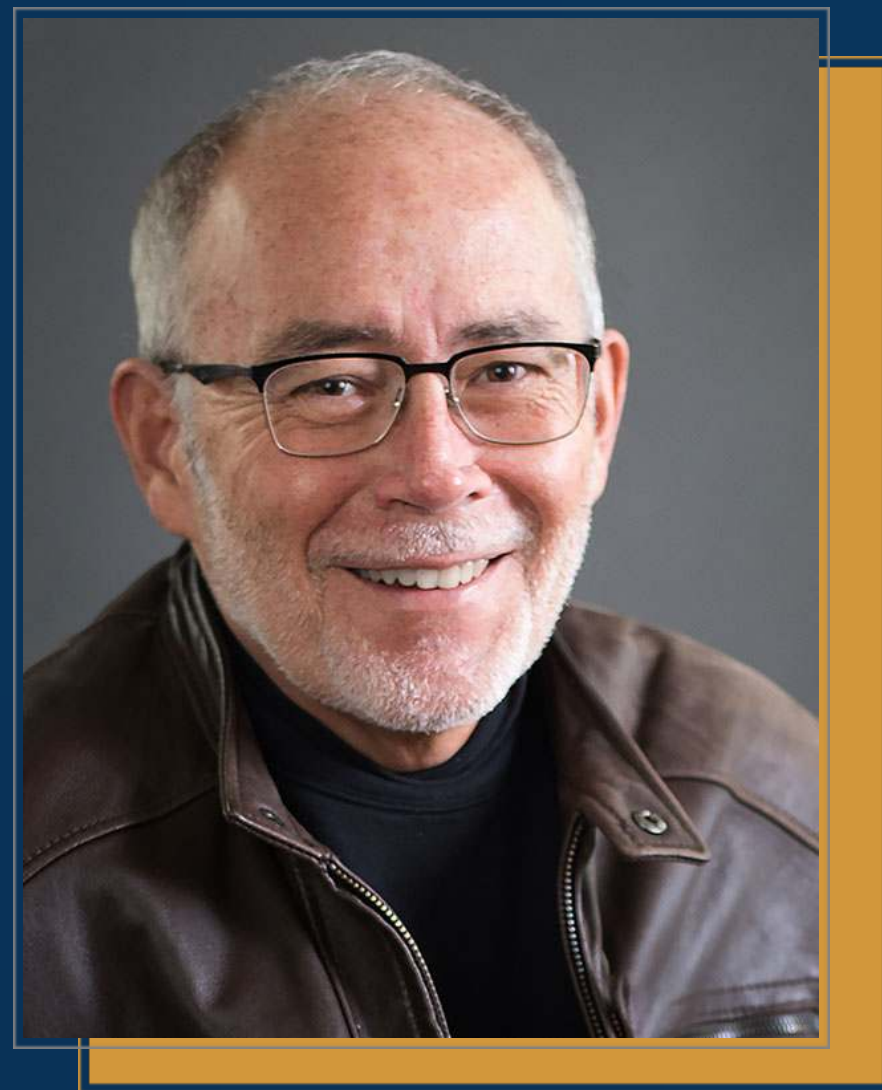


Enhancing the Customer Experience

Through Personalization – *at Scale*



Presented by Kerry Wolfe

kerry@wpwolfepress.com

wpwolfepress.com

[@kerrywolfewp](https://twitter.com/kerrywolfewp)



Bio Stuff



The Home Team



Sophie - Chief Security Officer

- Started building commercial websites in 1995 before there were “Web Designers.”
- Founded Imagenesis Design Works in 2002, building custom websites and providing various other digital design services.
- Began building websites exclusively in WordPress in 2012 and rebranded in 2017 as WP WolfePress, a purely WordPress Design/Development shop.

“In everything we do, we believe everyone deserves to be listened to and treated like a real, Human Person. Thus providing a uniquely REMARKABLE, personalized customer experience.”

What We'll Cover

Why Are We Here Today?

Brief History of Personalization

What is Personalization... Done Right?

Why Should You Care?

How Can You Get Started Today?

How Do We Do This?

How Can Personalization Impact Your Business?

How Can You Sell This?

Why Are We Here Today?



We *feel* like no one really cares about us.

Common Customer Experiences



We *feel* ignored or not listened to.

Common Customer Experiences

We're often treated like a "nameless" entity
instead of a HUMAN PERSON



- A Prospect
- An Email Address
- A Phone Number
- A Demographic

Common Customer Experiences



One Size Does NOT Fit All!

Which Leads Us to Mass Marketing

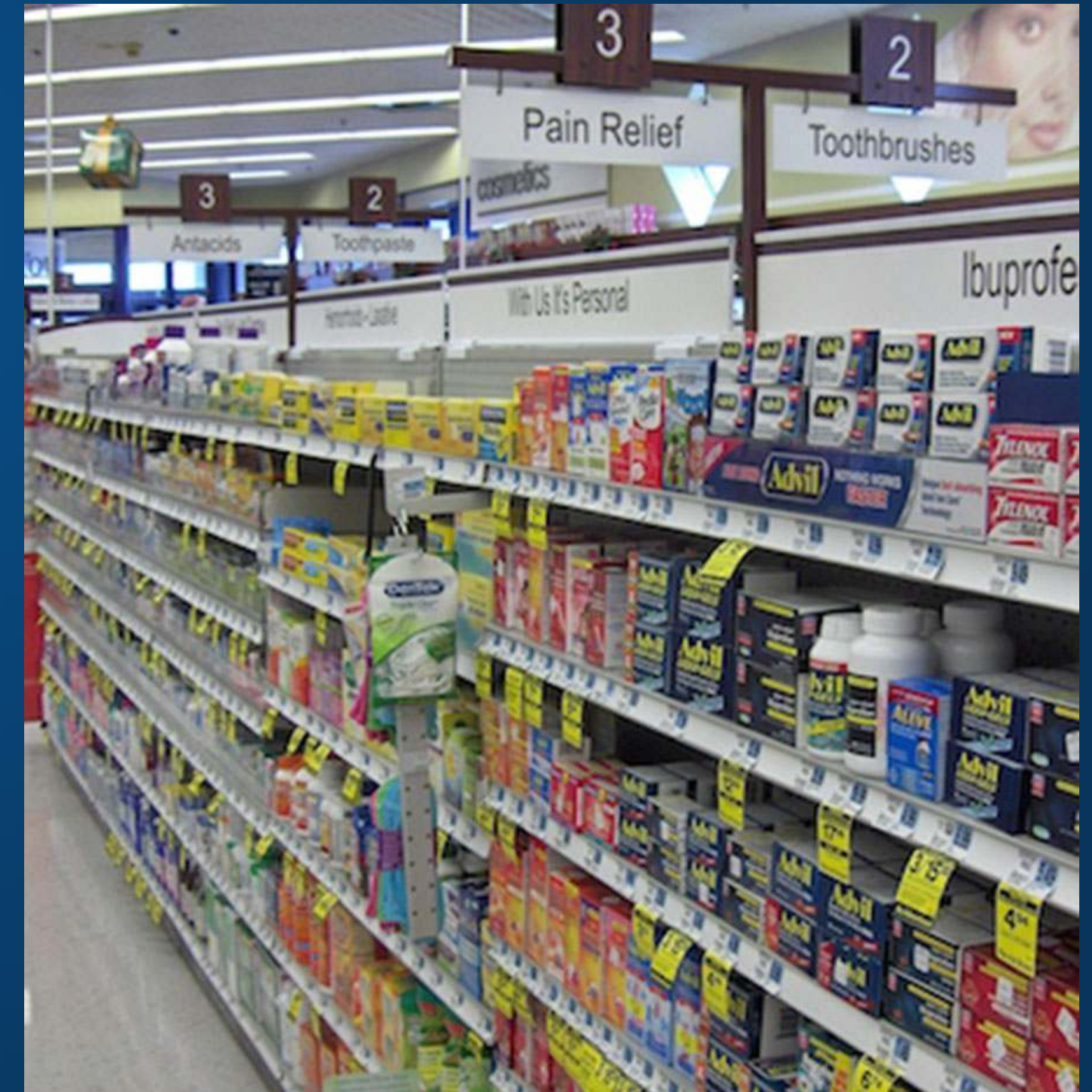
MASS MARKETING:

Average products for average people

Products are designed to be average.

Because if you want to mass market, you better have something the “masses” want to buy... which is average.

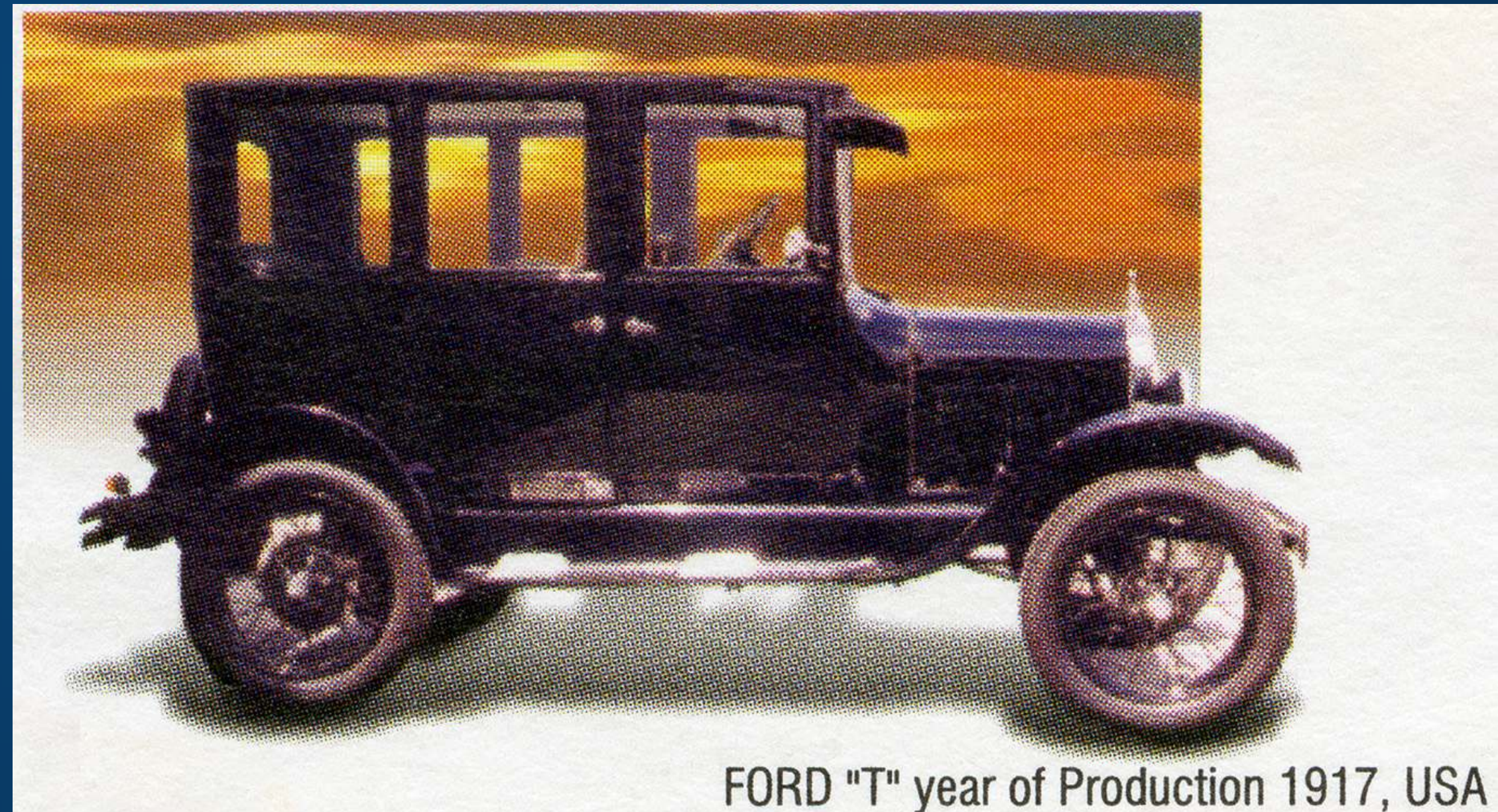
But we don't want to *feel* average.



We have been TRAINED to accept this!

*"Any customer can have a car
painted any color that he wants
so long as it is black."*

Henry Ford - 1909

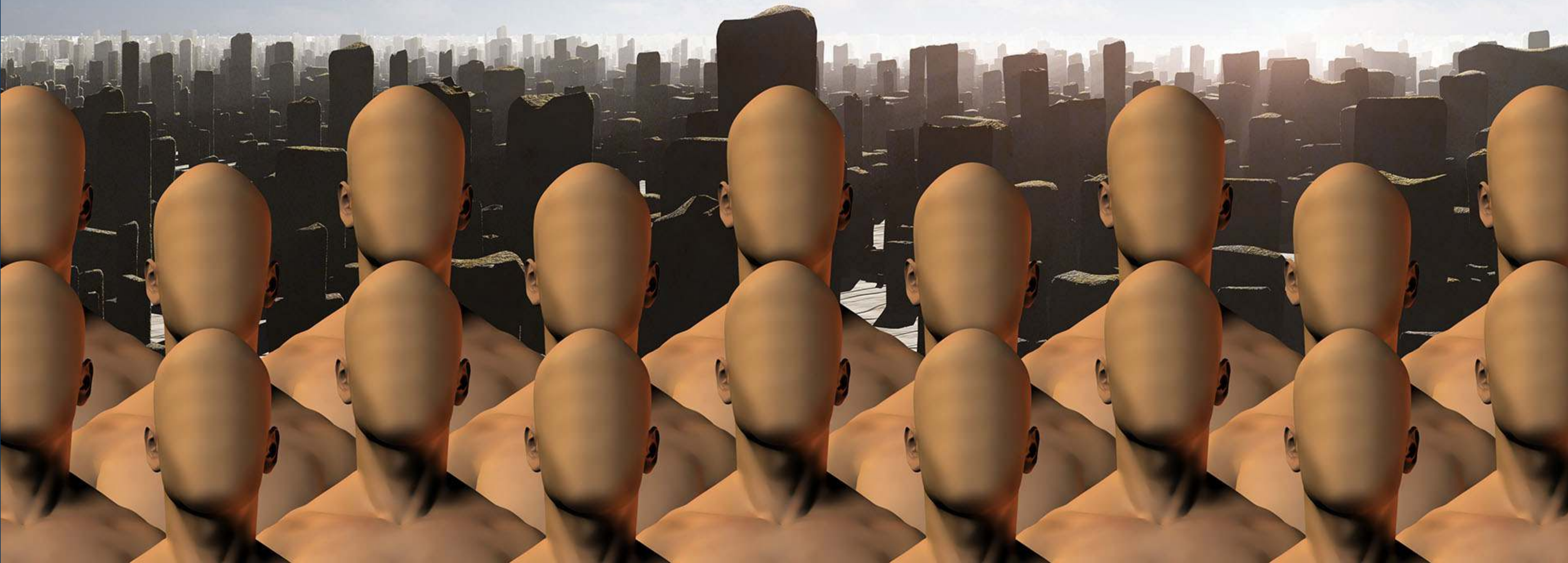


FORD "T" year of Production 1917, USA

If you don't fit in this box we can't help you.

The Thing is...

If you are selling to **EVERYBODY**,
You are selling to **NOBODY!**



It's Time for a CHANGE!

“When it comes to your features and even benefits, one-size-does-not fit-all. Try to find ways to connect what you do/have to what each individual finds personally meaningful.”

- KATHY SIERRA

The Dawn of Personalization



Howard Moskowitz

An American market researcher and psychophysicist. He is best known for the detailed study he made of the types of spaghetti sauce and horizontal segmentation.

*"There a those who like their pasta sauce plain.
There are those that like it chunky.
There are those that like it spicy."*

- Howard Moskowitz

But, anything worth doing... *is worth overdoing!*

Personalization Run Amok!

Since they don't KNOW US or what WE WANT, we are bombarded with an *avalanche of Choice*.



- Oreo Cookies - 121 choices
- Ranch Dressing - 262 choices
- Coca-Cola - 121 Choices
- Keurig K-cups - 137 Choices

Choice

Isn't All It's Cracked Up to Be!

The Paradox of Choice

“Choice has made us not freer but more paralyzed, not happier but more dissatisfied.”

- Psychologist **BARRY SCHWARTZ**

The Paradox of Choice

Produces paralysis rather than liberation

With so many options to choose from, people find it very difficult to choose at all.

Experience dissatisfaction

Even if we overcome the paralysis and make a choice, we end up less satisfied with the result of the choice than we would be if we had fewer options to choose from.

Escalation of expectations

When there are so many choices, *one should be perfect*. When what you get is good or even great, you are disappointed because *you expected perfect*.

What is Personalization Done Right?

1. *Listening* to your customer and having a relevant conversation.
2. *Knowing and responding* to the person, not the email address.
3. **A CHANGE OF MINDSET:** Lead = a “PERSON” with a problem.
4. Developing HUMAN relationships with your customers.
5. Your customers *feeling* well understood.
6. Your customers *feeling* **YOU CARE ABOUT THEM!**

Personalization is a Pathway to REMARKABLE

REMARKABLE:

Surprising and delighting a customer by exceeding their expectations and creating a *positive emotional reaction* that compels them to tell others about their experience.



What's all this talk about feelings?

LIMBIC BRAIN:

- Responsible for all of our feelings like **Trust** and **Loyalty**
- Responsible for all human behavior, all decision making and it has no capacity for language
- Where “gut” decisions come from



How can we LISTEN?

By paying attention to:

- how they found your website... Google search, Facebook ad, link from other sites
- where they landed on your website
- what pages and posts they viewed

By asking questions, on-site or in emails:

- What kind of business do you have?
- What stage are you at in your business?
- How could I best serve you?
- What are the biggest challenges you have in your business today?

Why Should You Care?

71% - Of consumers get frustrated with impersonal shopping experiences.

- segment.com

67% - Of consumers have unsubscribed from lists because email were irrelevant.

- litmus.com

44% - Of customers are likely to become repeat buyers after a **personalized** shopping experience.

- segment.com

Why Should You Care?

Personalization is good for customers:

- Conversations are *more relevant*
- They *feel better understood*
- Creates *more meaningful relationships*
- Creates a REMARKABLE, customer experience



Why Should You Care?



Personalization is good for you:

- Engaged customers: *Listen to what you have to say*
- Earned credibility: *More likely to buy from you*
- Continued nurturing: *They buy again and again*
- Become your evangelists, your “Tribe”

What Personalization is Not

Hi %FIRSTNAME%,

What Personalization is Not

It's not about spying on people... following them around the Internet.

It's not about being creepy.



How Do You Get Started?

Starter Personagraphs

- When it comes to the BENEFITS you offer, **One-Size-Does-NOT-fit-All**.
- We like Personagraphs because they help us put a STORY on top of the sales process.
- Based on your existing clients, or clients you think you might like to attract, build out a couple of Personagraphs to start with.
- If you already have developed your Personagraphs, great! This will help you get a head start on Personalization.

How Do You Get Started?

Starter Personagraphs



Mary Marketer

Marketing

Age

30-40

Status

Just Starting out

Needs

To Build a Client Base

Main Goal

To Quit Her Day Job



Speaker Stan

Professional Speaker

Age

40-50

Status

Growing

Needs

Website to Generate More Leads

Main Goal

Get more speaking gigs

How Do You Get Started?

Tools

Email Service Providers

HubSpot

Infusionsoft

 ConvertKit

 drip

ActiveCampaign >

ONTRAPORT



RightMessage

Secret Sauce

Begin Gathering Data

Anonymous data

- Google Search + pages customers land on (we can *infer* interest)
- Facebook ad clicks (what was the ad promoting?)
- Pages customers navigate to multiple times
- Blog posts customers read
- Responses to Toaster popup surveys/questions

Each action applies a Tag or Custom Field to their record

Tags vs Custom Fields

Tags:

Are things people “Do” | Tend to be binary
(they are either a subscriber or not)

Custom Fields:

Are things people “Are” | When there should only be ONE option at once

Custom Field: {Status}

Could be:

[Lead]

[Warm Lead]

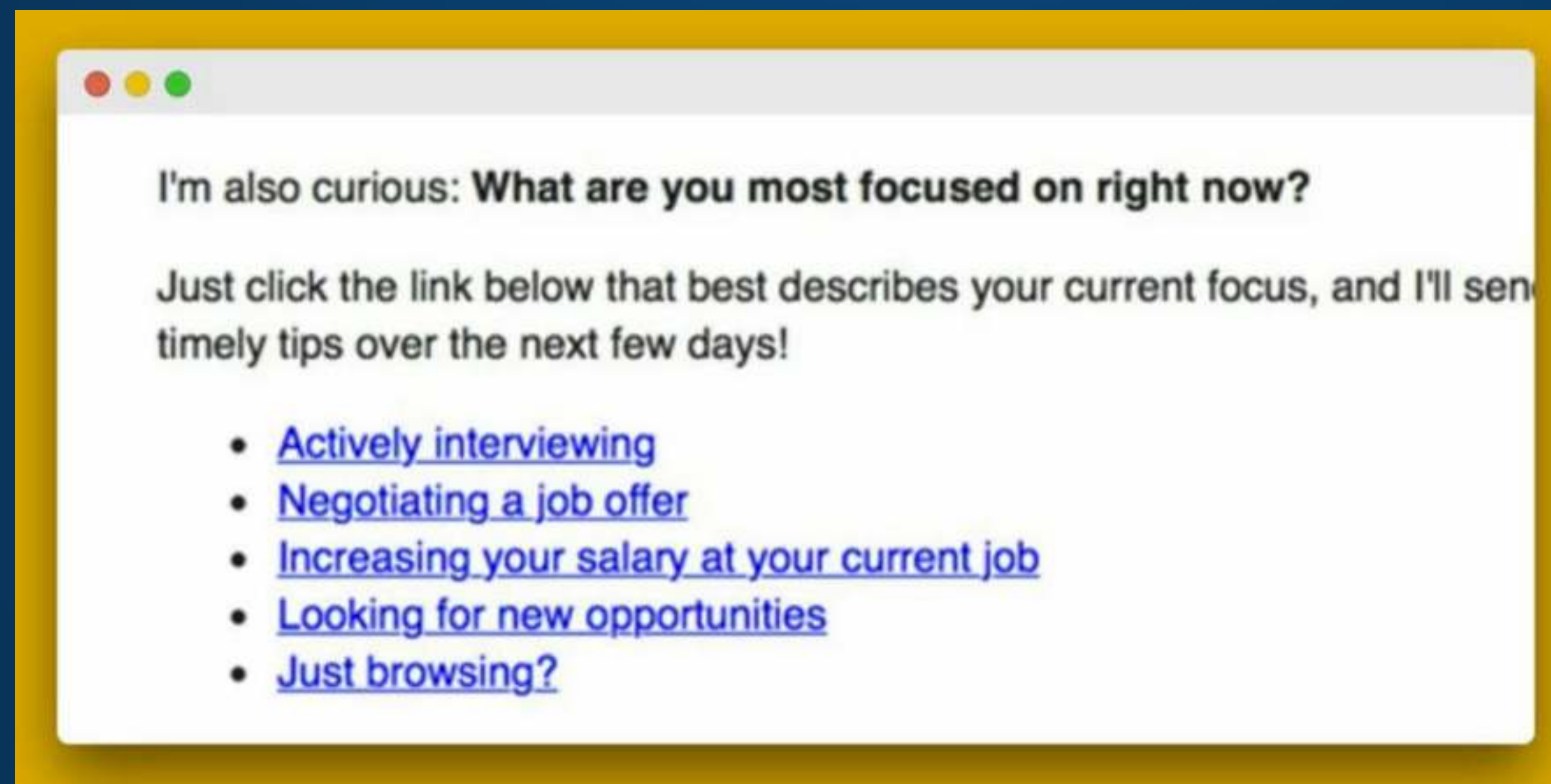
[Customer]

[Former Customer]

Continue Gathering Data

Once they sign up for your lead magnet, your blog post or newsletter email list, you have their email address and **previous behavior can be all tied together on your ESP through cookies.**

Then you can engage with the customer through personalized, relevant emails and gather more data through trigger links.



Continue Gathering Data

And, as they further engage with your website and emails you can continue to develop a very specific personagraph to help further uncover their problems and help you know how you can best help them.

Over time, you can develop a granular picture of what your customers' needs are, and build new products or tweak existing products to their needs.

Types of Personalization

Inline content – Add new sections within a page, creating a seamless experience where visitors don't know any personalization is taking place.

In-page edits – Change, remove, or swap out existing page content.


Customized Homepage – Adapt your homepage to reflect your visitors' readiness and specific needs


Progressively Learned Personagraphs

This is what we're aiming for...


To have a personagraph of everyone on your list that shows WHO they are and WHAT they need.


Roger Professional Speaker
Age 45-55
Status Established
Needs More visitors it Website
Main Goal Get more speaking gigs


Allison Marketer
Age 30-40
Status Growing
Needs More viable leads
Main Goal Close more deals


Mike Life Coach
Age 45-55
Status Stagnant
Needs Energize his business
Main Goal Build long-term client list


No Personalization



WP WolfePress
REMARKABLE WEBSITES


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678.825.2262



Remarkable Websites for REMARKABLE PEOPLE.

Let me show the world just how
REMARKABLE YOU REALLY ARE!




Let me help you grow a profitable, sustainable business through the **revenue-building magic of REMARKABLE, personalized customer experiences.**

- Does your website provide a remarkable, *personalized* customer experience?
- Can your website **react** to the personal needs of each customer?
- Does your website **provide relevant value** that keeps them coming back for more?
- Are customer experiences so remarkable, they want to join your “Tribe”?

If not, I can help. [Contact me today](#) to schedule a free consultation.

– Kerry Wolfe

Personalization for Mike




Mike
Life Coach

Age
45-55

Status
Stagnant


Needs
Engergize his business

Main Goal
Build long-term client list




678.825.2262

ABOUT ▾ WORK SERVICES ▾ BLOG CONTACT [Client Portal](#)



Remarkable Websites for
REMARKABLE PEOPLE.

Let me show the world just how
REMARKABLE YOU REALLY ARE!



Life Coaches...
Let me help you **build a loyal client list** through the **revenue-building magic of REMARKABLE, personalized customer experiences.**

- Does your website provide a remarkable, *personalized* customer experience?
- Can your website **react** to the personal needs of each customer?
- Does your website **provide relevant value** that keeps them coming back for more?
- Are customer experiences so remarkable, **they want YOU to lead them to success?**

If not, I can help. [Contact me today](#) to schedule a free consultation.
– Kerry Wolfe

Personalization for Allison



Allison
Marketer

Age
30-40

Status
Growing

Needs
More viable leads

Main Goal
Close more deals



678.825.2262

ABOUT ▾

WORK

SERVICES ▾

BLOG

CONTACT

Client Portal



Remarkable Websites for
REMARKABLE PEOPLE.

Let me show the world just how
REMARKABLE YOU REALLY ARE!



Online Marketers...

Let me help you **close more deals** through the **revenue-building magic of REMARKABLE, personalized customer experiences.**

- Does your website provide a remarkable, *personalized* customer experience?
- Can your website **react** to the personal needs of each customer?
- Does your website **provide relevant value** that keeps them coming back for more?
- Are customer experiences so remarkable, **they need YOU to manage their marketing?**

If not, I can help. [Contact me today](#) to schedule a free consultation.

– Kerry Wolfe

Personalization for Roger



Roger

Professional Speaker

Age

45-55

Status

Established

Needs

More visitors to Website

Main Goal

Get more speaking gigs



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WORK

SERVICES ▾

BLOG

CONTACT

Client Portal



Remarkable Websites for
REMARKABLE PEOPLE.

Let me show the world just how
REMARKABLE YOU REALLY ARE!



Public Speakers...


Let me help you get more speaking gigs through the revenue-building magic of **REMARKABLE**, personalized customer experiences.

- Does your website provide a remarkable, *personalized* customer experience?
- Can your website **react** to the personal needs of each customer?
- Does your website **provide relevant value** that keeps them coming back for more?
- Are customer experiences so remarkable, they beg you to speak at their event?

If not, I can help. [Contact me today](#) to schedule a free consultation.

– Kerry Wolfe

How Do We Do This?... Let's Segment



WP WolfePress

REMARKABLE WEBSITES

ABOUT

WORK

SERVICES

BLOG

CONTACT

Client Portal

you time to do what you do best. Run your business. Do you already have a WolfePress website and are finding it too difficult or time-consuming to keep it up-to-date? WP WolfePress can help. We do it all the time.

Mobile-Ready Websites


Why does my website need to be Mobile-Ready?

2017 BrightEdge research found that 57% of all online traffic is now on mobile and tablet. BrightEdge also reports that 69% of smartphone users say that they are more likely to buy from companies with mobile websites that easily address their questions or concerns. Now more than ever it's important that websites incorporate Responsive Web Design for mobile devices.

What is Responsive Web Design?

Responsive Web design (RWD) is a Web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors). Ethan Marcotte coined the term responsive web design (RWD) in a May 2010 article in *A List Apart*. Responsive web design provides a vital function in delivering a REMARKABLE customer experience from home, office or on the go via mobile.

Early in 2018 Google began ranking sites not on the desktop version, but on the mobile version of a website. **It has become a Mobile-First world!**



**Denotes Required Fields*

Website Address *

Primary Target Keyword *

Name *

First

Email

CAPT

What industry do you work in?

Retail

IT Services

Finance Services


Legal

Consulting

Consumer Services

Powered by RightMessage

Let's Segment

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ABOUT ▾WORKSERVICES ▾BLOGCONTACTClient Portal

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***Denotes Required Fields**

Website Address *

Primary Target Keyword *

Name *

First Last

Email *

CAPT

What is your role within your company?

Owner


Marketing

Support

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<https://wpwolfepress.com/wordpress-development/#>

Let's Segment



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***Denotes Required Fields**

Website Address *

Primary Target Keyword *

Name *

Email *

CAPT

GET YOUR FREE GUIDE

Powered by RightMessage

Get your FREE Guide to the 5 Steps that are crucial for a REMARKABLE Website Project

Download our free guide to learn the secrets to a REMARKABLE website project, featuring tips that you can implement right away.

GET YOUR FREE GUIDE

Powered by RightMessage

Let's Segment



FREE GUIDE

Learn how to make your next website project truly **REMARKABLE**

Download our free guide to learn the secrets to a **REMARKABLE** website project, featuring tips that you can implement right away.

SEND ME MY FREE GUIDE



A REMARKABLE website project is a collaboration between client and designer

- ✓ Understand why your requirements should focus on your target audience
- ✓ Think about why your website is an investment, not a cost to your business

Let's Segment



The screenshot shows the WolfePress website with a dark blue header. The logo 'WP WolfePress' and the tagline 'REMARKABLE WEBSITES' are in the top left. A white lead capture form is centered over the page content. The form has a title, a short paragraph, two input fields (one with 'Kerry' and one with a placeholder email), a blue 'SEND ME MY FREE GUIDE' button, and a small privacy policy link. In the background, the website's main content is visible, including a 'FREE GUIDE' section on the left and a list of points on the right.

WP WolfePress
REMARKABLE WEBSITES

FREE GUIDE
Learn how to make your next website project truly REMARKABLE

Download our free guide to learn how to make your next website project a REMARKABLE one, starting with this free guide. Unsubscribe with one click at any time.

SEND ME MY FREE GUIDE

We hate SPAM and promise to keep your email address safe. Here's our [privacy policy](#).

A REMARKABLE website project is a collaboration between client and designer

- ✔ Understand why your requirements should focus on your target audience
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Let's Personalize the Landing Page



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5 STEPS TO A
REMARKABLE
WEBSITE PROJECT

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wpwolfepress.com

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Let's Apply the Segments

CAMPAIGN
Customizing...

SEGMENT
Consulting

PERSONALIZATIONS
1 personalizati...

wpwolfepress.com


Need help?

7/8

Publish

https://wpwolfepress.com/5-steps-to-a-remarkable-website-project/

NAVIGATE MODE OFF



WP WolfePress
REMARKABLE WEBSITES


Heading

FREE GUIDE

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SEND ME MY FREE GUIDE



5 STEPS TO A
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WP WolfePress
REMARKABLE WEBSITES
wpwolfepress.com

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- Understand why your requirements should focus on your target audience
- Think about why your website is an investment, not a cost to your business

Let's Apply the Segments

The screenshot displays the WP WolfePress website editor interface. At the top, a navigation bar includes tabs for 'CAMPAIGN' (Customizing...), 'SEGMENT' (Consulting), and 'PERSONALIZATION' (Modify heading). The URL bar shows 'https://wpwolfepress.com/5-steps-to-a-remarkable-website-project/'. The main preview area shows a landing page for 'WP WolfePress REMARKABLE WEBSITES' with a heading 'Learn how to make your next website project truly REMARKABLE' and a subheading 'FREE GUIDE FOR CONSULTANTS'. A sidebar on the right, titled 'Modify heading For: Consulting', contains a text editor with the text 'FREE GUIDE FOR CONSULTANTS' and options for 'Visibility', 'CSS Classes', and 'Additional styles'. Below the preview, a section titled 'A REMARKABLE website project is a collaboration between client and designer' is followed by two bullet points: 'Understand why your requirements should focus on your target audience' and 'Think about why your website is an investment, not a cost to your business'.

CAMPAIGN Customizing... SEGMENT Consulting PERSONALIZATION Modify heading wpwolfepress.com Need help? 7/8 Publish

https://wpwolfepress.com/5-steps-to-a-remarkable-website-project/ NAVIGATE MODE OFF

WP WolfePress
REMARKABLE WEBSITES

FREE GUIDE FOR CONSULTANTS

Learn how to make your next website project truly REMARKABLE

Download our free guide to learn the secrets to a REMARKABLE website project, featuring tips that you can implement right away.

SEND ME MY FREE GUIDE

5 REMARKABLE WEBSITES

Modify heading
For: Consulting

Text

B I U [List Icon] [Link Icon] [Code Icon]

FREE GUIDE FOR CONSULTANTS

Visibility >

CSS Classes >

Additional styles >

Affected pages

Affected elements

WP WolfePress
REMARKABLE WEBSITES
wpwolfepress.com

A REMARKABLE website project is a collaboration between client and designer

- Understand why your requirements should focus on your target audience
- Think about why your website is an investment, not a cost to your business

Let's Apply the Segments

CAMPAIGN

Customizin...

SEGMENT

Owner

PERSONALIZATION

Modify headi...

wpwolfepress.com


Need help?

7/8

Publish

https://wpwolfepress.com/5-steps-to-a-remarkable-website-project/

NAVIGATE MODE OFF




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SEND ME MY FREE GUIDE



5 STEPS TO A **REMARKABLE** WEBSITE PROJECT

WP WolfePress
REMARKABLE WEBSITES
wpwolfepress.com

Heading

A **REMARKABLE** website project is a collaboration between client and designer

✔ Understand why your requirements should focus on your target audience

✔ Think about why your website is an investment, not a cost to your business

Let's Apply the Segments

The screenshot displays the WP WolfePress website editor interface. The top navigation bar includes tabs for 'CAMPAIGN', 'SEGMENT', and 'PERSONALIZATION', with sub-tabs for 'Customizin...', 'Owner', and 'Modify headi...'. The URL bar shows 'https://wpwolfePress.com/5-steps-to-a-remarkable-website-project/'. The main content area features a dark blue header with the 'WP WolfePress REMARKABLE WEBSITES' logo. Below the header, a yellow section contains a 'FREE GUIDE FOR CONSULTANTS' banner and a large heading: 'Learn how to make your next website project truly REMARKABLE'. A subtext invites users to download a free guide, and a prominent orange button reads 'SEND ME MY FREE GUIDE'. A 'Modify heading' sidebar is open on the right, showing a text editor with the heading 'A REMARKABLE website project is a collaboration between business owner and designer'. The sidebar also includes sections for 'Visibility', 'CSS Classes', 'Additional styles', 'Affected pages', and 'Affected elements'. At the bottom, a blue box highlights the heading text, and a list of two bullet points is visible on the right.

FREE GUIDE FOR CONSULTANTS

Learn how to make your next website project truly REMARKABLE

Download our free guide to learn the secrets to a REMARKABLE website project, featuring tips that you can implement right away.

SEND ME MY FREE GUIDE

A REMARKABLE website project is a collaboration between business owner and designer

- Understand why your requirements should focus on your target audience
- Think about why your website is an investment, not a cost to your business

Before Personalization



FREE GUIDE

Learn how to make your next website project truly REMARKABLE

Download our free guide to learn the secrets to a REMARKABLE website project, featuring tips that you can implement right away.

SEND ME MY FREE GUIDE



A REMARKABLE website project is a collaboration between client and designer

A REMARKABLE website project is a collaboration between you and the design agency that you choose to work with. It's a combination of the needs of your business and the skill and expertise of a great

- ✓ Understand why your requirements should focus on your target audience
- ✓ Think about why your website is an investment, not a cost to your business
- ✓ Find out about SMART goals and why these are vital for your project

After Personalization



FREE GUIDE FOR CONSULTANTS

Learn how to make your next website project truly REMARKABLE

Download our free guide to learn the secrets to a REMARKABLE website project, featuring tips that you can implement right away.

SEND ME MY FREE GUIDE



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- ✓ Find out about SMART goals and why these are vital for your project

Data Recorded in ESP

ABOUT KERRY Add Field

General Details Hide Empty Fields ▼

Company

Click to add

Website URL

Click to add

Primary Target Keyword

Click to add

Status

Click to add

What kind of information are you interested in?

Click to add

Industry

Consulting

Role

Owner

Phone

Click to add

Tags

LM Web Design Project

×

Enter tags

Lists

✓ Master List

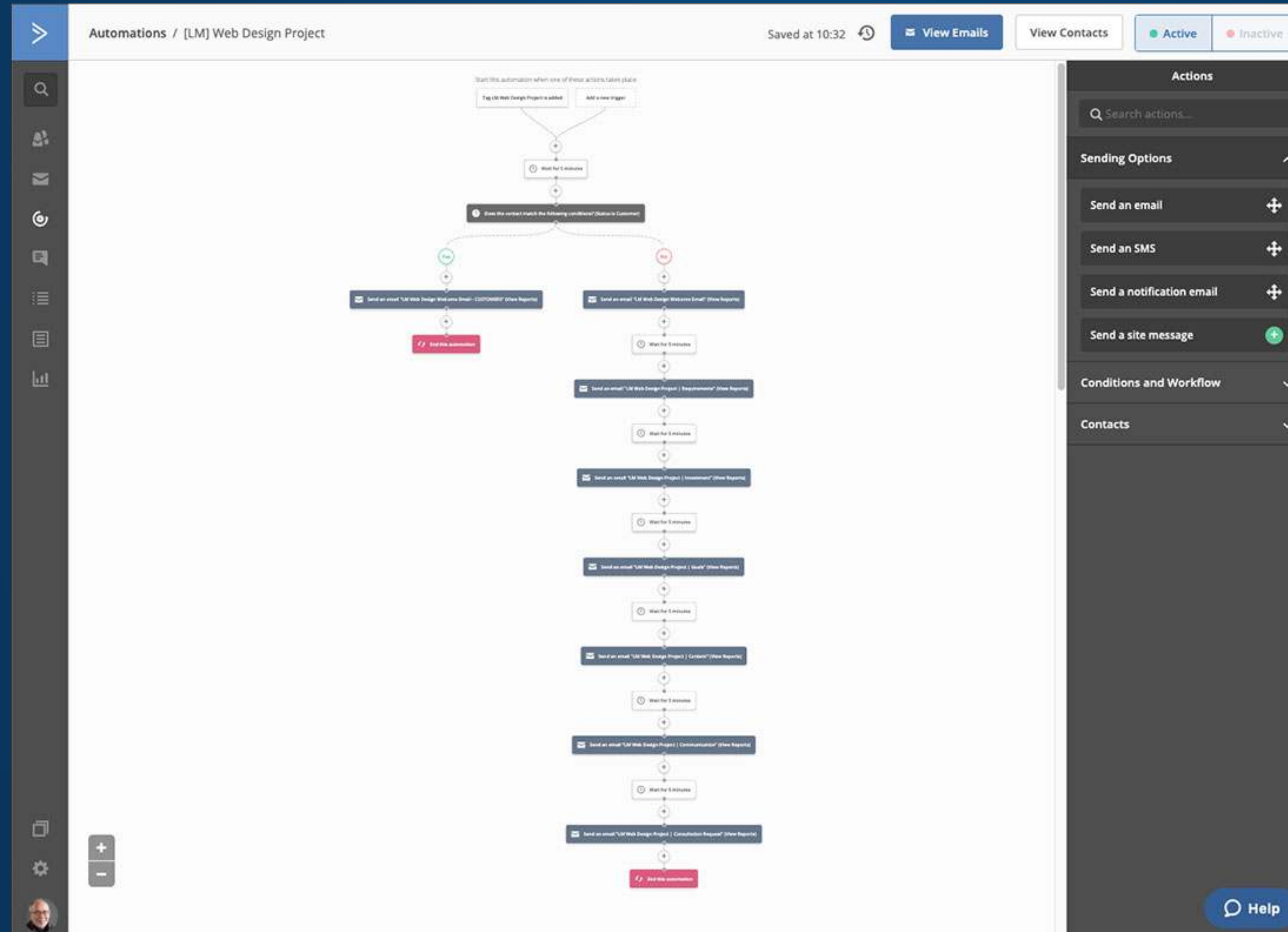
+ Add

Automations

[LM] Web Design Project

+ Add

Automation in ESP



How Can Personalization Impact Your Business?

Case study: Pat Flynn increased sales by 138%



When the Smart Passive Income team put together their **first-ever Cyber Monday campaign**, they knew that people who had already purchased Power Up Podcasting probably wouldn't buy it again.

So they changed what products and promo codes were shown in the emails and landing page based on which tags each person had.

The campaign was a huge success!

Over just two days, the personalized messaging and offers **increased sales by 138%, driving an additional \$104,000 in revenue!**

How Do We Sell This?

The “ROI” Benefit:

1. When customers sell to someone in person, they already profile.
“What do I know about this person? Have they worked with us before? Who Referred them? How are they behaving? What do they drive?”
2. When online, you’re forced to come up with (lowest) common-denominator copy and messaging. This is middle ground between high and low-touch sales.

How Do We Sell This?

The “Future” Benefit:

1. Retailers like Amazon and other Companies are already doing this. And they do it well.
2. This used to require a lot of custom engineering. Now it's achievable via off-the-shelf software (RightMessage)
3. **The Future is Personal.** One-size-fits-all is not enough any longer.

How Do We Sell This?

The “Awareness” Benefit:

1. Now they can do in-source market research. Better understand the WHO and the WHAT of those engaging with them.
3. Pat Flynn has redone his 2019 content plan for Smart Passive income based on data surfaced via RightAsk profiling.
5. By better understanding your audience, you increase loyalty and engagement – and you’re able to make your content more relevant.

Don't Forget the Personal Touch

Never underestimate the power of the human touch, too.

When my first wife was preparing for a big job Interview back in the eighties, she went to Nordstrom's. They assigned her a Personal Shopper who learned more about the job she was applying for, her budget and my wife's personal style.

A week later, the Personal Shopper had picked out some outfits within our budget at no extra charge.

When the Personal Shopper found out she got the job, she sent a congratulatory bouquet of flowers!

When you can surprise and delight your customers in *very personal ways*,
you keep them coming back.



Dare to be
REMARKABLE

Useful Links

Slides for Enhancing the Customer Experience through Personalization

<https://bit.ly/2UWIPQx>

The Personalized Marketing Automation Lifecycle

<https://bit.ly/2GWLLYe>

RightMessage - RightCTA Onboarding with Brennan Dunn

<https://youtu.be/B-f8VG1T2gQ>

RightMessage and GDPR

<https://bit.ly/2IX2Ncp>

TED Talk - Simon Sinek talks about the role of the Limbic brain

<https://bit.ly/2o4MGN1>