

7 WAYS TO TURN YOUR WEBSITE INTO CUSTOMER GENERATION MACHINE



Having an effective website which brings new visitors and converts them into paying customers is not just about the perfect design, it is also about the content and credibility.



If your website is not generating new business, chances are it's missing some key elements.

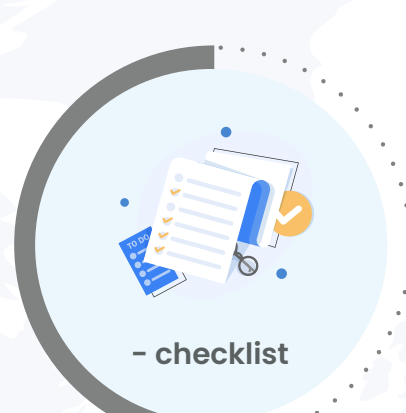
CONSIDER THE FOLLOWING:

1. CAPTURE EMAIL ADDRESSES

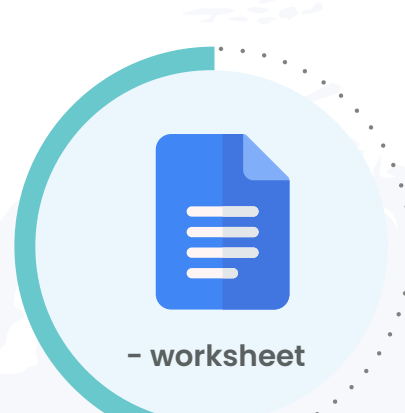
Give your visitors a reason to leave their details by providing something valuable



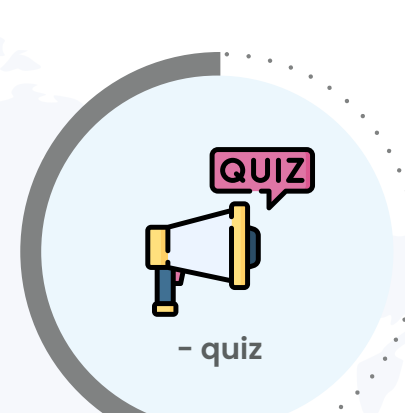
- a downloadable report with tips



- checklist



- worksheet



- quiz



- guide



- mini training series



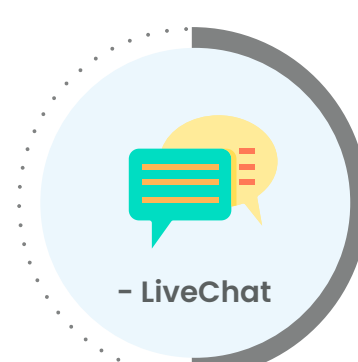
- competition

2. ENGAGE VIA LIVE CHAT

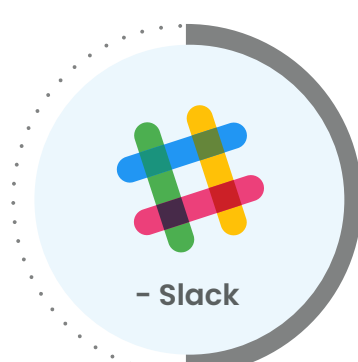
Answer your visitors' questions and address their concerns. Check out:



- Zendesk Chat



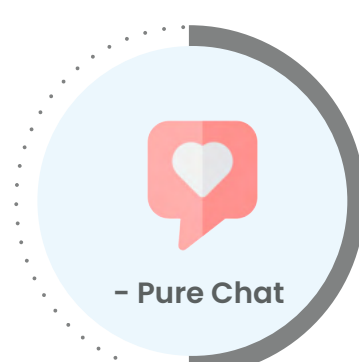
- LiveChat



- Slack



- Zoho Desk



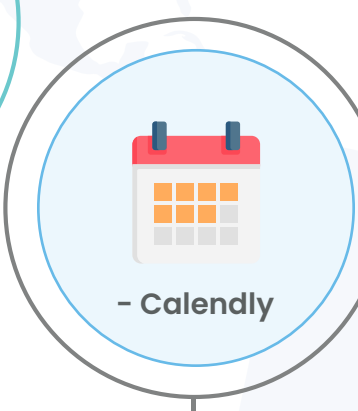
- Pure Chat

3. INCLUDE BOOKING CALENDAR

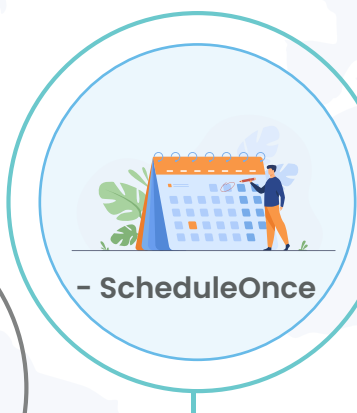
Allow people to schedule a consult or appointment with you at a time that suits them.



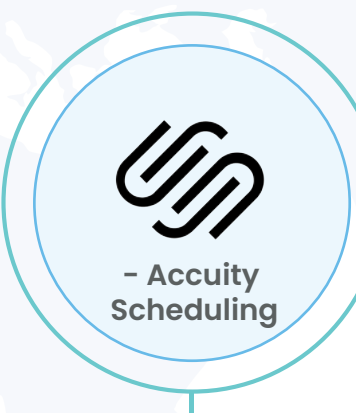
- vCita Appointment Scheduling



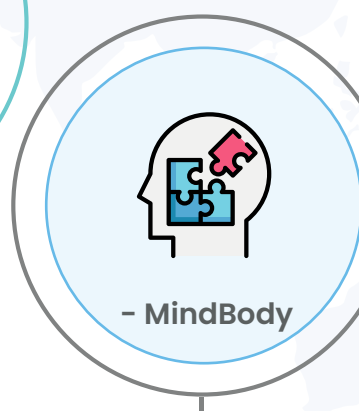
- Calendly



- ScheduleOnce



- Accuity Scheduling



- MindBody



- 10to8

4. GET SOCIAL

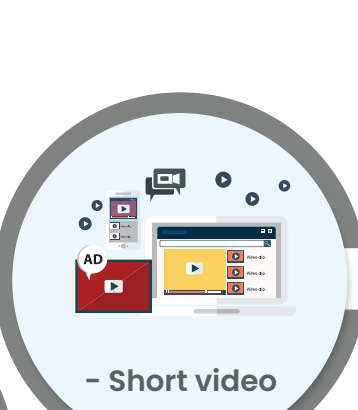
Set up social media profiles on networks where your target audience hangs out then post engaging, entertaining or informative content



- Inspirational quote



- Testimonial



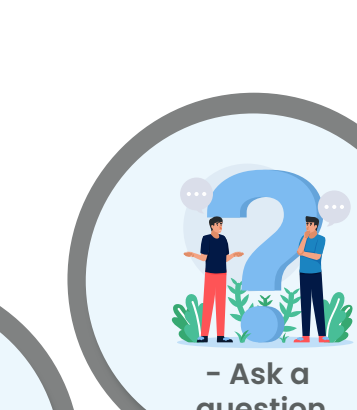
- Short video



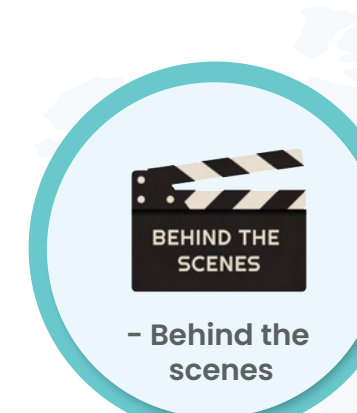
- Answer a FAQ



- Offer free download



- Ask a question



- Behind the scenes



- Fun fact



- Customer spotlight



- Industry news



- Quick tip



- Product spotlight



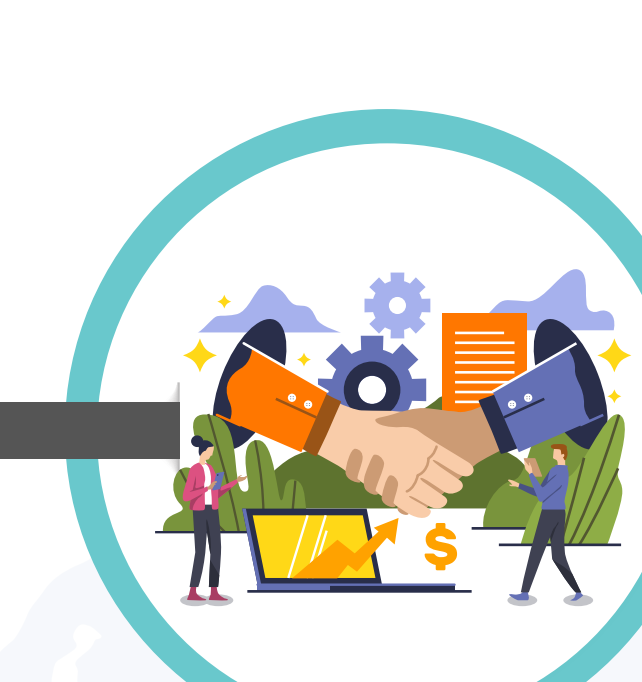
- Just for laughs



- Offer special promo

5. DON'T SELL – BE HELPFUL

Be helpful in your messages and offer solutions to your visitor's problems, frustrations and help them avoid mistakes.



6. ADD CALLS TO ACTION



- Download a report / checklist / guide
- Enter a competition
- Sign up for a free webinar
- Schedule a consult
- Follow you on social media network
- Complete a mini masterclass
- Access a mini masterclass
- Claim a discount / special promo
- Talk to us

7. INCLUDE TESTIMONIALS AND CASE STUDIES

Testimonials and case studies are one of most powerful ways to build your credibility and help to convert leads into paying customers.

