Email Marketing from Constant Contact

Email Marketing for Website Owners:
How to turn Clicks into Customers

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How to Turn Clicks into Customers

Congratulations on your new website!

You've spent time, energy, and money designing your Web presence to expand your business into the virtual world. The possibilities seem limitless.

Now that you've launched your new website, how will you build relationships with visitors? The answer: make sure their first visit isn't their last. You have high hopes for your website as both a marketing tool and a business destination. So how can you turn visitors into customers, and customers into repeat sales? Email marketing provides the tools you need to build customer relationships, grow your business, and increase sales.

This Constant Contact educational guide contains these helpful sections:

1. Introduction to Email Marketing

2. The Challenge: Connect with Website Visitors

3. The Solution: Email Marketing Converts Visitors into Customers

4. Get Started in 5 Easy Steps: Try Constant Contact's Award-Winning Email Marketing Service for Free

Plus you'll learn…

- Why you need to market your website to connect with visitors, generate leads, build customer relationships, and foster repeat business and referrals

- Ways to ask for and obtain website visitors' email addresses; and

- how email marketing boosts search engine marketing efforts—and why it's a cost-effective choice if you only do one thing to market your business

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Introduction to Email Marketing

Email Marketing is a fast, easy, and affordable way to invite visitors back to your website and build profitable customer relationships.

Email marketing is a fast, easy, and affordable way to invite visitors back to your website and build profitable customer relationships. Email marketing is the ultimate marketing tool – it can complement and enhance search engine marketing efforts and it works great as a stand-alone tool if it's the only activity you do to market your business.

Whether you're emailing a newsletter about your business or organization, a coupon or promotional notice, an event invitation or a simple "thank you for visiting our website," email is the best way to instantly and consistently reach out to potential customers while leads are still warm. Tell website visitors you appreciate their interest and inform them of your expertise and all that you have to offer. Keep your business in front of current and prospective customers so they'll remember you when the need for your product or service arises. That way when they're ready to buy, *they'll buy from you.*

Launching a website is an exciting step toward expanding your business or service, but without a means to communicate with visitors, you may not get the desired results. Once potential customers find you, you must reach back out immediately and show them you value their patronage!

Email marketing is the tool that helps you to initiate those critical business-to-consumer relationships. Otherwise you risk their clicking away, never to return again. Let's get started.

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The Challenge: Connect with Website Visitors

Tip:
Use email marketing to inform your current mailing list about your new website launch, website redesign, or new website features. Email all your friends, family, and business associates that you're up and running on the internet!

You've launched your business or association website (applause). What's next?

Perhaps you're engaging in search engine marketing through your Web hosting service. Popular means include pay-per-click advertising, search engine keywords and Ad Words, and/or search engine optimization. You might also be running a newspaper or yellow pages ad that includes your Web address (URL), which you should now display on all your marketing collateral including signage, brochures, and business cards.

However interested parties find your website, their arrival on your virtual doorstep doesn't guarantee a sale. Fact is most online visitors don't convert to customers on the very first visit. Most marketing experts agree that it takes an average of seven contacts with a prospect before they will buy. And a one-time online purchase doesn't guarantee profitable repeat business.

Once visitors find your website, your challenge to connect with them is threefold:

1. Capture visitors' contact information, particularly their email addresses

2. Cultivate those leads immediately, so website visitors become prospects

3. Convert prospects into customers and one-time customers into loyal patrons who come back for repeat business and who also refer other business to you

Maximize your marketing investment and give your website a chance to be a vital part of your business operation. Your site launch is a first step. Now let's engage your visitors and convert them to customers.

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The Solution: Email Marketing Converts Visitors to Customers

Templates include:

- email newsletters
- offers
  (with place for coupons)
- event invitations
- sales announcement

Visitors may not buy your product or engage your service on their first visit to your website. How do you convert new website visitors into customers? Email marketing helps you reach out to them immediately and invite them back into your world. First you'll need to ask visitors to sign up for your email list (more on how to below). Then you can use email communications to build valuable relationships and to learn more about your customers over time.

Regular email communication increases your brand awareness, establishes your expertise, and plants the seeds that your business or service is the best. Email marketing works across the sales cycles. Some customers may be in a research phase seeking more information about your company, product or service. They're not ready to buy today but they're thinking about it. You want to be in front of those prospects as a trusted source who can educate (and persuade) them, as well as those customers ready to click "buy" or book your service online today.

Eventually customers will be ready to buy and when they are, you want them to think of your business first. Email marketing is immediate, personal, and flexible enough to fit into any kind of business or organization's marketing plans. Tracking reports allow you to see where customers are clicking so you can learn more about their interests and buying patterns. Then you can target mailings to audience segments' particular interests. The possibilities to expand any business using email marketing are great. But first, some email marketing basics.

How Email Marketing Works for Website Owners

Permission-based email marketing is a cost-effective way for business owners, associations, entrepreneurs and other website owners to reach out and connect with their customers without the costs and timelines associated with print publications.

Constant Contact's email marketing service features templates which you can customize to match your website branding, colors, and fonts—without any technical skills. Email marketing communications may be informational or promotional (we recommend sending a mix of both). Templates include...

- email newsletters
- event invitations
- offers (with place for coupons)
- sales announcements

The Solution: Email Marketing Converts Visitors to Customers

Besides being simple to use and affordable, email marketing lets you follow up with leads immediately before they go cold. This makes it a powerful tool for website owners, especially those on a tight marketing budget. Email marketing enables you to proactively communicate with prospects and existing customers instead of passively waiting for them to return to your website. It is a highly effective way to convert leads into customers, increase sales, drive traffic between online and offline businesses, and develop customer loyalty that fuels profitable repeat sales, all for just pennies a customer.

How to Collect Website Visitors' Email Addresses

You can't engage website visitors with email marketing unless you get their permission and obtain their email addresses. Permission isn't just polite...it's the law. Legitimate email marketers must get subscribers' permission to send them email marketing communications.

The first step is getting new site visitors engaged enough to share their email addresses with you. Put a "Join My Mailing List" box or button right on your homepage along with a direct call to action and a reward. Entice visitors with something valuable that you give them in exchange for their email addresses, such as a free...

- Educational seminar or webinar that helps them evaluate what you sell

- Consultation or evaluation (which can lead to a proposal for their business)

- White paper that educates them about the problems your business solves

- Email newsletter where you regularly share your expertise with articles, client testimonials, and case studies

Collect email addresses in a simple, straightforward way, providing a clear notice that people are joining your list. This applies to offline networking as well. If you're collecting business cards at a trade show, make sure you're clear that by giving you their card, that person is subscribing to your email list.

Tip:
Archive your email newsletter features on your website. It's a great way to build out website content and develop a body of work that shows your professional expertise.

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The Solution: Email Marketing Converts Visitors to Customers

Did You Know...?

Repeat customers spend 67 percent more than first-time customers. After 10 purchases, a customer has already referred up to 7 people.

Source: Bain and Company

It is 6 to 7 times more expensive to gain a customer than to retain a customer.

Source: Harvard Business Review

Ask permission first and send regular, informative, valuable email marketing communications and your customers will come clicking back for more. If you do it right, they'll forward your email to their friends, generating additional leads for your business.

Email Marketing Boosts Search Engine Marketing Efforts

Email Marketing complements search engine marketing and optimization efforts by giving businesses the tools to reconnect immediately and directly with new website visitors. The first step is acquiring an email address on the first very visit. Once you have that prospect's email address, a multistep email marketing communications program lets you…

- Welcome website visitors into your business world
- Tell them more about your products and services
- Notify them of your business's news, promotions, and events
- Increase brand awareness and establish your expertise
- Track buying and behavior patterns and segment mailing lists by audience
- Build valuable customer relationships that turn website visitors into customers, and current customers into repeat sales

Being found online is a start, but communication is what builds customer relationships and increases sales. Whether email marketing is a complement to your other online or offline marketing campaigns or it's the only type of marketing you do, it's a cost-effective way to reach out to prospects and bring them back into your world.

Ready to put the power of email marketing to work for your website? Here's how.

Get Started in 5 Easy Steps

Try Constant Contact's Award-Winning Email Marketing Service for FREE!

Step 1: Create your FREE 60-day trial account.

It's fast and easy, with personal Campaign Consultants and online resources, tours, and webinars to help you get started. There's no risk, no obligation, and no credit card required.

Sign up at **http://networksolutions.constantcontact.com**

Step 2: Build your contact list.

Once visitors arrive at your website, you need to entice them to share their email addresses with you so that you can add them to your mailing list and initiate your relationship-building email communications.

Constant Contact also makes it easy to import and manage your existing list into our online system, or create a new list. (No list is too small to get started!)

- **Invite visitors to join your email list** by adding a signup box to your homepage or landing page using Constant Contact's customizable Site Visitor Signup Box.

- **Entice visitors to sign up** by offering them something of value for free in exchange for sharing their email addresses. Examples: A free whitepaper, consultation, educational webinar, or an e-newsletter are all good incentives.

- **If you're a new business, create a list** by adding the names and contact information of family, friends, and colleagues.

Step 3: Create your email campaign using one of Constant Contact's professionally-designed templates.

- Thank new visitors for signing up for your mailing list.

- Send them something short and simple such as a coupon, special promotion, event invitation, or a newsletter article related to your expertise.

- Your first mailing should educate visitors about your business and engage them with something interesting. Make it meaningful and not too sales-focused.

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Get Started in 5 Easy Steps

Did You Know…?

78 percent of people have made a purchase as a result of an email marketing campaign.

59 percent of people have redeemed an email coupon in a store.

Approximately 33 percent of people have clicked on an email and made an immediate purchase. Another third reported clicking on e-mails for information and returning later to make purchases.

Source: DoubleClick's Sixth Annual Consumer Email Study, 2005

Step 4: Send a preview test message…

to yourself and a few close friends to get the hang of it. Invite their feedback and make adjustments and final edits.

Step 5: Send the message to your list and track the results.

Email campaign tracking reports show you how many subscribers opened your emails, which links got the most click-throughs, and which customers clicked on which links. Then you can categorize subscribers by interest area and market to audience segments in the future.

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Conclusion

Email Marketing is an easy, affordable way to boost your web business.

Whether you're sending an email newsletter, a coupon, or a promotional notice, email marketing keeps your business in front of your customers. It helps establish your brand identity and drives visitors back to your website, where they can learn more about your expertise and what your business or service offers. Search engine marketing and other advertising drive visitors to your website door. Email marketing welcomes them and develops customer relationships and that's what ultimately drives sales. Isn't that why you launched a website in the first place?

Sign up for your free trial with Constant Contact today and see how email marketing works with your website to build customer relationships and grow your business.

http://networksolutions.constantcontact.com

SpeakUp!
Email Marketing
comes with a
Free 60-Day Trial.
Try it Now!

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