



## Psychology plus Technology for On-line Web 2.0 Marketing

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What is the most important element of your website? It's really not even your website at all. It is a part of your psyche. It's your ability to understand your potential customers better than your competition. "People treat us the way we teach them" It is essential to understand this when attracting an audience to an on-line web initiative. Success on the internet today is more about "imagination than application".

The difference in psychology in a Web 2.0 and Social media environment is: Interested verses interesting. You must be interested verses attempting to be interesting. So many companies fall victim to competing with their competitors instead of asking or knowing what their customers are really looking for. With all the different forms of Social Media today, manufactures and service providers can get raw uncorrupted pre-analytical data real time straight from the consumers. This is called C to B – Consumer to Business. Social Networking, blogs, podcasts and wiki's allow the business to see the collective consciences of their customers or constituents in a particular industry or Social vertical. They as consumers build an outward facing profile to display all their interests and adversely their dislikes. This is called psycho-graphics. People today use the internet as a brutally honest real time tool. This bio-demographical information is a collaboration between the business and consumer. The model is called Business to Consumer. Social Media is allowing for a whole new understanding of pre-analytical customer's psychology that smart businesses today are tapping into. This model is called Consumer to Consumer communications. It is easy to monitor groups in a Social Media environment where customers give you user generated profiles and raw real time data about their likes and dislikes. This is also a great way to put tools in the hands of brand evangelists or industry experts that will make your product viral via the web.

On-line real estate is a very different psychology for understanding businesses. In an off-line world, real estate would be based on geography. This would affect price point, decision making, availability, etc. In an on-line world, all of your customers are just one click away from competitive pricing, availability, technical specificity and the gossip about up and coming products and products to look out for. This makes for a very fickle consumer that is totally empowered with decision making and the ability to self-educate for their own user experience. The site must be very targeted with a specific call to action (CTA). Making it easy to understand and buy a product or service, is mission



critical. Sites also should focus on the unique selling point and the value-add of the holistic customer, as it pertains to their lifestyle and customer interests.

You do not need all the glitz and hoopla of Hollywood to make your website a financial success. You do need to understand your potential customer's psychology. How they think and why they think that way.

How useful is it to my potential customer?

One of the biggest errors businesses make in copywriting their website is to tell the world about what they do vs. how they do it and how it benefits their customers. Take a read of your content and ask yourself, "Is this something my customer needs to know and is it written in benefit language?"

Is my content written in web language?

Remember the web is there to provide "quick" answers to people's questions, or solutions to problems. With the vast amount of data to sift through, internet users have become extremely impatient. When writing for your website try to keep it brief and to the point. Don't let your message get lost in long complicated sentences with ten dollar words. Just like this article, bullets are a great tool for quick data gathering.

Is your website up to date?

Outdated promotions, broken hyperlinks, no longer valid information will chase viewers away. It will also very much effect your profile index rating and work against your trafficking from the search engines ranking perspective. This is a common occurrence for all companies from small to medium businesses all the way up to enterprise.

Do I need outside help?

Developing a social media or portal platform with the appropriate language can be a daunting task. And that's after doing the research. Good web content writers can be worth their weight in gold. They make sure your message is precise and simple in a language that is clear to your visitors and motivates them to take action. Developing and establishing a cultural message for your platform is critical.



This is where FastTrack™ can help you achieve your goals. With over 20 years of award winning experience in all disciplines of multi-media and a team of professionals who will make your potential customers visit to your website a memorable experience and one they will want to visit over and over again. FastTrack™ can produce your total targeted and action oriented website.

This is just one of the areas FastTrack™ and its team of experienced internet marketing professionals can assist you in achieving all your internet goals.

At FastTrack™ we have spent years helping small to medium size companies research, develop and implement websites that solve problems for their customers. Our team of researchers, designers, writers, developers and marketers understand the complexities of delivering customer action on your website.

In the ever changing and very fast paced world of the internet it takes more than pretty to achieve end goals, it takes a well developed team that is constantly in touch with your potential customers.

So the next time you think about adding all the pretty flash and “it’s about me” copy to your website, give Bill Ganz at FastTrack™ a call. You will have taken the first step toward a well developed website and financially successful internet presence.

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