

3 Ways To Convert Website Visitors into Buyers

Turn “casual browsers” into paying customers with these three simple steps.

 Keptify



3 Ways To Convert Website Visitors into Buyers

Turn “casual browsers” into paying customers with these three simple steps.

It's a mystery as to why some website visitors don't purchase. You wrack your brain wondering,

Was it my website design?

Sales copy?

Do I have a bad product?

You're like a detective trying to discover what's wrong, but you can't quite put your finger on it.

Have you ever “lost” your keys and found it somewhere blatantly obvious later, like your pocket? If you checked your pockets first, that would have saved thirty minutes of stress.

Most people do the same thing in business! They look in obscure places for solutions to their problems when the answer is right under their nose!

They're searching for the “lost” keys, i.e. a solution as to why things aren't working but look everywhere except the obvious place.

Below we detail three simple “key in pocket-like” solutions for increasing your conversion rates:

Contents

Shopping Cart Optimization	4
Website Optimization	8
Content Personalization & Reinforcement	9

Shopping Cart Optimization



The average shopping cart abandonment rate reached 73.6% and is increasing. It will continue to do so as more consumers shift to online and mobile shopping. Cart abandonment is when a customer fails to complete their purchase at the checkout page.

Most businesses have no system in place to reach abandoners. That's thousands of dollars every month in missed revenue.

Here's the kicker, studies show that 48.1% of reminder emails sent to customers were opened and 35% of shoppers who received an email after abandoning their cart, returned to complete their order...35%!!!.

Auto Email Capture

Businesses can decrease abandonment rates by streamlining the checkout process and by retargeting shoppers with emails after they've left the website. A simple solution is a system that automatically captures email addresses of abandoning customers i.e. when they're filling out their email address form field for purchase, even if they don't hit submit the software still captures whatever they typed in the email field. An automatic email can be sent to the customer notifying them to complete their purchase.

Visit Keptify.com to get free cart abandonment software for your website.

Auto-Fill Form Fields

To make the checkout process as simple as possible incorporate a software that pre-fills customer's email address and other information you have about them. This reduces the number of fields they have to fill out which is better because if you attempt to capture several fields, you'll have a higher bounce and abandonment rate.

Different messages resonate with different people. For instance, someone might be enticed by your product and purchase because of that. Others might buy based on a friend's recommendation or because it's an incredible deal.

A layover is a web form you can configure with "exit-intent" behavior. It tracks when someone is about to leave your site and triggers a message as one last attempt to convert the visitor.

A few fun facts:

- 10 to 15 percent of lost visitors can be "saved" by implementing layovers.
- According to Conversific.com 30% of the Top 1000 US e-commerce sites use layovers

Ours have yielded incredible results for businesses that we work with, and by incredible, we mean a 500% increase in conversion incredible! Sign up to use our layovers at keptify.com.

A/B tests

According to Merriam-Webster, the definition of optimization is an act, process, or methodology of making something as fully perfect, functional, or effective as possible.

The only way to achieve optimization is through testing and iterating based on the results you find.

Content Personalization & Reinforcement



According to a recent study by VentureBeat, email has the highest ROI of any marketing channel available. However, if you're not sending campaigns that are relevant to your subscribers, then there's a very small chance they are going to click-through to your website and make a purchase.

Personalization can be in the form of minor changes such as inserting a subscriber's name in the subject line, or even better, having the content of email newsletters adjust automatically based on a customer's gender, location or other things you know about them.

Studies show that marketers who are using personalization to make their emails more relevant are not only getting a 2.5x higher click-through rate but are also generating 6x more sales from their campaigns.

Lead Nurturing & Scoring

Nurturing leads is an important part of the sales process. It's your chance to educate and build a relationship with your customers. 80% of your subscribers aren't ready to make a purchase when first exposed to your product, but it doesn't mean that they will never purchase, it's up to you to stay at the top of their mind. After a few exposures to your product which could be via email or ad retargeting, customers are more likely to buy.

Retargeting

Remember when you were a child and your mom had to remind you repeatedly to clean your room? Yea, well we haven't evolved much since then.

Humans need constant reinforcement and reminders. Especially now with the internet, there's a bazillion ads bombarding people a day, both online and offline. Attention spans are shorter than ever! With that said, how can you grab a piece of the market share?

You do that by consistently reinforcing your message to customers that already visited your website. It's about timing, communicating the right message to them at the right time.

According to CMO, thirty percent of consumers have a positive or very positive reaction to retargeted ads, vs. 11 percent who feel negatively about them. The greatest percentage, though—59 percent—had a neutral response.

Remarketing is displaying ads (it could be via Facebook Ads or Adroll) to people that have already visited your website. You might have noticed that after visiting a site you start seeing ads for the product you looked at everywhere. It's not a coincidence, but I'm sure you knew that since you're a savvy marketer!

The best part of remarketing ads is that they're relevant to the customer! Therefore, they naturally have higher engagement and conversion rates.

Studies have proven that retargeting can boost ad response up to 400 percent!

All you have to do is implement these simple changes to increase conversion. Don't leave any more money on the table.

If you're ready to stop losing money and if you're serious about converting customers then you need to sign up for Keptify.

