



Four ways to get the sale

Would you believe that the English football team's trouncing of Andorra has analogies with marketing your business?

England looked in a different class to the last time, with everyone understanding their roles, playing a full part, together, in the victory. In the same way, your company's success also depends on harmonising and maximising **all** your marketing "parts", better than ever before. Why?

Markets are more competitive than say, six months ago, and fighting your way to the top of Google's results pages (to be seen) is ever more challenging. The use of even **more sophisticated** pay per click, seo and email techniques, are now a must for any company with serious intentions in expanding their sales and brands. The importance of social media and networks **syndication** for increasing "**page rank juice**" has never been more relevant.

But at the end of the day, all your marketing efforts come down to "**getting the sales**".

My previous articles have talked about many aspects of internet marketing and yet there are **four fundamental actions** you can take **right now** to boost your conversions.

Look at your website landing page and answer these four questions:

1. What is it you offer?

That's a fairly simple question but one many find hard to answer because they see the answer in their terms rather than in their **prospects' value expectations**.

2. Are you giving them a good enough reason to buy from you?

Does your website content, design, offer, **convince** them that they should **believe you**? Just because the pages work with Google doesn't mean they'll work for your visitors and bring you sales.

3. Can prospects make out what to do next?

Do you have a seriously strong call to action that not just guides them to the next step but chimes with their "**on page**" mood. Have you worded it right and timed it right so that their progress down the sales funnel is smooth, intuitive and what they want?

4. Do you have a deadline?

As in, do this by this date and get that benefit! **Deadlines** turn what you propose into a real offer and as we know, people are more likely to commit when there's **time pressure**. This is a tried and tested way to get them to buy into offer and the word "**FREE**" the most powerful.



None of the above are rocket science and are well documented in marketing literature going back decades - it's just online, you have so little time to make your pitch; it has to be rock solid, obvious and immediately accessible.

If you do nothing else today:

Begin by considering if your key web page has a clear offer that **gives prospects a reason to become a customer**. Make your offer valued, on the mark, **part of it with a deadline**, and don't bury it in tons of other conflicting, irrelevant window dressing. **Simples!**

To find out more you can talk to me on **01925 262 800** or email gerryw@flyingveemgt.co.uk