



Rethink your website

Let's turn it into a multi-lingual member of your sales team

A website should get your business more customers, lead to increased profits and customer lifetime value. **Is yours doing that for you? Read on.**

The first mistake is in viewing your website as a business card. It's not. It's a valued member of your sales team who actively goes out, finds the right customers and nurtures a relationship with them.

There are over 6 billion sites on the web, so, it's not enough just to have a website. It has to search, acquire and convert. Businesses who are online, but don't take it seriously are losing out on easy revenue.

Portuguese firms are lagging behind when it comes to getting the most out of websites. Most sites, even for big brands, have broken links, poor SEO and un-engaging copy in only one language. But worst of all, the customer experience is as if the competition is non-existent.

Studio Koje looks at a wide array of influential factors through different lenses to establish the best pathway for closing sales and building repeat business with your website.

We design content that reverse engineer sales by creating genuine interest and desire that leads directly to conversions.

Starting with a customer avatar exercise, we design your website so that it speaks to their problems and how your product or service obliterates those problems. It's the problems which your products solve that online customers search for, not necessarily your product. And remember, absolutely everyone starts with a web search—be the one they choose.

Would like to know more? Get in touch.

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Think solutions

With web solutions that cover content design, search optimisation, AdWords, data analytics, opt-in offers, irresistible tripwires, newsletters and list-building, eCommerce as well as social media management, **your website truly goes out and does the sales heavy lifting.**

Here's where it gets even better for you. Through the Koje process, your customers not only get to know, like and trust your brand, but we can also tease out new innovative products and services for you which they actually want. More than that, we will help you develop the business case and associated project plans, including funding avenues!

Head to studiokoje.com to learn more.



Key areas

Each project and its focus will be different but the general process is guided by looking at the following criteria:

Customer avatar review

Your customers are vitally important to the puzzle. We step into their shoes and connect with them mentally and emotionally. Then we ask and answer the following questions. What do they need help with? What do they want most as it relates to your business — to save money, time, get a specific result?

What industry insights or resources could you share that would genuinely help them, and make them feel like you're their new best friend? What's a big frustration or huge problem they're having a tough time solving? What language do they respond to? Where do they find information? What do they type into Google search? This underpins all the persuasive sales content on your website.

Research

Research is the heart of developing any innovation. It is vital to research how your competition is approaching the customer and what industry experts in your field are talking about. Are you up to date? Are you adding more value for the customer than your competition? If not, what can you do about it?

Technical

We outline the technical requirements of your website based on what your customers expect, what technologies you should have for data protection, payment gateways for eCommerce stores, encryption, multi-language access, performance and analytics. These are things to improve your sales figures through increased conversions.

Story, copy & graphics

Notice we don't go straight to content. That's because it's deeply rooted in the customer avatar exercise as it relates to your product or service. Average content only articulates what a customer will **have** if they purchase a product or service. Great content speaks to the transformations around how the customer will **feel**. **We can translate to multiple languages that transform your website into a global sales platform.**

Digital marketing

From customer value mapping, traffic targeting and SEO to email marketing with lead magnets, this is the part where we tune your site to find, covert and nurture leads. The goal is to attract cold traffic, get them to opt in and persuade them to buy. [Get in touch.](#)

Some of our work

Moving-on.co



Electromule.bike



Caramulo2030.com

