

Keeping it REAL

Strategic Marketing Direction

For novices of all levels

MarketingBuddha.com

How to speed up online sales

PROBLEM:

I get a lot of website traffic but not many sales orders.

Short Answer:

To convert web traffic into sales, translate what you're calling a product or service into an offer that your website traffic can't pass up.

Step-by-Step Strategy:

When customers hire me to write their promotion, I start by asking them to put themselves in the mind of their targeted prospect. *Tip: Ask yourself, what is it my customers really want? What can I add to what I already sell that will make customers buy?*

STEP 1

Pretend you're a customer shopping your own store, what considerations would you make before you decided to buy or continue your shopping elsewhere? Price, the acceptance of credit cards, ease of returns, free delivery...

It's a given that people buy largely out of their *perceived* need. And out of impulse, of course. But customers also base buying decisions on factors concerning:

- **Their financial situation**
- **Convenience**
- **Distance**
- **Weather**
- **Cultural or community connections**
- **Popularity**
- **Durability**

STEP 2

Write about and speak about the things your company sells in terms of an offer that provides deep benefits.

What's an offer?

An offer is everything a customer receives once they've paid you for it. It can include . . .

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- 100% money back guarantees
- No shipping or delivery charges
- Comfortable patio seating (regardless of weather!)
- Daily telephone customer support
- Free onsite product demonstrations
- Local, hand-crafted designs
- Discounts to share with family and friends
- Extended warranties
- No hassle returns

By looking at what you sell from the customer's point of view, you'll see that customer buying decisions are based on factors similar to those listed in Step 1. You know your customers, right! Use your insight (and marketing intel) to transform the thing or service you sell into an offer customers will treasure.

STEP 3

Now you're ready to develop promotional content that supports your sales goal. Explain your offer in a way that shows customers the entire value they receive. Communicate this strongly and clearly on your website and in your landing pages.

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