



Creating the opportunity for sales

Increasing sales and growing a business in tough times requires good, effective marketing. With so much technology about and everyone under the sun wanting to sell you a website or a high ranking on Google, it's easy to forget the customer in all the hallaballoo.

When some companies market themselves, they worry more about meeting Google's needs than their customer's. While it's crucial the website gets found, if visitors arriving on your web pages don't see immediately what they're after, then you're history. The lead generated won't convert into sales.

Getting a sale requires more than just finding them but how do you convince an online visitor to buy?

People coming to your website are motivated to take some form of action but that doesn't mean they'll definitely buy from you. Online people are very picky. They decide to buy for emotional reasons but reach that decision through pragmatic assessment of the benefits they think they're going to get.

So it's imperative your landing page has a strong value proposition (telling them clearly what they will get) supported by incentives (one or more) that reduce their anxiety and perception of risk.

Marketing online is about using the tools appropriate to your situation. Getting sales on line can be straight forward and quicker once you focus on your customers' buying behaviours and reflect this in your website content and promotion. They'll be more amenable when you do.

Having a website is good. Not promoting it is bad. Using SEO or PPC is good but not considering the customer's needs or tying them to a weak value proposition is bad. Taking over a new business is good but forgetting to build on online community from the existing customer list is bad. And so forth. There are sides to marketing that many businesses seem to ignore.

I know I go on about using a strong value proposition (VP), but a good one is the single most important statement on your landing page and is step 1 in getting the sale.

As online customers are naturally anxious about dealing with people they've never met, building incentives into your marketing (testimonials, bonuses, guarantees, etc which support your VP at the points on the page that matter) really does count. Clarity in the strength of what you offer is more important than great design or lots of content.

Yes, good design and content are critical but if your VP is weak or the benefits unclear, then even these won't rescue you. Visitors will log off.



You want sales? Then create the opportunity to convince.

Look at what you project at the points of contact with customers (website, email, phone) and you'll get a better idea if your marketing is going to work for you. Oh! and don't limit yourself to Google search.

Add a video, explore blogs and social networks, increase peoples' awareness and reduce their anxiety. Now add to this the masses of accurate real time statistics you generate online, to mould your campaigns to maximise effectiveness over time.

There are so many ways of increasing sales your business could seriously miss out if you don't harness the internet's power to do so. Find out how. Call me on: **01925 262800** or email:

gerryw@flyingveemgt.co.uk

Be prepared. Be Persuasive. Make it happen.