

...converting clicks into customers

Peter Bowen - First One On



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Mobile / Search / Marketing / SEO

How To Convert Clicks Into Customers

The success of any online marketing depends on the conversion of site visitors to customers. Large investments in paid advertising, social media advertising and other ways of promotion can bring traffic to your site but does not guarantee a high conversion rate. How can you motivate your site visitors to place orders?



Attracting visitors to your website is only half of the battle. Another crucial task is to keep their attention and encourage them to buy your product or service. To be able to convert clicks into customers, you should analyze your website content and optimize your marketing strategy.

To look like it means business and to function properly, your online presence should satisfy several basic requirements:

- Easy navigation;
- Attractive design;
- Corporate colour scheme;
- Fast page loading speed;
- Responsiveness (smooth operation on all platforms);
- Comprehensive product information (product descriptions, reviews, high-quality images, etc.);
- Connection with social media networks (share buttons, social widgets, etc.);
- Convenience of order placement or call to action;
- Secure payment options;
- Information about your company and working conditions;
- Contact information and feedback forms.

Make your landing pages relevant

When a user clicks on your links, they should be redirected to the page that matches the content that they are looking for.

If you are offering to buy a mug with a printed design, do not redirect the visitor to the catalogue section with all the mugs you have, or – make it worse – to the main page of your website. The user will hardly have enough patience to look for the necessary product on the site – they will simply leave the website and never return.

So, check the relevance of the landing pages for advertising campaigns. If you have many ads in the campaign, focus on those that the Click Through Ratio (CTR) are below average. Most likely, their texts do not reflect the content of the pages. Such ads should be improved to increase their relevance to the landing page.

Add marketing elements that increase conversions. These elements help to push the user in the right direction. They usually include:

Call-to-action buttons (CTA). These are graphic elements of pages that push users to make a targeted action (buy, order, subscribe, etc.). Formulate the texts of CTAs carefully, they should be brief and clear. Make buttons easy to notice on the page background. Make sure that there is no competition between the buttons – avoid using buttons with different CTAs on a single page.



Lead Generation

This is a valuable offer for the user given for free in exchange for their contact information. It works like this: the user is offered to get some goodies – a discount, a gift, etc., but only after they leave an email or place an order right now. Lead magnets help to collect leads, which will be converted into purchases later.



Develop your Unique Selling Point (USP)

If you want your conversions to grow, be ready to offer users something really valuable. If you do not stand out from the competitors, then what's the point of buying from you? So, think about your USP.

Some examples of a USP are:
Special offers, discounts, sales;
Special terms of delivery;
Additional services, etc.

You should have at least one USP, which can be profitable to present on the site and in advertising campaigns. Remember that the offer becomes a USP only if the competitors do not have anything of the same kind. For example, if everyone in your niche provides free shipping, then your conversions will not grow if you simply offer the same. But if you offer free shipping and next day delivery and the competitors don't then you have a USP.

... Converting clicks into customers: human factor

Take care of your reputation

Lots of people read reviews before buying

something. So, if there is a lot of negative feedback about you (or no feedback at all), it will scare off your potential buyers.

To track your reputation, search review sites where the name of your business is mentioned. You should constantly monitor when new reviews appear and react to them promptly.

No need to mention that you should always be polite and really solve the problems that your clients faced. Remember that good customer service can turn a dissatisfied buyer into a loyal customer.

In addition, you can post customer reviews on your website don't forget to provide links to the original sources and name of the customer.

Increase brand awareness

If a site visitor has already heard about your brand, they become one step closer to making a purchase decision. Well-known brands inspire greater confidence. Even if the brand website is not perfect in point of design and usability, many users will buy the goods right there.

How can you increase brand awareness? Launch contextual advertising on Google and targeted ads in social networks it's a proven strategy of converting social media to sales;

Promote the brand on thematic sites and forums with a wide audience coverage for example, post useful articles, write comments;

Use video advertising on YouTube consider partnership with bloggers; it may cost you, but video promotions rock the market now.



Brand promotion requires time and financial investments, but high conversions will reward you in many ways.

Provide timely support

Users may have questions at any stage of interaction with your online presence. Provide various communication channels and ways to solve their problems:

The FAQ section;
Online chat;
Skype;
Email;
Call back;
Tooltips, etc.

It is important to specify the working hours and the terms of customer support. If it takes you several days to answer the user's questions, then you should not expect high conversions.



... Converting clicks into customers: online marketing strategies

Practice behavioural marketing
Personalised customer experience rules the day. Many online shoppers are more likely to make purchase in a store that offers them personalised recommendations. As a rule, they also tend to return to a website that recommends them certain products. Collect information about the sources of traffic and users behaviour on the site. Analyze the collected data to offer recommendations that are tailored to their needs.

Onsite behavioural targeting is a powerful tactic that allows you to create personalised experiences for each visitor and thus increase your sales.

Apply remarketing

Use retargeting and remarketing strategies to bring visitors back to your website and make them complete their purchase.

Send email reminders about abandoned shopping carts or better install a special add-on that will do it automatically. The more you remind your website visitors about the products they didn't purchase, the more likely they are to return and buy them.

Employ Facebook dynamic remarketing. Our experience proves it is one of the most effective ways how to find customers on Facebook and skyrocket your sales.

How to convert clicks to sales using Google Services

Optimize your advertising

Make sure that your Google ads are shown only to target queries. Examine your statistics and turn off or remove ineffective keywords.

Filter out irrelevant traffic by adding negative keywords. Irrelevant queries steal your money and traffic.

Remember that a thought-out AdWords campaign won't cost you a fortune but can have a very real Return on Investment.

Use A/B testing

A/B testing is one of the easiest and reliable ways of identifying what changes you can make to your online presence to convert more of your visitors into customers.

Such tests involve comparison of two different versions of a webpage. They may differ in the colour of CTA button, banner placing, and so on. Sending half of all website visitors to version A, and another half to version B, you can easily find out which version of the page provides more conversions.

First One On Limited

0117 370 6381
peterbowen@firstoneon.com

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