 12, 2015
 - Image:** A screenshot of the Marketo marketing automation software interface.
 - Text:** "Marketo is one of the leading marketing automation solutions on the market. Marketo offers a set of powerful tools for automated campaigns, allowing for better prospect profiling and streamlining of the sales process."
 - Link:** [Read More >](#)
- Article 3:**
 - Title:** [The Atomization of Big Data](#)
 - Author:** By Joe Smyth, CTO | October 19, 2015
 - Image:** An illustration with the text "BIG DATA" in the center, surrounded by icons for a funnel, a bar chart, a cloud, a server rack, and a magnifying glass.
 - Text:** "Big Data is everywhere - from business to healthcare and science, what was once rare is now ubiquitous. But drowning a problem in an ocean of data does not solve the problem. However, the Atomization of Big Data - taking data back to the specific individual - can provide actionable insights and provide context that can aid in the application of those insights."
- Sidebar:**
 - SUBSCRIBE VIA EMAIL:** maricka@galwaymarketing.ie, **SUBSCRIBE**
 - POSTS BY TOPIC:** Analytics (13), Marketing (9), Customer Experience (8), Predictive Communications (8), Developer (6), [see all](#)
 - RECENT ARTICLES:** Altocloud's Infrastructure from 30,000 feet, Improve Marketo campaigns with Altocloud's proactive engagement, The Atomization of Big Data
 - POPULAR ARTICLES:** Four Steps - Using Data Analytics in Customer Service Solutions, How to Personalize Customer Journeys with Predictive Analytics, Contextual Communication - Altocloud and Cisco Context Service

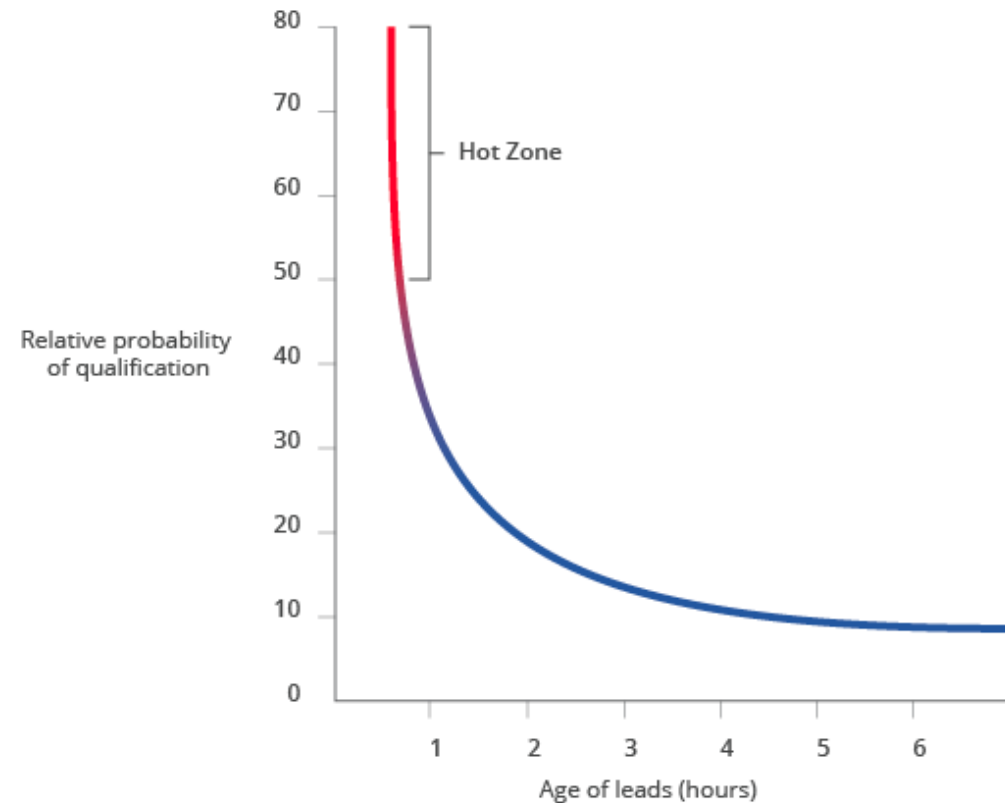
Drinking Our Own Champagne



- Using our own product (dog fooding) to cover all aspects of the customer journey online.
- We use Altocloud to fill in the gaps that other online marketing tools don't fill.
- The biggest gap being how we deal with customers when they are live on our website.

Drinking Our Own Champagne

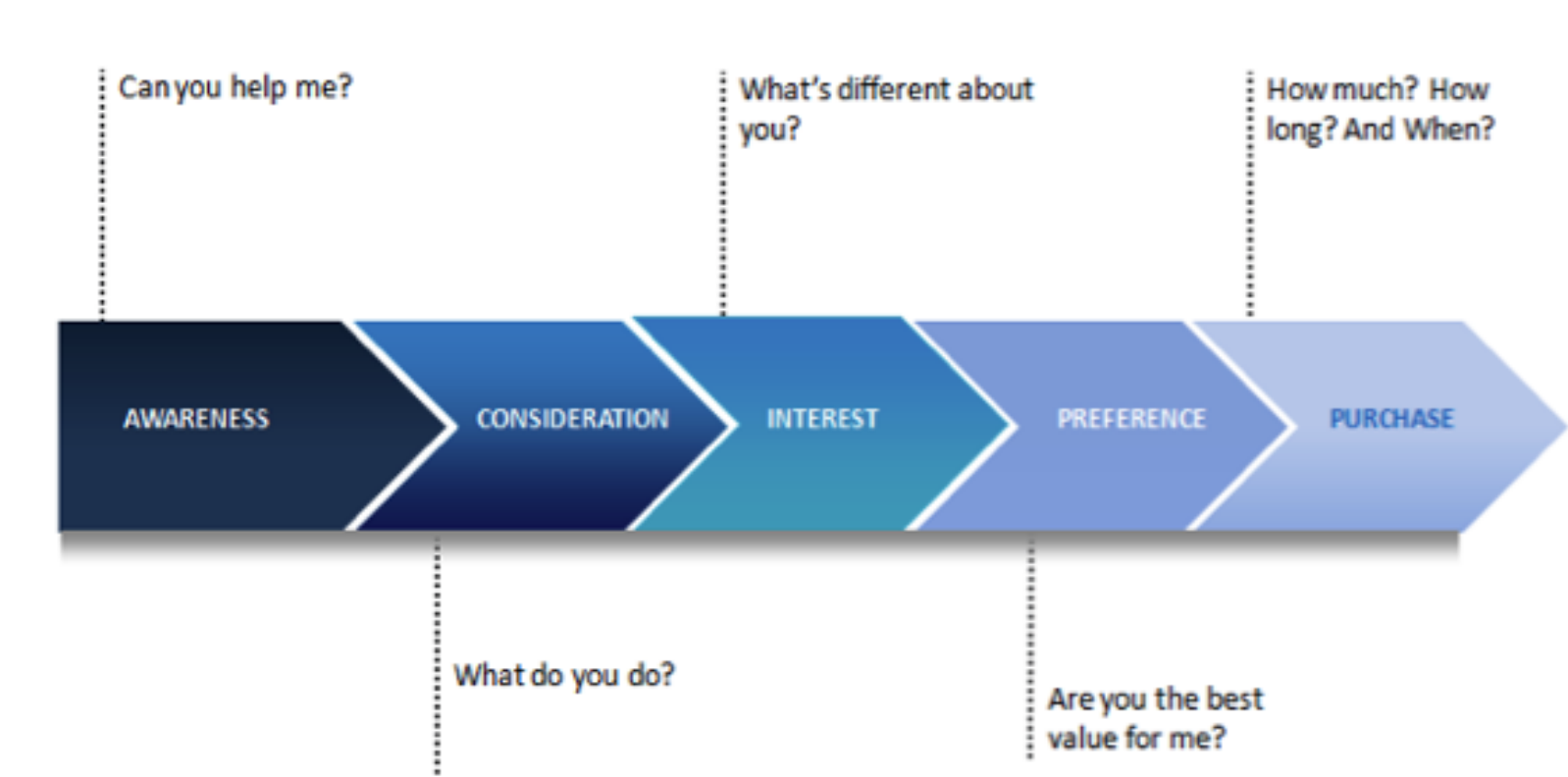
The Half-life of an online lead.



- Leads get old fast.
- A study by [Harvard Business Review](#) showed that firms that tried to contact potential customers within an hour of receiving a query were nearly **seven times as likely to qualify the lead.**
- **Lesson: Do not underestimate the value of customers live on your site.**

Drinking Our Own Champagne

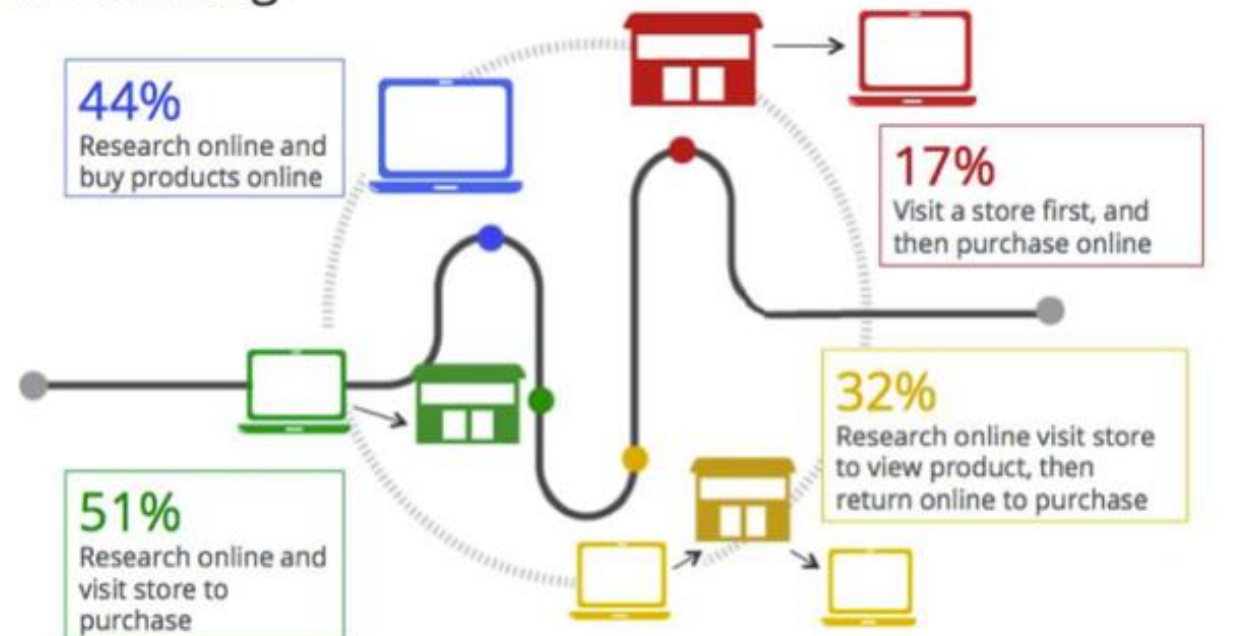
When they are online, live on your website – do you have a plan in place to make sure all the questions are answered.



Drinking Our Own Champagne

When they are online, live on your website – do you have a plan in place to make sure all the questions are answered.

Lines between offline and online shopping experiences are blurring



Drinking Our Own Champagne

Customer Analytics

The screenshot shows the Altocloud Livenow interface. The browser address bar displays `https://app.altocloud.com/agent/livenow/`. The left sidebar contains navigation options: Universal Insurance, Live now, Outcome score, Customers, Settings, and AGENTS. Under AGENTS, there is a search box labeled "Find by name" and a list of agent names: Dan Arra, Joe Smyth, Ish Rivera, Claudia Doe, Barry O'Sullivan, and Darragh Kirwan. The main content area is titled "Live Now" and features a "Search customers" input field and a "Persona matches" button. Below this is a table with the following data:

NAME	BROWSING	PAGE VIEWS	ONLINE LAST ACTIVE	VISITS	ORGANIZATION	LOCATION
Unknown	Quote Details	5	1 min 46 secs	1	Colaiste na hOllscoille, Gaillimh	Gaillimh, Ireland

The right sidebar shows the user profile for "Bob Doe" (Busy) and "Active conversations" with a count of 1. Below this, there is a section for "Maricka Burke-Keogh" with a "Wrap up" button. At the bottom of the right sidebar, there is a "Waiting" section and a search input field.

Drinking Our Own Champagne

Scheduled Call Back

INFORMATION

Add another driver

Add a penalty point

Add non Motor Conviction

Add a Claim/Accident

INFORMATION

Universal Insurance may contact you from time to time in relation to their products & special offers. If you do not wish to receive this information, please tick this box *

* Note - We may send you an Email or SMS message to confirm the details of your quote

Make:

Model:

Style:

Engine Size:

Annual Miles Travelled:

Licence Type:

Years Licence Held:

How many years no claim do you have?

Type of Coverage:

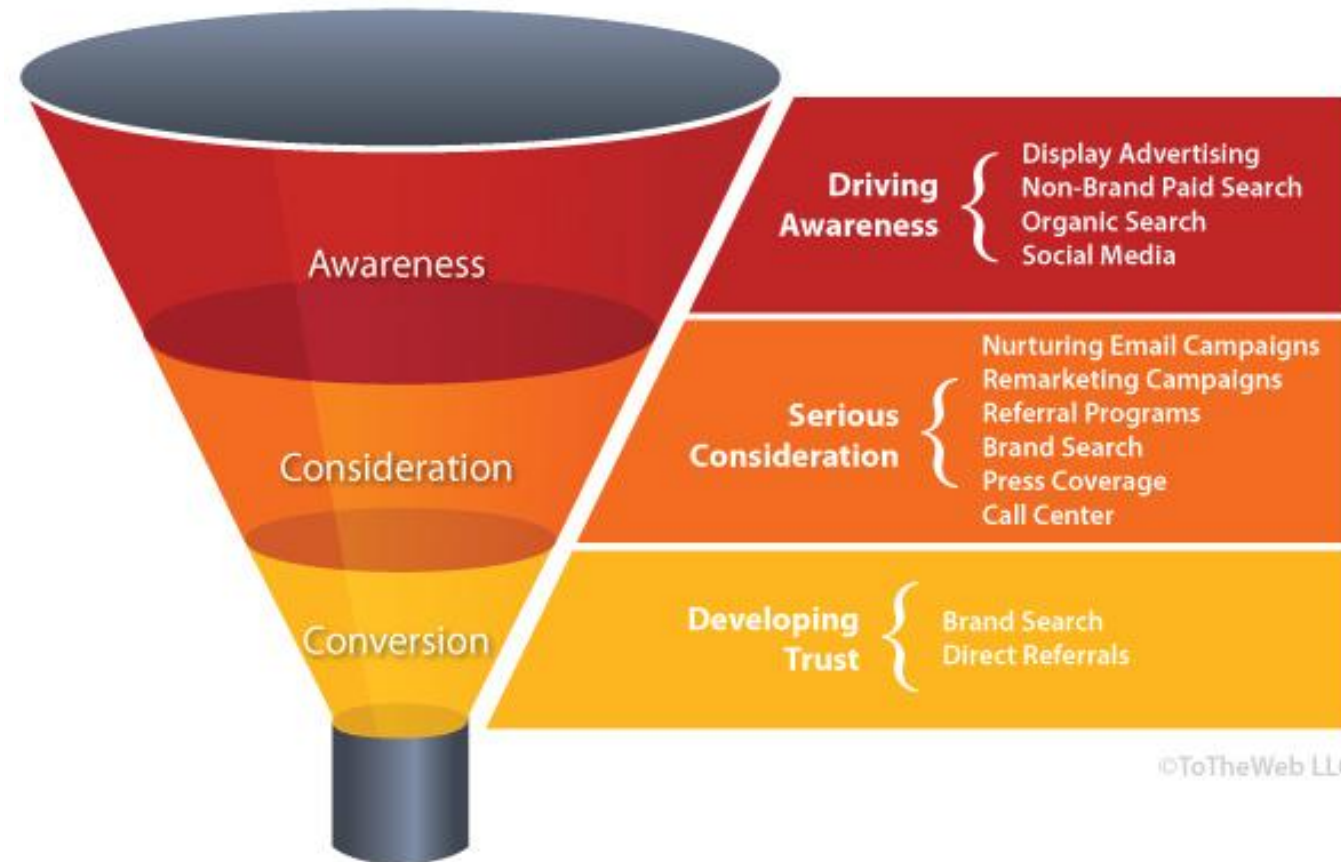
Your quote has been successfully submitted

Drinking Our Own Champagne

Real Time Communications


The screenshot displays the altocloud agent interface. On the left is a dark sidebar with navigation options: 'Live now', 'Outcome score', 'Customers', 'Settings', and 'AGENTS' with a search bar. The main area shows an active chat with agent 'Maricka Burke-Keogh' (+353872839709, maricka@omig.ie, OMIG). The chat content includes a 'Matched personas' section with 'Hot Prospect [Requested Quote]' and a 'Customer Journey' map for 'Gaillimh, Co. Galway, Ireland' on '27 Nov 2015' at '15:48'. The journey path shows 'home page' and 'home insurance'. A large window in the center shows a 'Quote Details' page for 'UNIVERSAL INSURANCE' with sections for 'TERMS AND CONDITIONS', 'POLICY HOLDER', and 'POLICY DETAILS'. A video call window shows a female customer. The bottom right features a search bar and a notification: 'Altocloud Screen Share is sharing your screen with app.altocloud.com.' with 'Stop sharing' and 'Hide' buttons.

Amplify with Online Advertising



Analyse and Optimise

The Proof is in the Figures

- Bounce rate has improved by 15% per month. From 60% to 45% we are working to bring this down further.
 - Organic traffic has increased by 150% and overall traffic by 110%. (Since August)
 - Leads have increased by **20% overall**, 10% of that is since rebrand.
 - The use of our own product Altocloud has assisted with over 60% of our monthly.
- 

Analyse and Optimise KPIs



Measure
Your Way
to Success
**By Using
KPIs**



KPIs we look at

- Sign Ups (Full and Trial);
- Newsletter sign ups and genuine enquiries.
- Visits, Unique visits, Page views, Bounce Rate, Traffic Source.
- Keyword rankings (top 20 keywords)
- Quality of backlinks and recently acquired backlinks.
- Quarterly: Page rank and Domain Authority.



Thank You

Follow Us on @altocloud

Contact me direct: maricka@altocloud.com

