# DIGITAL CHESHIRE

# Digital Sales Companion

Everything you need to help you navigate your journey to digital sales success.

**Our digital sales companion document covers:**

- Glossary of digital sales terms
- A guide to building a buyer persona
- Recommendations for digital course platforms and tools

# Glossary of Terms

**Customer Segmentation**
Putting clients into groups according to shared common needs

**Buyer persona**
The typical personality and make up of a person that is representative of the segments you have developed

**Organic posting**
Posts on social media that are not paid ads

**SEO**
Search Engine Optimisation – aspects of digital activity that make your website more visible

**POS**
Point of Sale

**CPC**
Cost per click

**PPC**
Pay per click

**CPM**
Cost per 1000 impressions

**CTR**
Click Through Rate

**GMB**
Google My Business

**GMP**
Google Market Place

**Lead Magnet**
Content that takes cold audiences into prospects

**UGC**
User generated content

**CRM**
Customer Relationship Management

# Building a Buyer Persona

Build an online buyer persona by completing the table below for each of your audience groups:

| | |
|---|---|
| **Name and bio – job, family, age and location** | |
| **Goals at work** | |
| **How you can help them reach their goals** | |
| **Challenges they face** | |
| **How you can help them overcome their challenges** | |
| **What they like about your service** | |
| **Their objections** | |
| **Your elevator pitch to them** | |

# Digital Course Platforms

**Our recommendations:**

## Webinars

https://www.goto.com/webinar

https://info.workcast.com/products-webinars

https://www.bigmarker.com/

https://stormz.me/en

https://www.mentimeter.com/

## Live chat

https://www.drift.com/

https://www.olark.com/

https://www.hubspot.com/products/crm/live-chat

https://www.intercom.com/live-chat

https://www.zendesk.co.uk/chat/

https://www.livechat.com/

https://www.userlike.com/en/

## Workshops / e-learning / Courses (creation & platforms)

https://www.digitalchalk.com/ecommerce

https://www.skillshare.com/

https://www.podia.com/

https://www.thinkific.com/

https://www.bigmarker.com/

https://www.learnworlds.com/

www.digital-cheshire.co.uk

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*The Digital Cheshire project is mindful of the COVID infection
fluctuations and if will risk assess all face to face sessions.
Where practical, sessions may be delivered online if the risk of
attending a physical workshops is raised.