

## MARCHANI MARKETING & PROMOTION, LLC

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# MARCHANI MARKETING TIPS FOR WEB CONVERSIONS

Obtaining work off of the web is like putting together a puzzle. There are many pieces that need to fit together to complete the big picture. Some companies create a website under the misguided belief that somehow the website itself will bring in customers. If the website is not showing up on search engines, either through good SEO or sponsored advertisements, the chances are slim that potential customers will ever find your website. However, even if you are getting great placement on search engines, your website itself needs to give people a reason to call. If they do call, are you able to convert that call into a paying client? In these tough economic times, most businesses cannot afford to waste any of their marketing dollars because of lost customers. These tips are designed to help business owners identify areas that can be improved in order to increase the conversion rate of web consumers.

## 1. USER FRIENDLY WEBSITE

We are in an information-driven age in which consumers can shop around for services, products, options, and prices very easily on the web. Web shoppers can have short attention spans. Many will scan a website for the information they are seeking and bounce out rather quickly if the site does not provide answers to their needs. In order to capture these web shoppers, it is important that your website be very user friendly and appeal to your target market. Your website should:

- ◆ **Be Clear and to the Point**
- ◆ **Have Easy to Use Menu Options & Guides**
- ◆ **Contain Pricing Information if Appropriate for Your Industry (or if price is your competitive advantage)**
- ◆ **Have a Special Offer for Online Consumers**
- ◆ **Have Graphics Relevant to the Service / Product and Be Designed to Appeal to the Target Consumer**
- ◆ **Highlight Your Competitive Advantage (why your company is better) Prominently Placed on the Pages of the Website**

## 2. ANSWER THE PHONE

Customers can be impatient and may not want to leave a message. **If you do not answer the phone, there is a good chance that customer may not call back.** Answer the phone promptly and professionally. **State the name of your company clearly** along with a greeting. For example: "This is Ben with Minnesota SetBox. How can I help you?" Or "Minnesota SetBox...This is Ben. How can I help you?" Find a greeting that you are comfortable with, but do not just answer the phone with "Hello".

## 3. PROFESSIONAL PHONE MESSAGE

If there is not a person available to answer the phone, the only thing left to represent your company is the message on your system. What does your message say about your company? The message should be **spoken clearly** and provide your **company's basic information**. If you do not have a good recordable voice, ask someone else to record the message for you. Ask a few people to listen to your message and provide feedback on if they clearly understood the message and how you could improve it.

## 4. CHECK MESSAGES FREQUENTLY

If you use an email address or phone number on your website, get in the habit of checking it for messages frequently. Answer messages promptly or you are going to lose customers to your competitors.

## 5. PROPER PHONE ETIQUETTE

Speak clearly and use proper English. Terminology that may not offend your friends could turn off a potential customer. Try to be upbeat in the conversation in order to convey your enthusiasm to provide them service and show courtesy by thanking them for the call. You need to sound confident, competent, and respectful. If you use customer service representatives, monitor how they handle incoming phone calls to make sure you are not losing customers to an employee that is rude or not up to par.

## 6. CLOSE THE DEAL

What is closing the deal? The objective is to turn the call into a future action. That may be scheduling a time for an estimate or setting a date to provide the actual service. Set Goals for yourself. When you get a call, do not just answer the person's question and let the phone call end. There is a good chance you could lose that customer. Go for the close. For example, you can say "I can have one of our consultants at your home on Monday. Does that work for you?"

## 7. MAXIMIZE WEBSITE MARKETING RETURN

Use your website to set up a referral program or use special offers that bundle the services / products that you provide.