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7 Steps to Turning Visitors Into Customers

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You've made the courageous step of starting, or preparing to start, your business online, congratulations! Entrepreneurship and business ownership are hard but deeply rewarding paths, and there is no lack of ideas and advice out there for you. It can be confusing to understand exactly what is needed to make your business profitable and turn your visitors into customers.

We've brought our top marketing and business minds together to share our best tips for starting and growing your business. These are the exact steps we use and refer to every single day at POWR, so we know they work. Follow these simple yet effective steps and use them as a reference when updating your website, sales, and marketing campaigns to maximize the impact of your efforts.

Who this book is for:
Business Owners, Website Developers, and Marketers who are interested in starting or growing their business.

Medium:
While the concepts and themes in this book will apply to all businesses, it focuses on aspects of online and digital marketing.

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Clarify Your Message

People don't want to understand what your company does, unless they know it can help them personally. It's a hard truth to face sometimes, because you know your company offers valuable insights and high-quality products. However, unless you communicate the value effectively for any visitor that comes to your site or any prospect you speak to, you risk losing that lead. The data supports that having a clear message is very important.

Consider:
- **It takes [50 milliseconds (0.05 seconds) for people](#) to form an opinion about your website.**
- **[86% of consumers say that authenticity](#) is a key factor when deciding what brands they like and support.**
- **[81% of consumers say trust](#) in the brand is necessary in order to buy from them.**

To effectively communicate your value to potential customers, start by clarifying your message. We highly recommend using a tool like [BrandScript](#) to accomplish this. BrandScript is a marketing strategy tool that uses aspects of storytelling to help clarify your brand's value and commitment. You can refer to it when writing any website copy and ensure you are really speaking to your customer and positioning them at the center of the story.

Tools to Check Out
Mystorybrand.com
Read the book: Building a StoryBrand

Write Your Company Statement

If you've done any research into how to market your business, you've no doubt heard of an elevator pitch. Communicating the value of a business succinctly and powerfully is a skill even master marketers continually work at developing. That's where your company description statement comes in. Make it a powerful, customer-centric one-liner. First, start with the internal problem or pain point most of your clients face. Second, show how you solve their problem. Third, talk about the success, clearly explaining how your customer will feel after you solve their problem.

The problem is the frustration that all of your clients and customers face. By starting with this you easily make your company and what you do relatable. Here's an example of a new healthcare app that connects patients with doctors online:

"So many people find it nearly impossible to find a doctor who values them as a priority."

After a customer knows that you "get" them they will be curious about how you can help them. The next part should be your solution. In minimal words you explain how you help solve the frustration mentioned before. Here's how our healthcare example does it:

"That's why we created a model of healthcare that places your health & convenience as our #1 priority"

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The last part of your statement shows your customer how it feels to work with you. Mention what people are really missing by having to deal with their frustration. In our example people don't just feel like they are not a priority for doctors, but they are busy people with busy lives and they will either have to give up quality or wait a long time for appointments. So we finish the statement with

"Because we believe you deserve timely access to quality healthcare in the comfort and convenience of your own home."

Then you put all three together to have your description statement or elevator pitch that you can use to instantly relate to customers and show them how you help them, continuing to make them the hero of your brand's story.

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Make Your Website Reflect Your Company Statement

You want to make your customer the hero of your story, including on your website. Be sure to show empathy for the frustrations and pain points your customers face and make it very clear using all the work you've completed up to this point.

Make the landing page for your website as simple and straightforward as possible. As you recall, you have 5 milliseconds to show your visitors you understand their problem and have the authority to help them solve the problem. As a rule of thumb, remove half of the words that you had on your homepage.

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Keep in mind that visitors do not read web pages, they scan them. So, how do you get found on Google and show visitors you know how to solve their issues if they don't read your content?

- **Use Relevant Images to Communicate Your Brand-** Do you remember the old adage "a picture is worth 1000 words?" Well, there seems to be some truth to that statement because studies show people remember 80% of what they see or do and only 20% of what they read. According to MIT, the human brain can process images in as little as 13 milliseconds. Furthermore relevant images, or images that communicate the problem and solution instead of "filler" images placed to make a site look pretty, enhance the user experience and increase engagement rates.

- **Use a Testimonial Slider to Show Authority** On-site consumer reviews can increase conversions by 74%. Use a visual slider that showcases real customer testimonials prominently on your homepage or other pages on your site. Be sure to use testimonials that follow the problem-solution pattern. What this means is your testimonial should mention the frustration or problem your customer was experiencing and how your company solved it for them. Here's how we do it at POWR:

  "We were properly capturing visitors that were coming to our site, Since using POWR Popup we've been able to increase our subscriber list by 145%. The Popup looks wonderful on our site and gives us the lead capture we needed to grow."

- **Allow Comments and Shares on Your Site** User-generated content (UGC) is the biggest trend in digital marketing today. A whopping 70% of consumers trust online peer reviews and recommendations more than professional content and copy. And 92% of consumers trust recommendations from other people, even if it's people they don't know. The easiest way to do this is to add a comments section to your site. Visitors and customers can easily leave reviews and comments, ask questions, and add UGC to any page.

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Create a Lead Magnet and Collect Email Addresses

Lead Magnet /lēd maɡnət/ - a marketing term for a free item or service that is given away for the purpose of gathering the contact details of a prospective customer.

Now that you have visitors coming to your site and understanding your value, it's time to start collecting leads. Not everyone who comes to your site will be ready to buy your product or service, but they have shown interest. In order to convert them from visitor to lead, you will want to offer them something in exchange for their email or phone number. What you decide to offer them is called a lead magnet.

Lead magnet ideas:
- **PDF/Whitepaper**
- **eBook**
- **Case studies**
- **Newsletter subscriptions**
- **Exclusive deal**

One of the most valuable pieces of information, however, is that this individual has shown active interest in the magnet you are using. You now have a clear indication of intent, and a way to contact them.

Once you have their email or phone number you can follow up with the contact and nurture that lead to becoming a customer. Nurturing a lead means demonstrating that you have expertise and the ability to help them solve their problem. Make sure to speak to the lead's intent so that they can form a consistent and positive impression of your business.

Did you know?
- 96% of visitors who come to your website aren't ready to buy. (Marketo)
- Companies that excel at lead-nurturing generate 50% more sales-ready leads at a 33% lower cost. (Invespcro)
- 93% of B2B companies say content marketing generates more leads than traditional marketing strategies. (Marketo)

3 steps to creating and launching your lead magnet

Decide on your offer. This could be as simple as a discount for signing up to your newsletter, or as robust as an eBook of information that your target market would find value in. Either way, make sure it begins to answer the problem your potential customer will have.

Use free tools and templates. If you are designing an eBook or whitepaper there are many free templates you can use. Check out Hubspot or Canva to start and then plan your content around the design. For offering a discount you can use a Popup template from POWR and automatically show your discount code after a prospect enters their email.

Set up your form. As mentioned before if you are offering a simple offer, like a discount, you can use a popup that automatically gives your lead the code once they submit an email. If you are offering an eBook or other larger piece of content, use a form that automatically redirects to your content after a visitor submits your form.

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Nurture Leads Using An Automated Email Campaign

In 2021, 4.03 billion people around the world use email. Experts expect that number to grow as high as 4.48 billion by 2024. After you collect emails using your lead magnet, you will want to make sure you nurture those prospects into customers. There are many different ways your potential customers interact with your site so be sure to segment your email campaigns appropriately.

Segmentation /ˌseɡmənˈtāSH(ə)n/ - aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action.

Consider this:

- The click-through rate of segmented campaigns is 100.95% higher (on average) than non-segmented ones. (Mailchimp)
- 79% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance. (Source: MarketingSherpa)
- During a SuperOffice email marketing experiment, a segmented email campaign earned a 94% open rate and a 38% CTR, versus 42% open rate and 4.5% CTR in a non-segmented email campaign.

Make sure your automated email campaign speaks to the concerns of that particular prospect. Here a 3 easy segments any business can use for their email marketing campaign strategies:

1. **New Leads -** These are prospects who have never purchased from you before and may still be learning about how your products or services can help solve their problems. Some of them may be researching solutions for helping them scale in business later or to understand what competitors are doing to reach their customers and revenue goals.
2. **Abandoned Carts -** These are prospects that have taken the time to add your product or service to their cart but have not completed their purchase. By emailing these customers MooSend was able to recover 10.7% more sales from those that had previously not completed their purchase. Abandon cart campaigns have been known to recover an average of 14.6% (Barilliance).
3. **Repeat Customers -** Don't forget the customers that have already purchased from you. These customers already see the value in your product or service. On average, loyal customers are worth up to 10x as much as their first purchase. [Marketing Tech Blog]. Create loyalty campaigns for your current customers and easily earn repeat business and word of mouth referrals! (See step 7)

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Collect and Tell Stories of Transformation

An easy way to get ahead of your competition is to actively ask your customers for reviews and testimonials. Make sure your reviews tell the story of transformation, that is how it felt before they found your product and how they felt after using your product to solve their issue.

Did you know?
Only 33% of businesses are actively seeking out and collecting reviews.

You can use a reviews and ratings app on your product pages to easily collect reviews, or ask you customers in an email campaign. Use these 5 questions as a template to get stories of transformation:
1. What was the problem you were having before you discovered our product?
2. What did it feel like as you tried to solve your problem?
3. What was different about our product (or service)?
4. Take us to the moment you actually realized our product was working to solve your issue. What was that like?
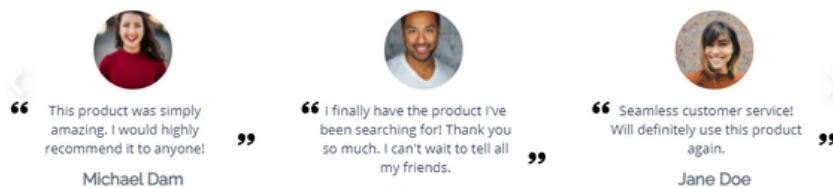5. What does life look like now that your issue is solved, or being resolved?

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> The set-up of our pop up on our theme was very basic. It didn't have many capabilities, and could not upload any assets. It was really frustrating. We had so many nice images to use, but no way of uploading, to entice customers to leave their email address. The POWR tier system is great, we can switch between the plans as and when we need. We're elated! We can finally use a pop up that looks great and blends seamlessly onto our site to collect email addresses.
>
> Scarlett, Head of Digital, With Nothing Underneath

Use a testimonial slider to display those kinds of reviews prominently in all of your marketing materials, from your website to social media, emails and beyond. These stories of transformation will provide social proof and assurance to your audience, attracting more qualified prospects and customers. "Customers who love you will market for you more powerfully than you can possibly market yourself." -Jeanne Bliss, Co-founder of CEPA

This product was simply amazing. I would highly recommend it to anyone!

Michael Dam

I finally have the product I've been searching for! Thank you so much. I can't wait to tell all my friends.

Nicholas Casper

Seamless customer service! Will definitely use this product again.

Jane Doe

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Testimonial Slider - Create your own for free!

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Create A System That Generates Referrals

Word of mouth is still the highest converting marketing in any business. Most people believe a strangers' advice over the claims made on a website. Consider:

- [Nielsen reports](#) that 92% of consumers believe suggestions from friends and family more than advertising.
- And [74% of consumers](#) identify word of mouth as a key influencer in their purchasing decisions.

Make your content easily shareable for people who love what you have to offer. Add a [social media feed](#) with shareable content to your site or include [social media icons](#) so

customers can easily share your content.

Check Out Our Videos

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May 10, 2021

How to Add Popup to Shopify in 3 Easy Steps (2021...
April 30, 2021

What's New in POWR Popu...
March 9, 2021

How to Add POWR Apps to Your Big Cartel Websit...
February 23, 2021

How to Add POWR Apps to Your Squarespace Sit...
February 23, 2021

Tips for Preparing Your eCommerce Site for Black Friday and Cyber Monday...
November 20, 2019

Make your content highly visual and give your customers something in exchange for their referral. If you have a subscription business, offer them points towards their next renewal or if you have products for sale give them a discount or a total dollar amount that they can give to their contacts AND get in return. Loyal customers are willing to share your brand because they already love you and you can entice them to share more by offering a reward.

Read More:
[Why a Customer Loyalty Program Drives More Sales](#)

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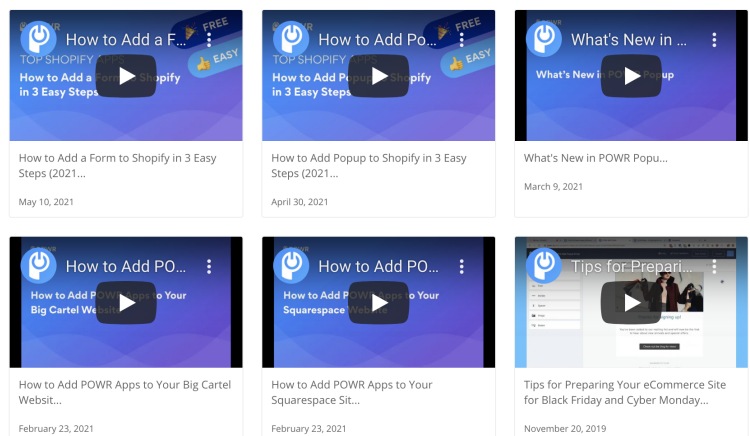
"We take most of the money that we could have spent on paid advertising and instead put it back into the customer experience. Then we let the customers be our marketing. Historically, our number-one growth driver has been from repeat customers and word-of-mouth,"
- Tony Hsieh, CEO

Conclusion:

These 7 steps will help you get more qualified leads that you can nurture into customers. Be clear and use a powerful, customer centric company statement on your website and where you present your company and brand. Use a lead magnet to collect email addresses and make it easy for subscribers to sign up. Send email nurture campaigns to turn leads into customers and ask your customers specific questions to get stories of transformation that you can share with other potential customers. Finally, ask for referrals as they are still the most effective way to get new business.

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Resources:

Mystorybrand.com
Read the book: Building a StoryBrand
Free Online Images: Pexels.com Unsplash.com
Free Website apps mentioned:
Multi-slider
Comments
Form Builder
Popup
Testimonial Slider
Social Feed
Social Media Buttons

Everything at POWR - from forms, popups, review apps and more - is designed to help collect more contacts and make more sales, easily and seamlessly on your website. POWR helps small businesses grow into large businesses with affordable and customizable solutions at your fingertips.