



Higher conversions

I was away last week taking a break in a fabulous house, set right on a beach, surrounded by hills, with 10 good friends, including a heated swimming pool, a hot tub and a 50" plasma. It was secluded, in an idyllic setting and extremely cheap.

Now I'm not trying to gloat but within a few hours, the trials and tribulations of the recession and other work related issues simply evaporated (this is quite unusual for me) and I found it doubly difficult to get into the swing once back in the office.

And it got me thinking.

All the efforts of numerous companies trying to sell to me before I left vanished in a flash and I couldn't remember half of them on my return. They hadn't stuck so they weren't working.

In the reverse way, I don't know when my prospects are planning to be away but I know that staying on their radar amidst so many worries and distractions, means remaining unforgettable (for the right reasons) and requires a different approach to what used to work.

This is not about saturating them with emails. The task of marketing is to prepare the ground for a sale, so if you've already made contact, simply sending out endless sterile news letters about which 99% of recipients are completely disinterested (it's ticking the "I'm doing something" box) isn't going to work for you.

Emails are personal, convenient and (if recognised) read - but they work best when they tell a story over several weeks or months, gradually upping the interest level and this helps convince people to buy.

When you look at what companies are doing in the US of A, you see over and over again that they don't just push out mind numbing copy but send series of emails full of offers, interesting material, with video tutorials and webinars that get stronger with every issue, all with a clear call to action.

These can go out daily, several times a week but rarely more than weekly, because they know that once someone's subscribing, you can easily tempt them along the path and up sell your products indirectly.

A big fault with a lot of online marketing is failing to appreciate that the customer is averse to spending money (more so than at any other time since the "tinterweb's" conception). Challenging a prospect to place an order too early is a recipe for low conversion.

Equally, a website that's selling high mark products of more than a few pounds (not a volume based e-commerce site), will suffer low conversions if the "push to buy" is made too early. Just because they landed on your website doesn't mean they'll convert – and if you're not understanding their worries, and writing for them, why the hell should they!



Increasing conversions on line is about reducing risk, over time, taking account of the current climate.

It's about drawing prospects into a chain of actions, small incremental steps, across a choice of offers, whose benefits are immediately obvious and easily accessible. It is going to require sitting down and forward planning your offers over perhaps 12 steps to lower their anxiety and raise their belief in you.

Because buying is personal and based on emotional decision taking, getting higher conversion is about lowering risk. To find out how you can do this, call me at: **01925 262 800** or email me at gerryw@flyingveemgt.co.uk

Clicks are great. Sales are better!