



Leslie Stevens  
President of  
Eclipse Marketing

# Drive Customers To Your Website And Win Business



**Summary:** Potential customers will most likely visit your website before they call you. If they like what they see on your site, they'll more likely to pick up the phone and call you. You have two responsibilities: 1) Drive customers to your website and 2) Project a professional image to encourage customers to contact you. Below are 5 ways to generate traffic to your website, and 5 ways to encourage customers to reach out to you

The first step in generating sales is generating interest in your products and services. Since we've become a virtual society, people rely on the Internet to learn more. That's where you come in. You can educate potential customers about the benefits you offer them by providing an interesting and informative website. Your first challenge however, is to get people to your site. Below are 5 tips to drive traffic to your website.

- 1. Send informative e-newsletters that links to your website** - Value-added newsletters will keep readers interested in what you have to say. Readers will be more likely to visit your website if you are providing them with information that is of use to them.
- 2. Publish your website on your vehicles, as well as all marketing material** – Think of the unobvious places to promote your site, such as on your window outside your showroom. Keep your domain name easy to remember.
- 3. Implement SEO practices regularly** - Simply getting your domain to the top of a browser once won't mean it will stay there for long. You only have a finite amount of time before you'll lose your standing if you don't implement SEO practices regularly. Other companies are constantly trying to secure your top spot. You have to implement an on-going SEO campaign if you want to remain visible.
- 4. Execute a social networking campaign with target customers** – If you want to get involved in social networking, you will have to dedicate someone to networking online regularly so that relationships are built. Social networking is a soft sell. Think of it as attending a party. You have to get to know people before they will be interested in what you have to offer.
- 5. Partner with other companies who will link to your website** - There are several reasons to get as many companies as possible to link to your website. One reason is that it helps with SEO. Another reason is that you will have more companies promoting your website. Make a list of potential partners to contact for this opportunity, such as industry sites, Chamber of Commerce, local businesses, etc.

Once you accomplish your objective in securing visitors to your website, you need to encourage customers to contact you, which is when the real sales process starts. Think about what motivates you to act. When searching online. If a website is engaging, easy to navigate and interactive, you'll be more likely to move to the next step. Make it easy for them to find your contact information. Below are 5 strategies that encourage people to act once they visit your website.

### 1. Make your website interactive with download links and videos –

Studies show that videos and downloads make people feel more connected to a site. Also, downloads enable the visitor to have something tangible to review later with others once they leave your site.

### 2. Use professional photos that clearly show what you're selling –

We know pictures tell a 1000 words. Quality pictures will project the image you want to deliver. One can always tell the difference between "Do-it-yourself" photos and professional photographed images.

### 3. Clearly explain what you are selling –

Visitors to your site might not understand technical terms that are used throughout the industry. Use simple terms that non-technical people can easily understand. Explain what you mean by "automation and control"... the term is not obvious to many people.

### 4. Make your site easy to navigate –

People want to find what they are searching for... fast. Make all your links easy to navigate. Don't have too many links, which tends to get confusing and overwhelming



### 5. Make it easy for your customer to contact you via e-mail or the phone -

This is a critical factor. Make it very easy for them to contact you. Your phone number should be everywhere on your website. This holds true for your e-mail address.



## In Conclusion...

Eclipse Marketing creates professionally designed turnkey websites and electronic newsletters exclusively for the audio/video and security industries, both residential and commercial markets. All websites come complete with text, photos and layout. Each website is modified for every company. Each company's contact information, logo and

logo colors are integrated throughout their website. Complete customization is also available, and ongoing changes can be made over time. All websites are affordably priced, high quality and easy to acquire. Multiple designs are available.

To learn more about affordable marketing tools available, visit [www.eclipsemarketing.NET](http://www.eclipsemarketing.NET)

This article is provided courtesy of Leslie Stevens, President of Eclipse Marketing, a full-service marketing and public relations firm. Stevens has 15 years experience providing marketing strategies, tools and material to electronic systems dealers, integrators, manufacturers and distributors in the residential and commercial audio/video and security industries.

Eclipse Marketing provides Marketing Tools and material to CEDIA, InfoComm, PARA, TechHome and NASBA. These cost-effective marketing tools and material are designed to enable system contractors to increase sales by promoting their business on a professional level.

Visit Eclipse Marketing at  
[www.eclipsemarketing.NET](http://www.eclipsemarketing.NET)

Contact Leslie Stevens +1.949.363.5340  
[leslie@eclipsemarketing.NET](mailto:leslie@eclipsemarketing.NET)