

TITLE: 15 ways turn a visitor into a valuable customer.

Author: Pamela Jacob

Email: pamela@artistadesign.com

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Web Address: www.artistadesign.com

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15 Ways to turn a Visitor into a Valuable Customer

By Pamela Jacob

Auto-responders are remarkable, versatile programs that do so much more than just automatically answer your email. Here are a few ideas that will help you to use your auto-responder to transform the casual visitor into a profitable customer.

Use your auto responder to:

1. Automate Your Newsletter.

Certain quality auto-responders will manage subscriptions and follow-up with interested prospects. Your newsletter can keep your visitors informed about your services or products, while building your reputation and credibility. Not to mention build your data-base for future marketing campaigns

2. Publish a Newsletter for Your Affiliates.

Inform them of current sales you are running and of promotional material that your affiliates can use themselves to increase their commissions. Include tips, advice, and techniques that your affiliates can use to successfully go out and promote your business.

3. Write reviews.

Cover books, software, music, e-books, movies, etc., and put each review in an auto-responder. Use a link to your affiliate's page in your autoresponder.

4. Distribute your articles.

Writing and distributing targeted articles is a powerful tool to build your credibility, bring traffic to your site, and increase your data-base.

Your articles must contain valuable, informative, information. Make sure you have stipulated that the user must place the resource box at the end of the article before they have permission to use it.

A resource box contains your bio and a brief description of your service or product. It should also contain a link to your website as well as anything free that they must sign-up for. This will make your data-base grow and remember your data-base is your gold mine.

Let's say you've written a group of articles. Put them on separate auto-responder campaigns and create a master list that contains the titles of each article, the autoresponder address, and a brief description. Then promote your master list. Additionally, include your publishing guidelines. Your affiliates can add their articles to your list, increasing the number of writers who are represented in your article list.

5. Create a Data-Base

Put tell a friend forms on all e-mails. Inform subscribers to your articles when you've written new ones that they may want to publish in their own newsletter or website.

6. Automate Your Marketing

Use an ad to insure repeated exposure of your message. In your ad, put ad a link - where a visitor will be exposed to numerous marketing materials. This multiplies the chances of converting visitors into customers.

For example, if you're selling a particular product, put testimonials about how spectacular it is on your autoresponder, and add a detailed, enticing description of your product.

7. Distribute You Marketing Materials.

Let's say you sell advertising on your website or in your newsletter. Set your auto-responder to send the information about rates and how to place an ad automatically to all prospects e-mail addresses. Then have your autoresponder follow-up. It can also send notification of any special deals you are currently offering.

8. Distribute an e-mail course.

Make sure people will have the ease of signing up so they can receive this course each day. Just be sure that each lesson has quality content - not a sales pitch. Your content will do the selling for you, and will do it much more effectively. You can include tips centered on a different topic for each lesson, showing how your product will benefit the reader. Include the benefits that the reader will reap by purchasing

your product. Make sure to include a paragraph or two at the end of each lesson enticing the prospect to consider making a purchase.

9. Automate a Thank You

Once a prospect has completed your e-course, take the time to thank them and remind them of the benefits of using or buying your products. This will increase your credibility and create loyalty from potential customers who have taken your e-course. You can also use these reminders to promote new products and services.

10. Distribute Free Reports.

Make sure that they have to sign-up to collect names and e-mails. Do not use a long form or individuals will not sign-up. Free information will give visitors the chance to see you really are an expert in your field therefore giving you and your business credibility. **Make sure these reports are not sales letters or you will more than likely lose a potential customer than gain a sale.**

11. Create trivia quizzes on your site and place the answers in an auto-responder.

Or create a contest and have individuals enter them by filling out the brief form that will go to your auto-responder and build your database. Your auto-responder can be set-up to send them a confirmation of their entry.

12. Offer a trial version of your product.

Give your prospects a sample of your e-book, course, software, membership, etc. People who are exposed to a little taste often end up wanting the whole pie. You can also capture their email addresses when you offer them a free trial from your website. Set up your autoresponder to give instructions on how to obtain their free trial, and then make sure to follow-up.

14. Use an autoresponder on your order page.

Post a request form for visitors to be notified of special offers or discounts in the future. This creates a very effective mailing list that contains the names of people who are already your customers.

15. Put affiliate links on your Auto-Responder.

Put links that would be of particular interest to your visitors. Make sure to add your own promotional copy at the top or bottom of this page.

Now that you can see how auto-responders can be used creatively, see if you can come up with some great ideas of your own! E-mail me with your idea's pamela@artistadesign.com.

Is your website an integral part of making money in your business? Then you need to "Create the image you need to attract the customers you want." Pamela Jacob, owner of Artista Design, can help you do just that. She specializes in all types of visual mediums and has been in the new media industry for over a decade. To gain more valuable insights from Pamela Jacob visit: <http://www.artistadesign.com>