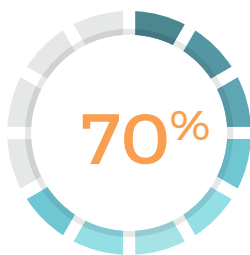




3 Ways to Use Your Website to Proactively Grow Your Software Business





70% of your clients' journey—including research, due diligence and competitive comparison—is complete before they inquire about or proceed with your services.

Source: SiriusDecisions

To say that the software industry is growing rapidly is an understatement, with technological advancements, regular disruption and growing demand for innovative software solutions spelling huge opportunity for software businesses to grow. In fact, the enterprise software market alone is forecast to grow by 6.2% this year (source: Gartner).

This is a “grow fast or die slow” industry and whether you develop, sell or implement software, there’s no question that this ripe market presents a tremendous opportunity for you to gain the competitive edge.

Consider this:

70% of your client's journey—including research, due diligence and competitive comparison—is complete before they inquire about or proceed with your services (source: SiriusDecisions).

Your business now needs to show up at the right time, with the right information, in the digital channels where potential clients are looking for your services. You should be leveraging your online presence as an integral part of your go-to-market strategy, or risk getting left behind by your marketing-smart competitors.

Here are three ways to use your online presence, including your website and relevant distribution channels, to proactively grow your software business...



1 Publish and Distribute Original Content



When done right, content marketing allows you to establish a strong online brand presence, build awareness, drive more relevant visitors to your website, improve your sales lead quality and build long term brand affinity.

Rather than creating content for content's sake (and just adding to the “noise”), your business should be strategic about its content distribution. This means that your content should be valuable, audience-specific, and consistent. Unlike traditional advertising, new marketing prioritizes helping over selling. By publishing useful and insightful content across relevant online channels (i.e. the places that your best prospects are spending their time and looking for the expertise you can provide) you not only increase your business' online visibility, you also cement your reputation as the go-to authority in your industry.

Remember, if you're talking to everyone, you're talking to no one. So, create content for the type of clients you could best serve. For example, consider the technical nature of many software solutions — this is an opportunity for you to produce benefit-led content, offering clear explanations of otherwise complex concepts and helping prospective clients understand their specific options when it comes to selecting or implementing the right software for their needs. This kind of helpful content is extremely valuable to customers who are assessing their options and boosts your business' credibility as an expert in your field.

Considerations:

A well-implemented content strategy works to connect your business with the right prospects — people who are looking for your solutions and are ready to become paying clients. But, to do this successfully, you need a dedicated professional overseeing your content strategy and development, whether in-house or with the support of an agency partner.

2 Position Your Business as a Thought Leader

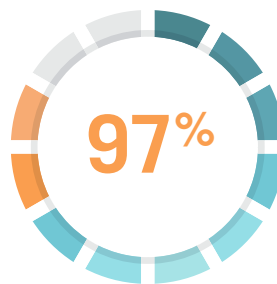


As the software market becomes increasingly crowded, you need to ensure that your business is not only being found first by potential clients, but also remains front-of-mind when the need for your solutions arises in the future.

97% of people research products and services online before making a financial commitment (source: BIA/Kelsey). Research, competitive comparison and due diligence are all now carried out online, so it makes sense to use this to your business' benefit. It's no longer enough to merely be "keeping up" with your competition, you need to be standing out as a thought leader in your industry.

By regularly publishing and sharing thought leadership content that demonstrates your experience and expertise, you establish a strong, authoritative online presence and cement your position as a leader in your field. This means that you're not only the obvious go-to provider, but that your business also remains front-of-mind when the need for your solutions arises in the future.

It's important to note that the creation of original thought leadership content should be a consistent effort (not a one-and-done event!). In fact, this should be treated as part of your business' big-picture growth strategy, allowing you to attract valuable new clients while maintaining strong trust-based relationships with your existing ones.



97% of people research firms online before making a financial commitment... Basic due diligence is now carried out online, so it makes sense to use this to your firm's benefit.

source: BIA/Kelsey

Considerations:

Your website should be a content-rich hub of useful information, including insightful articles, advice, software management guides, demonstrations and the like. Your content can take many forms, but there should always be an emphasis on quality over quantity.

3 Follow-up with Interest on Your Website



Once someone shows interest in your business (by downloading a guide or requesting content from your website, for example) you need to be following up instantly in a personalized and helpful way— after all, this is the time when they're most engaged with you.

Marketing automation processes allow you to do exactly that — nurture new contacts through your sales process, pre-warming them to your services with informative, highly personalized and helpful content so that you can turn them into paying customers more effectively. If you're just starting out, the best way to deliver this content is via email.

When set-up correctly, automated nurturing processes ensure that you maximize the value of any interest generated on your website. In fact, businesses with strong lead nurturing capabilities generate an average 50% more ready-to-buy leads at a 33% lower cost (Source: Forrester Research). Not only that, but automated lead nurturing processes also ensure that you delight your existing customers and earn more repeat business.

These processes also save you time in the sales process. Many businesses waste hours of their valuable time speaking to the wrong people. When set up correctly, your lead nurturing processes should educate your prospective clients on your software solutions and filter out the people who are not “RIGHT FIT” clients. This means that you only spend your time speaking to suitable prospects (i.e. people who are interested and ready to become paying clients).

Considerations:

To get started, you will need a marketing automation platform (like **HubSpot**, **Pardot**, **Marketo** or **Infusionsoft**, to name a few) and an experienced copywriter. The great thing about these processes is that, once in place, they run without your input, consistently generating “right fit” inquiries for your business.

Next Steps...

If you're interested in creating an engaging online presence, standing out as a leader in your industry and growing your software business, the team here at Hudson Fusion can help.

At Hudson Fusion, we not only have over 20 years of experience in developing high performing websites and marketing campaigns, but we've also been developing, marketing and selling our own software for nearly two decades. This means that our team has first-hand understanding of how the software market has evolved and knows what works for businesses like yours.

To find out how we can help your business grow using strategic marketing (including recommendations that you can put into action right away), arrange a no-obligation, one-on-one consultation...

[Request a FREE Marketing Consultation](#)

I'm looking forward to speaking with you!

Cindy Penchina

cindy@hudsonfusion.com

914.762.0900

About Hudson Fusion

Hudson Fusion is an innovative agency at the cutting edge of digital marketing. Our unique, hybrid methodology combines the best of inbound marketing with the best of traditional advertising and PR.

We deliver results-oriented custom plans tailor made to achieve your business goals. Our one-of-a-kind approach is focused on getting to know your business, understanding your market, and doing everything we can to make sure you're moving toward your goals.

From website design to social media strategy to staging trade shows, Hudson Fusion is your dedicated agency partner.

Hudson Fusion LLC
30 State Street
Ossining, NY 10562

hudsonfusion.com

info@hudsonfusion.com

914.762.0900