



# How to turn cold website visitors into hot paying customers

Stop allowing visitors to vanish without a trace

## Table of contents

Executive summary .....	2
The Problem.....	2
What are visitors looking for? .....	2
Make a difference .....	3
Establishing trust via auto-responders .....	3
Stay at the front of your prospects mind.....	4
Conclusion .....	4
eMailCampaigner .....	5



## Executive summary

Most companies dedicate time and money to developing their website in a bid to create new business.

Why then do the vast majority of websites fail to deliver new business on a regular basis? And why do the majority of website visitors disappear without a trace?

Luckily often the problem is simple and we have prepared the following white paper to give you insight into how simple tactics can ensure your website is delivering leads on a consistent basis and helping you to ultimately turn those leads into customers.

## 1 The Problem

There are no definitive stats, but reports suggest that on average 95% of visitors to a website disappear without trace.

This is a staggering percentage but ultimately one that is likely to remain as businesses neglect the most fundamental strategies when developing their website.

One of the main problems is that businesses are increasing their online marketing spend to drive traffic to their website with the expectation that this alone will increase leads. The problem is that it's not that simple. The extra visitors turn up at your website - but it's *when* they arrive at the site that the process is failing.

It's time to ask yourself a tough question. When a visitor arrives at your site is what you're showing them cutting the mustard? Currently there are four hundred million active websites on the Internet and if you don't make your site stand out you're likely to drown in an ocean of indifference.

But it doesn't have to be this way. Let's look at some simple tactics to make sure this doesn't happen to you.

## 2 What are visitors looking for?

Many websites are generating a sensible amount of unique visitors each week, however, incoming enquiries are often quite low.

**Ask yourself:** *Why are visitors coming to the site and then leaving without getting in touch?*

Often visitors to a website are researching and may not be looking to make a purchase or an enquiry at that very moment. If they are first time visitors to your website there is no trust established as yet. The key at this stage is to offer the visitors a way of starting a relationship with your organisation and begin to build trust.

Using a simple signup form is a great way of giving visitors the opportunity to hear from you at regular intervals via email. It is also a great way of allowing your organisation to find out who is visiting your website.

To receive up to date information on the latest stock arrivals please complete the form below:

Name

Email address

//Sign Up Now

Of course, you aren't restricted to just a simple one off sign up form (although a very good start). You can add additional sign up forms to different pages. This allows you to track which pages visitors decide to leave their details. For example, if you offer 3 different services and each service has its own dedicated page on your website, then use 3 different sign up forms. That way, you can send your subscribers targeted emails about the service they are interested in.



This personalisation is much more likely to establish credibility in the eyes of the website visitor and will begin to establish the trust that you need to win in order to turn the visitor into a paying customer.

When including a data capture form on your website it is important to explain that by leaving their details visitors will have access to exclusive content and/or breaking news updates on a regular basis. This helps to make your prospects feel special and mean they are more likely to part with their details. Remember at the start of the relationship, it's all about what you can do for them – not the other way round.

### √ Important!

At this stage the best tactic is to only ask for a name and email address. Asking for too much too soon may put the visitor off.

## 3 Make a difference

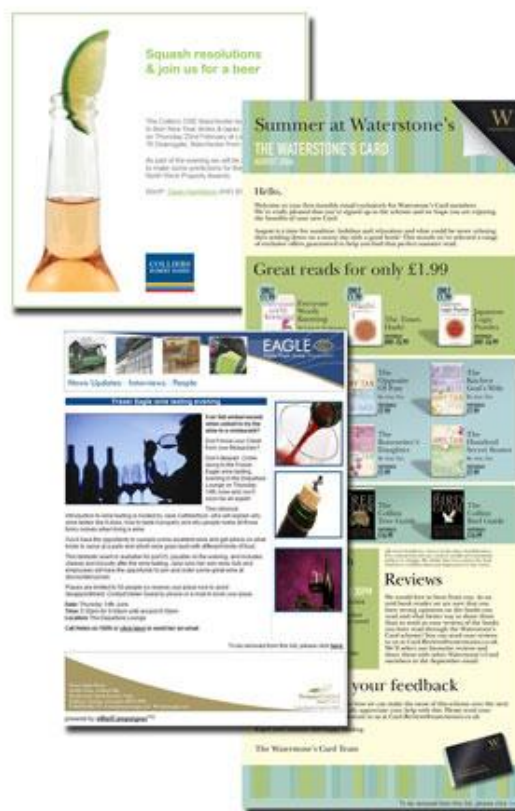
As we mentioned earlier there are millions of webs pages competing against yours for your prospect's attention. Take a second to review your site. Does it have weak copy laced with passé statement like "We're committed to excellence." and "Customer service is our top priority.?" We'll here's the thing – that's the same as everyone else! Another trap that we all fall in to from time to time is talking about all the features of our product or service but again – that's not what engages people or makes them want to buy.

Your site needs to identify and communicate with pin point accuracy **the problem your business solves** and state this clearly to the visitor at the top your home page. It also needs to give the user something other to do than take you up on your primary goal. Of course we want them to get in touch with you and buy - but what about a little romance first? Here are a few ideas:

- a. Give them a decent white paper to download with valuable information – and don't make them jump through too many hoops to get at it. A registration form that

looks like a mortgage application isn't going to work these days.

- b. How about letting them get to know you a bit by reading your company blog? It allows them to understand a bit more about how you feel about the problem your company solves and sets you up as a thought leader in your field.
- c. Let them read a case study about how you solved the problem for someone else. This gives you credibility as someone who has actually done it before and you benefit from the association with another company - again helping to build trust.



## 4 Establishing trust via auto-responders

If you want to gain immediate credibility, then instant auto-responders delivered by email are a perfect route to take. This allows you to send an email immediately upon a visitor signing up via the form on your website.



As the name suggests auto-responders allow organisations to set up automatic emails to be sent to recipients who request them (usually via a web form). There is an option to send either a single email or a series of emails over a period of days or weeks.

Sending an auto-responder with high quality relevant information is a great way to establish instant trust and credibility. You can also use them to funnel your prospects further up your sales path starting with soft offers and then moving to stronger calls to action as the relationship develops – all 100% automated.

**To find out more about auto-responders, read our White Paper: [Winning Business with Auto-Responders](#)**

**5 Stay at the front of your prospects mind**  
As important it is to keep your initial promise, even more important is to maintain that promise over time. If we remember why a visitor is likely to leave their details on your website it is because they have an interest in the problem your company solves but may not be ready to make an enquiry or buy your product or service at that time.

What we do know however, is that they do have an interest in what your organisation provides, proven by the fact they were happy to leave you their details to keep in touch. This means that they are likely to buy at some point and when that time comes along it is important to ensure you are at the forefront of their thoughts.

**This is where consistency is key.** Email marketing is a time and cost effective way of keeping in touch with prospects on a regular basis. If you fail to follow up on your original email or auto-responder then it is likely that with all of the competition your prospect will forget about you. However, as long as you are sending good content which is relevant to each prospect then you will be remembered when it comes to making a purchase.

### √ Quick Tip!

Don't overload your new prospect with too much information too quickly. Make sure you send your emails regularly enough to stay within your prospects thoughts, but not too regular that it becomes annoying. A good starting point is to send something out every three to four weeks.

### Conclusion

The tactics outlined above will help you in your quest to turn unknown website visitors into paying customers.

Be sure to plan this type of project with colleagues beforehand. The key stages to remember are;

1. Make your website unique.
2. Clearly identify the problem you solve
3. Give your visitors something else to do than follow your primary goal
4. Data capture – start to find out who is actually visiting your website
5. Find out what visitors are interested in
6. Establish trust and credibility
7. Keep your promises and make sure they receive the information requested
8. Be consistent – don't be forgotten about





## eMailCampaigner

We are expert in helping organisations to;

- Generate more sales
- Retain customers longer and increase yield
- Generate new revenue streams

Just some of the great brands that trust us to achieve their marketing objectives:



Call us on **0870 770 4990** to find out how we can help you meet your business objectives or visit [www.eMailCampaigner.com](http://www.eMailCampaigner.com) to find out more today or contact

### eMailCampaigner.com

A product from Doctor Net Limited  
Pleer House, 1 Fennel Street  
Manchester, M4 3DU  
T: 0870 770 4990  
F: 0870 770 4991