



BaseKit
SITEBUILDER

Are you prepared to start selling a sitebuilder? How does the sitebuilder fit into your overall strategy goals? Here's just a few questions you can start asking your team today:

WHAT

1. What's your customer proposition?
2. Does your sales/marketing team understand the product key selling points?
3. What other services or products can you sell alongside the sitebuilder proposition?

WHO

1. Do you segment your customers?
2. Which segments will benefit from this proposition?
3. How will you approach each segment?

BaseKit
SITEBUILDER

WHERE

1. Will the sitebuilder be a core product advertised on your homepage?
2. Will the sitebuilder also have it's only landing page/micro site?
3. Where will a customer find information on the sitebuilder?

HOW

1. How will value be communicated?
2. How will you reach out to existing customers?
3. How will you reach out to new customers?

Product Launch Plan

YOUR EXISTING CUSTOMERS

Introduce your existing customers to your brand new sitebuilding product. Outline the benefits, show your customers what their new websites could look like and build engagement through video marketing.

Here's a few ideas to kick off your plans for communicating the benefits of BaseKit:

- Email campaigns
- Bundles
- Tutorials and webinars
- Videos
- Discounts
- Social media
- Telemarketing
- Blog posts & other shareable content

EMAIL CAMPAIGNS

Sending out email campaigns will most likely be your biggest return on investment and therefore a good place to start when it comes to communicating to your existing customers. Even with a paid-for-service, emails will always give you the option to reach a large audience, deliver your message and convert people in the most cost effective way.

SOCIAL MEDIA

One of the big benefits of social media is that it's free! Make sure you're sending regular tweets and posts across your preferred channel, making sure you post an image or video each time. Adding something relevant and visual to each post can boost retweets and shares by 40%. There are plenty of images and videos to choose from in our marketing pack.

DISCOUNTS

Offering limited one-time only discounts to existing customers is a great way for you to boost retention and customer loyalty. If they are already a customer they're more likely to buy from you than another service. Why not thank them for their custom and offer them the website their business deserves?

BUNDLES

Tried and tested bundles with BaseKit have over a 42% reduced churn rate. Get your customers locked into more services at one time and benefit from increased ARPU.

Why not offer a bundle with everything a small business needs to get started online?

PROMOTIONAL AND TUTORIAL VIDEOS

People are 4 times more likely to watch a video about a product than to read about it.

Show your customers the benefits of the sitebuilder in under 60 seconds. Share the videos via social media or embed them in emails. Use tutorial videos once a customer has signed up to assist them in building their ideal website.

BLOGGING AND SHAREABLE CONTENT

Creating content is a much more long-term marketing solution, but if you have a blog already be sure to make a splash about the new sitebuilding product. Outline the benefits and tell your customers why they need a website. Create opportunities and offer help and support via content.

TELEMARKETING

If you have the resource for telemarketing it can be extremely lucrative for communicating to existing customers. They already know who you are and you're there to offer something to grow their business even further, so they won't mind a quick call to outline those benefits.

YOUR NEW CUSTOMER ACQUISITION

Using some of the above tactics will also help you acquire new customers, but think about expanding your reach a little further. New customers might not be familiar with your brand or service so make sure you give them plenty of reasons to lock into your products.

Here's a few more things you could consider when acquiring new customers :

- Google adwords
- Social PPC
- Email campaigns
- Retargeting
- Events
- PR

GOOGLE ADWORDS

Adwords gives you a lot of flexibility with pay-per-click. Use images, videos and more to attract new customers. Try using long-tailed keywords to get the most out of your campaigns.

SOCIAL PPC

If Adwords is too expensive, or you want to double your reach, social PPC is a great way to kick off your new acquisition plans. These campaigns are very easy to set up and most social channels now offer this extended and tailored outreach approach.

RETARGETING

Social media is a fantastic and most cost effective way to start a retargeting campaign. Again, as with any social media it's really easy to setup and manage. You can completely customise the whole campaign and include attractive ads to boost visibility.

EVENTS AND PR

Does your current strategy include B2C events? If so, why not take along an ipad or mobile phone to show new customers how easy it is to use BaseKit? Get them signed up on the spot. Use press releases and relevant bloggers to increase awareness.

NURTURING SITEBUILDER CUSTOMERS

Adopting nurturing marketing tactics is a critical success factor for any BaseKit reseller. It's important to keep your customers engaged and support them along their sitebuilding journey.

Successful partners consider some of the below activities essential to their marketing plans:

- Drip/nurture email campaigns
- Social Media
- Blog
- Tutorials and Webinars
- Discount / Competition
- Phone and Online Support

DRIP/NURTURE CAMPAIGNS

One of the most effective ways of keeping in touch and regularly reaching out to your sitebuilding customers is through email. It's generally a preferred channel of communication and gives you the option to add images, videos and more to entice your customers to do more with their website. The more they improve their website the more likely they are going to keep locked into your products and services.

BLOG

Writing a blog has many benefits, and providing helpful content about your sitebuilder can be lucrative. Some customers might not be aware of the potential of building their own website, so providing interesting and easy to digest content won't only improve the service you provide, but it will also help with new acquisition.

TUTORIALS AND WEBINARS

Video tutorials and helpful webinars will give your customers visual assistance in getting the most out of their website. Nearly 70% of consumers would prefer to watch an explainer video to solve a product related problem. Videos are now easy to share across a range of different channels, including social media. You could also reuse your webinar recording for email campaigns and further marketing activities.

DISCOUNTS / COMPETITIONS

Offering discounts and running competitions will engage users and build their loyalty towards your brand.

DISCOUNTS / COMPETITIONS

Offering discounts and running competitions will engage users and build their loyalty towards your brand.

All of the above tactics can be supported by our white-labeled marketing materials. Visit basekit.marketing to download promotional videos, images and other useful campaign assets.