

BE HELPFUL

The first principle of driving growth online is to be actually, truly, genuinely helpful. Online users are savvy and know if you're just trying to sell them something. To succeed online, you and your company have to commit at the core to doing everything you can to help others.

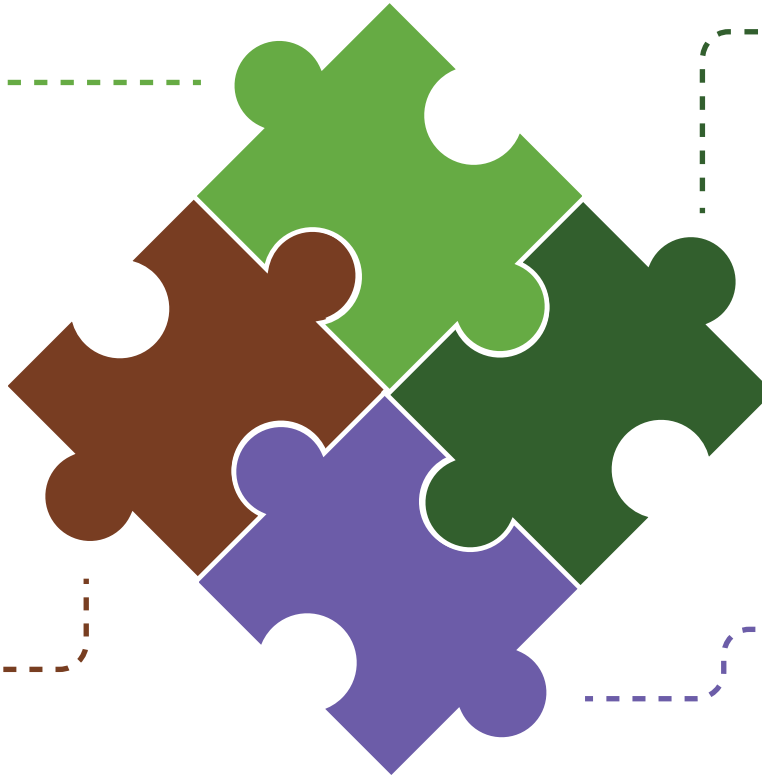
While there have certainly been exceptions to this rule, the overwhelming majority of success stories we've encountered feature companies and leaders who, above everything else, want to be helpful.

INCREASE AWARENESS

The second principle of driving growth online is to increase awareness – not of your company's products and services, but of your helpfulness.

Most companies fail in their efforts to communicate their helpfulness and their ability to solve problems to the world.

When people learn that your company is helpful, magic begins to happen ...



BUILD TRUST

The third principle of driving growth online is to build trust. As your prospects become aware of your company, and begin to see social proof reinforcing your helpfulness, they start to trust you.

Trust has a gigantic impact on marketing success. After awareness, it is the most important thing.

If they don't trust you, they won't buy your stuff and that's tricky because trust is earned, not manufactured.

MOTIVATE ACTION

Over time, Internet users have developed a strong preference for gathering information and answering their own questions. They only speak with a salesperson as a last resort, or once they're ready to buy.

The fourth principle of driving growth online is using information to motivate action once trust is established and prospects have decided they are ready to engage.