

Finding your Hidden Customers

Did you know that one of the best uses for your website is to build a prospect list? You simply need to get your visitors to give you their email address and permission for you to send them information, and BAM! you have a qualified list of prospects.

Ask your visitors to enter their name and address. It is vital to get your visitors to opt-in to email. Get their permission to send relevant information to them.

How to Get Visitors to Sign Up for your Email:

- Invite people to sign up for email. Figure out what information people want, then give it to them in the form of a newsletter or email. People will give you their information if they feel you have something valuable to offer.
- Make them an offer they can't refuse. Offer a special promotion or contest to those that sign-up. Make sure that the "prize" is enticing enough.
- Partner with a complimentary business. This can be a great win-win for you and a strategic business partner. Simply done, when a customer buys a product or service from one of you, you present them with a complimentary offer from your business partner.
- Keep the information coming. To really harvest your customers from email, make sure your communication is frequent and at regular intervals. This keeps you in the mind of your customers and when they are ready to buy...you are there.
- Reconnect with past customers. The most untapped market is in repeat customers. They are the "low hanging fruit" considering they have already chosen you through the buying process and know the quality of your product or service. Create a survey to extend to all previous customers, tally up the responses and report the results.

Implement just a few simple steps and your website can become a strategic marketing tool to reach out to your prospective customers.

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