



Clover Marketing Manifesto

Most new businesses start with a lot of baggage. Unfortunately, this baggage tends to dictate how customers are treated. Whether there are investors who want to make their money back, or there's an outstanding debt from a bank- this pressure can lead a company to try to force a "quick sale" without ever asking the question, "Is this right for the customer?". Clover was started without any investors or loans. It was started to truly help people. We never expected it to take off, so there was never any weird pressure placed on it to shape our culture. This allowed us to create a marketing approach that we wanted- with a foundation of love and care.

We have created a culture and marketing approach based on 4 main principles: Being Friendly, Being Smart, Being Intuitive, and Being Caring. The rest of this document will guide you through each of these principles that we want you to follow when presenting Clover.

Intro: Why Do We Care?

Why do we care so much about how you present Clover? I mean, really. If you sell websites for us, you get paid, we get paid, people get an awesome tool... Why should Clover care about the process? There are car companies across the US who make a killing (or at least used to make a killing) every day by making people believe they “need” the leather seats, or “need” a brand new model with a sunroof instead of last year’s model that didn’t have one. The car companies get paid, the salesman gets commission, the consumer gets a brand new car (that they can hopefully afford). What’s wrong with that? Well, we think everything is wrong with that. To sell someone a high-priced item that they don’t need simply to make a buck is both selfish and wrong. There is no real concern or care shown for the consumer, and we believe in treating others as we want to be treated. We believe this must be exemplified in our customer care.

When you are selling a Clover website, you are selling much more than a product. You are not only selling them a solution that will save them tens of thousands of dollars of wasted and frustrated money, but you are inviting them to be a part of a community of people that genuinely care for them and their organization. We’ve stated this before, but Clover was started because the web solutions out there that are available either look horrible, require a programmer to manage, or are affordable only for the elite. We created Clover out of necessity. We really believe this tool is the best solution for most people.

We care about how you present us because we want people to not only associate Clover with a great web solution, but also with a caring community. This can only happen when we are all on the same page when showing off the product. If we all have the same priorities in mind when sharing Clover, we present a unified message to the consumer.

Principle 1: Being Friendly

What are their core needs?

We are all on the same side. Whether you are an artist, have a small business, are a mom of 3, or you're in high school, you share the same goal of trying to get your message out. With that same goal in mind, we have to have the mindset of "equipping" rather than "selling". When sharing Clover with someone, it's absolutely essential that the first subject on the table is "What do you need in your presence on the web?". If we don't ask questions, we won't have the right answers. So be a true friend to them and make sure Clover can best help them accomplish their goals. One of the first steps in the process might be helping them identify their goals. That's great- that's what a friend would do.

Kill the agenda.

Friends don't have agendas when talking to other friends. If your primary goal is to equip people, you are a partner rather than a pusher. It's amazing how quickly people see through people who are talking to them with selfish motives. Having an agenda when talking to people creates a foundation of mistrust and paranoia. Really partnering with someone builds a foundation of trust that will create friendships that will outlast Clover.

Take a cue from YouTube

The world has been changed by the 5 minute video. Think about how different YouTube would be if they only allowed 10 or 20 minute videos... They would probably have a tenth of the viewership. We just don't have that long of an attention span. When presenting Clover, start by solving the core needs of the individual, and do it quick. Don't have a "spiel". If you can solve their problems through Clover *without* going into all the amazing things Clover has to offer, everything else is icing on the cake. Shoot for under 5 minutes. Also, if you ever notice "glazing over", ask questions. The worst thing for both of you is to talk with no one listening. Sometimes people just don't get it, and that's OK. They might just not be ready to get it.

It's OK to say "No".

We really believe that Clover is best for most people. That being said, there are times when after hearing what a person's core needs on the web are, we have said "No, we don't do that." The amazing thing is that most times they have still purchased a site. Honesty that can say "no" will only produce trust. Most people will trade trust over features any day.

Principle 2: Being Smart

Created intelligently for real people.

Clover was created completely for regular people, not programmers. It was not created with the intention of taking over the world. By narrowing down the reach of Clover to a basic web presence anyone can manage, we are able to provide the best product we possibly can. When showing off Clover to people, be confident in that. It was created specifically with their needs in mind. Sometimes people need help in clarifying what their core needs are and how to accomplish them. But the ability to help them distinguish what their core needs are requires you to be smart. You need to be able to think through their unique needs.

Clover is all beauty and all brains.

There were 2 areas we focused on when designing Clover. We wanted to make sure Clover was a web solution for people that was elegant and beautiful, coupled with the most intuitive content management system ever. Even after hitting both these marks with our initial designs of Clover, we went way beyond those goals. Clover has introduced to the world the ability to have a beautiful Flash website, combined with ideal search engine optimization as well as an unequalled mobile version. We have gone over and above, pushing technology further than it's gone before-- for real people. When representing Clover, have confidence that we are on the forefront of design and programming, and that our customers are taken care of.

It's all about value.

We will never get into a bidding war over a prospective customer. If price point is everything, and our price tag is over their budget, Clover is not the right call for them. We focus on VALUE. With Clover, you are getting a \$20,000 website for 1/20th the price. Really- we didn't just make that number up. As a custom web company prior to Clover, developing a fully Flash website (with an HTML front to search engines) with a super easy and intuitive back end content management system made for non-techie people, we would have easily charged \$20K. Probably closer to \$25-\$30K. So don't argue about price- you probably won't win. But we always make sure customers understand what they are getting for their money. We guarantee it will destroy any other web solution out there.

Principle 3: Being Intuitive

Made for people, not programmers.

Gone are the days where you have to know code to move about on the internet. Technology is officially good enough to where you don't need to be a programmer to design a website. Clover was designed for a 65 year-old, non tech-savvy administrative assistant (really-- her name is Sandy). A real, living, breathing person. So with that being said, talk to prospective customers like people, not programmers. Typically techie talk only isolates people into thinking they are not as smart as the "expert" (which unfortunately is the goal most times). The most intuitive way of approaching a future customer is as a friend-- not someone you are trying to impress with your knowledge. This will develop a long-lasting relationship cultivated in honesty and trust.

Get them to demo.

Most web solutions out there don't allow a prospective customer to demo their product without a sales rep from their team walking them through the process. This allows the sales rep to "show how easy everything is" under completely controlled circumstances. Unfortunately, once you purchase the site, the sales rep is no longer there to help you create your site. Our biggest sales tool with Clover is to point people to the demo portion of our website to try everything out for themselves, and experience exactly what it will be like to create their own site. We've even redesigned Cloversites.com to push people through the demo because we are absolutely confident that The Greenhouse is the most intuitive CMS ever invented, and that there is no need for someone to walk people through designing a site. So encourage them to demo... We'll do the rest!

Cloversites.com is designed intuitively.

When all else fails, point prospective clients to Cloversites.com. We were recently at a conference where we were the "opening party" sponsor. We weren't exactly sure what that meant, except that we were giving stuff away and throwing a big party-- which we're pretty into. When talking to the party host he asked the question, "What to you want me to say about Clover?". We told him that all we wanted him to say was "cloversites.com" 10,000 times through the course of the night. Our team has put a TON of time and money into developing our website to really walk people through the Clover experience, and are confident that a prospective customer will get a great picture of Clover by just checking out our site. So, point them to Cloversites.com. Cloversites.com. Cloversites.com. Clover...

Principle 4: Being Caring

Treat others as you want to be treated.

At the end of the day, this is what our lives boil down to. Websites don't really matter, companies don't matter, and money for sure doesn't matter. What matters is how we treat others. At Clover, caring for people is the foundation of everything we do. Caring for others as ourselves is something very practical we can do when talking about Clover. Listening and not having an agenda is foundational in really caring for your "client". When all is said and done, what matters is that you've treated them as you would want to be treated-- as another human being. Everything else tends to fall into place.

Equip people.

Clover's goal is to equip people to do the work they're called to do. Although we believe that we are the best solution for the majority of people out there, there are times when people think otherwise. Although we might essentially disagree, our primary concern is that they are taken care of. If there is better solution for a company out there that helps them accomplish their goals, we are all for it... And you should be too. This does not mean that there haven't been times when we have told prospective customers to really think through their needs and repercussions for not going with us-- but the warning is always founded in the desire to truly take care of them. Allow this to be your primary concern too.

The word "love" is in the middle of Clover.

Super cheesy, I know. I kinda wrote that as a joke...

But the truth of it is that as a company, our goal is to genuinely love and care for every individual and organization we come into contact with. Whether it be an entrepreneur, an artist, or competitor-- our goal is to treat them lovingly. We make sure all of our client relations team genuinely cares for our customers. That's what it's about it-- really caring for people. We hope that you do the same when representing us. Not just because we want you to represent us right for branding purpose, but because you genuinely want to equip people.



Final Thoughts

Our goal with this document is not to overwhelm you, but encourage you. When we “treat others as we want to be treated”, we can’t help but have a genuine concern for people and their organizations. So don’t worry about having all the right answers to all the questions-- our client relation folks on staff have no problem saying “I don’t know, let me check!”. Just worry about caring for people and really wanting to meet their needs. The rest will work itself out.

As always, if you have any questions about anything in this document (or Clover for that matter), please give us a call at 805-527-8900 or email us at friends@cloversites.com. Thanks again for repping us!