



STACEY MATHIS

COPYWRITING

SMART WRITING FOR BETTER BUSINESS

The Web Designer's Solution to Becoming a Market Leader in an Overcrowded Industry

1. The Web Designer's Solution to Becoming a Market Leader in an Overcrowded Industry ReThink Web Design
2. How ever you got here, you've chosen this path – the path of web design.
3. It brought highs and lows.
4. It ebbed and flowed . . .
5. But now, its market is saturated and you're in too deep to reinvent yourself . . . and, quite frankly, you don't really want to.
6. SO NOW WHAT?!?!
7. Think web design has already exhausted all its options?
8. Think again. Web design is always evolving.
9. Because it is dynamic, web designers will be in demand to ensure designs adjust to accommodate both form and function.
10. But, to the average customer, all great web designers look alike.
11. • You all demonstrate an ability to create awesome websites that meet all of the prospect's requirements.
12. • You all have great experience.
13. • You all know you'll be able to deliver exactly what the business owners need.

14. • You all charge a fair price that adequately values your labor and experience.
15. • You all deliver an end product that's up to spec.
16. • Your reviews are all off the chart.
17. But, there's one sure-fire way to stand out, secure your place and hold your own.
18. Choose a niche and burrow REALLY deep!
19. Become a master of that domain – THE master.
20. This makes market leadership possible.
21. Finding a niche where you can harness your passion for web design increases the likelihood of your studio becoming an industry leader.
22. Niche markets bolster you against the invasion of other web designers making it hard for them to effectively compete against you.
23. Targeting the ideal niche market that is best aligned with your web design studio's core strength can have a huge impact on your profitability.
24. When you recognize the needs, nuances and industry-specific requirements of a particular niche customer, your web design competition fades away.
25. When you own your niche field, you own the infrastructure.
26. You own client relationships cemented by trust and loyalty, brand integrity and in-depth industry understanding.
27. Shrewd web designers understand that they can't be all things to all people.
28. Businesses that understand the power of specialization are thriving.
29. Specialization is the most practical way for a web designer to adjust to the ever-changing challenge to keep up with the newest design trends and adapt to new circumstances.
30. Targeting a niche helps you: ► sharpen skills in that particular area ► improve your recognition among clients ► improve client referrals ► boost sales



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31. Narrowing your target market is one proven way to develop better loyalty among key customers.

32. Areas of specialization for innovative designers are endless: ► technological (upgrades/UX/mobile) ► customer care strategies ► focusing on product innovation ► design specialization ► implementation in specified products ► vertical or industry specialization ► organizations

33. The following slides cover ideas and steps web designers can take to become market leaders.

34. Niche: Concierge Physicians Website Design

35. Strategy: Publish articles on [Linkedin](#) covering topics such as: 1. Website lead generation tactics for concierge doctors

36. 2. How to design a patient education content library

37. 3. The future of patient engagement & digital technology

38. 4. Website redesigns: Questions to ask when switching from traditional practice to a concierge practice

39. Niche: Local Bank Website Design

40. Strategy: Write a case study about a previous local bank client that demonstrates your mobile-friendly web design expertise that proves you can help prospects achieve their seamless online banking business objectives.

41. 1. Share your case study at the right times on all of your social media platforms.

42. 2. Promote your case study in your owned content.

43. 3. Display case study prominently on your Home page.

44. 4. Include a link to your case study in your blog posts.



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45. 5. Add a link to your case study in your email signature.
46. 6. Try retargeting ads for visitors to your site so your ad is displayed during their visits to other websites or social media outlets - with a CTA to download your case study.
47. “Although case studies may not generate you the highest number of leads, through A/B testing I found that [integrating case studies within your sales and marketing process](#) can drastically increase your closing ratio.” Neil Patel
48. Niche: Non-Profit Organization Mobile App UI Website Design
49. Strategy: Submit the following types of guest content to non-profit publication blogs and online magazine sites: Image Compliments of IronPaper
50. 1. Write articles on how to raise money from your mobile donors.
51. 2. Craft and promote infographics on launching a successful crowdfunding campaign.
52. 3. Design SlideShare presentations about best practices for creating professional, multilingual event websites, with online (and mobile) ticket sales.
53. 4. Produce a cheat sheet for developing a mobile-optimizing fundraising strategy.
54. Niche: Web designers who build custom responsive websites on Drupal
55. Strategy: Write a series of [blog posts and content](#) with video embedded on topics such as the following:
56. 1. How to Speed up and optimize Drupal
57. 2. Drupal moderation and administration-related tips and tricks: controlling SPAM, cleaning up, purges etc.



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58. 3. Tips for hosting your Drupal site

59. 4. Drupal SEO and traffic-related tips and tricks

60. Hang out with your customers, not your competitors.

61. In other words, if you design websites for debt consolidation/management companies, sponsor (i.e., pay a fee to set up a table at) events like: [Debt Connection Symposium and Expo 2017](#)

62. The ultimate goal and your take-away here is: Make sure you are focused on [being the best](#) at what you do so that you are the ONLY choice for your ideal customer.

63. In the illustrious words of Seth Godin – serial entrepreneur and prolific author: To discuss steps you can take to become a market leader, call us at (800) 862-0361



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