

Using a Website as an Info Magnet

Website owners that are not using their sites to collect e-mail addresses should start right away. A website has far more visitors than actual buyers, and the site's objective should be to convert more and more of those visits into purchases. Remember, visitors don't just stumble on sites. They end up at a website because they have searched for a product, service, or topic that is similar or relevant to what that site can provide. Even if visitors don't make a purchase right away, there is great potential that they will later. So, website owners have to follow up.

If a visitor leaves a site without purchasing, the website has failed - at least, for now. In fact, studies show that the average customer must be 'contacted' either directly or indirectly at least seven times before committing to a purchase. Contact can include commercials, mailings, ads, and any other exposure to a product or business. Websites must find a way to contact visitors and keep them coming.

The best way to target visitors is with direct email marketing. But to send emails, websites need addresses. Therefore, every contact should be an opportunity to collect information from the prospect. Wherever possible on the website, provide a way for visitors to submit their names and email addresses. This is especially important because websites need consent before emailing marketing materials to customers. If visitors voluntarily offer contact information, they will have "opted-in" or given permission. This protects the site from accusations of spamming or junk mailing.

Why is Following Up with Website Visitors Important? Most website visitors do not make a purchase the first time they visit a site. Visitors need more information about a company's background, qualifications, and the quality of its product or service before they can commit to a purchase. Visitors often don't have time to make a purchase on their first visit, even if they are interested. Visitors might be currently short on funds but prepared to purchase later.

Visitors need more time to compare products before making a final decision. Regular exposure helps to build brand awareness. Regular exposure helps to establish credibility and trust. Every time a site neglects to contact a visitor, the site is throwing away a sale. Websites must find out who is browsing their pages, and go find these visitors to ask for the sale. Using Incentives to Grab Customers Incentives are a great way to get website visitors to subscribe, but they can also keep subscribers interested long after that initial visit. Internet shoppers are no different than people browsing retail stores, scoping out car dealerships, or searching for the latest hot product. They want to know what's in it for them. If websites want people to surrender their closely guarded email addresses, and eagerly await the latest email, the site better have something valuable to offer.

Free giveaways are an easy, inexpensive incentive, especially if the giveaway is a digital, or downloadable, product. There are a number of sources online where advertisers can find ideas. However, here are a few complimentary incentive options:

- **Books:** Make sure the eBook is relevant to the website or the prospect will lose interest. Customers are smarter than they are often given credit for; they will lose trust in the website and the business if they receive a free eBook full of useless information. An eBook should include advertising and links to the website. If no one is capable of writing an effective eBook, hire a ghost writer.
- **Newsletters:** Visitors to websites will be interested in industry news, tips, and developments. Be sure to include links to purchase products or services at the site. Link placement affects click-through rates, so experiment with the inclusion of links in the newsletter.
- **Reports and Articles:** Distributing free reports and articles is a really easy incentive. Marketers can include product announcements and information, how-to help, lists of vendors and resources, tips, industry news, testimonials, product reviews, and other relevant information. Like newsletters, reports and articles can be scheduled to arrive on specified dates.
- **Software:** Most Internet users love to get a free trial version of software. Distributors and retailers have been using teaser products to attract customers for years. Trial software is usually a limited version, restricted to a particular amount of usage measured in time or number of uses. Collect email addresses when users request the trial version, and offer the full product in later emails.
- **Guides, manuals, e-courses:** How-to guides are popular giveaways. Everyone is looking for information, so turning down free, valuable info is difficult. Marketers should use guides, manuals, and e-courses to promote their business and establish themselves as an expert.

These incentives can be produced with little or no cost, and consumers love them. They have value because they are full of helpful, intriguing information, and subscribers can access them immediately. Who doesn't like instant gratification?

About the Author

Clearpath Technology is owned and managed by a team of experienced search engine optimizers, internet marketing experts, web developers and designers. Clearpath Technology provide the best Internet marketing services found anywhere and we build reliable, innovative software to complement your marketing and business initiatives. Clearpath Technology is a [SEO firm](#) based out in New Delhi, India.

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