



## Getting Ideal Prospects Engaged

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### What you will learn in this lesson

- 1> How to get in alignment with Suspects
- 2> Why websites don't work effectively
- 3> Why free information is the key to selling

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### Content Strategy

In the Free Down Load "Achieving Page One Google", I outlined an over all strategy of getting into alignment with your ideal targets by matching keywords.

There are several ways to reach those you might suspect are ideal Suspects. Your website might attract them, you may have an email campaign, you may be involved in Social Media Publishing, or you may be advertising.

Attracting visitors who are not familiar with you create a higher bounce rate. Those are people who stay less than 30 seconds. These visitors may be the result of a Google search and sometimes your site shows up in a niche that is not your primary Unique Selling Proposition.

But lets assume, your traffic has searched the internet using the right keywords, or read your email, or read your blog and want to learn more about your expertise and about you. We must keep in mind that at the beginning, they really don't care about you. They care about their problem.

When they arrive at your site, they are still Suspects. These suspects however have a narrower focus and may already be in alignment with your USP. As Adam Short markets to a narrow niche on Betta Fish, it is pretty sure that visitors are drawn to some problem he has claimed he can solve.

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Having read his material, he starts by broadcasting that you can have a “Healthier, More Vital, More Long Lived Betta Fish”. Well, if you just bought one or think your isn’t healthy, this casts a pretty wide net of interests for this niche.

When visitors arrive at your site, they may be warmed up, but they are still Suspects.

The next step on the way to Loyal Customer is getting them engaged. Most websites move immediately to asking Suspects to Call, Ask for a Quote, Sign up for A Newsletter, Register an Email, or Buy.

These are all perfect engagement results. The reason most sites have bounce rights of 90% is that the Visitor needs more warm up before they are ready for this step if they don’t already know you. It is too much like being introduced to someone and asking if they would like to go out to dinner. This might also be a great result, but it is too soon.

You are communicating your desire to have a relationship before your partner knows whether it is worth their time, meets their minimum standards, has long range potential, or whether you are really in alignment with their core values or objectives.

Using the example of the potential date, what might they want to know about you before agreeing to go to dinner. Most likely they would like to get a feel for who you are on several levels. Is it a lot different if someone is going to give you money?

A project is not the same as marriage, but you have to over come a lot filters looking to eliminate you. Secondly, you might have competition. Now you are being judged and compared.

On the social path, a lot of conversation might reveal who you are and your intentions. On the business path, Free Information is also a great start.

If you have a site on Betta Fish, the visitor wants to know what you know and how you can solve their problem. If the look your website or origination point for distributing the free material passes the first sniff test, they may engage by giving you an email in return for your report.

Most experts in ecommerce will tell you that you have to have a Pre Sell page before you move to Sales page. They mean that you might have to sell someone on your credibility before you try to close.

This might also be required to get someone to take Free Information. This is a semi commitment from them that says based on what I see so far, if I like what I see next, I might continue to engage.

There are several ways your website can warm up Suspects. The landing page of your website is where your Broadcasts or Publications steer your visitor. For most sites, this is the Home Page. When a visitor lands, they should get a quick idea of what you will do for them if they give you a few minutes.

## **Elements Websites Need to Warm Up Visitors**

Some of the elements that might tell them your site is a solution center are:

- >A visible phone number. I even like the icon of a girl with a headset inviting you to call.
- >In invitation to chat live.
- >An opening paragraph stating what the firm does. This is a great spot for the Unique Selling Proposition.
- >A menu bar that quickly reveals your services or products.
- >A simple to use navigation system that would allow them to see an About Us or Why Us.
- >An FAQ page that might even start on the landing page is a great way for visitors to see that you are open to engaging with your Propsects.
- >A video that allows them to see immediately what you do and who you are.
- >Free Reports that continue the promise to solve their problem.
- >A free e-book that tells them almost everything to know about how you will solve their problem and what they need to know to make a wise decision.
- >A resource list that shows who the site has as partners to solve problems.
- >Case studies about how problems in the past were solved.
- >White papers on the topic
- >Testimonials
- >List of Management for each Department
- >List of Corporate Responsibility activities showing they give back to the community
- >History of how firm became involved in this activity

If a person reads one or two and is still interested they will move to read something else. Along the way they may agree to give you an email. At this time, they have become Prospects.

If they read and leave, they are still Suspects.

## **How Do You Give Away Enough Free Information?**

Pages and Blogs on the site are easy ways for visitors to see what you have to say. It is difficult to get most people to engage in that information if they don't know you. It is easier to get them

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to your pages if they have opened something that interests them and their growing interest gives them the desire to read more of what you suggest.

Visitors who do not know me might not read my posts or pages. But if they arrive at one of my posts and like what they will read, they will follow my links to material I suggest will give them more information.

Most of your communications have to start with brevity. In this “crazy-busy” world as Jill Konrath likes to say, people want to read a paragraph, not a chapter and see 200 words rather than 500 words. You have only a few seconds and maybe just a headline to target the issue they are willing to explore.

From this embryonic communication you can start expanding.

The next step after your heading on a Search Engine page, or an email, or a blog is to bring them back to the source of more information. At this point, you can offer more topics and more links. It is still good to be brief. Once the Suspect has become a Prospect by giving you an email to see more information you can start expanding on the length of your messages. But you should still be respectful of their time and cognizant of their attention span. (I hope I have respected yours).

The second process this engagement has initiated is the opportunity to start following up. Because even the first engagement may not initiate a live contact on the Prospect’s part, they are more likely to be willing to get more communications that elaborates on the original message. (This topic will be pursued in the next Chapter.)

For example, when I signed up for information on Betta Fish, the communications on caring for my fish have been unending. If I really did have a Betta Fish, I would have found these communications educational and useful. Not until such time as I had found a different provider or my fish died, might I have unsubscribed.

I presume I will see these messages for months. Maybe I’ll buy one. Strangely enough, this site is not trying to sell Betta Fish. It is trying to sell a book on caring for them. Even with all this information that I haven’t saved at this point, I might want to buy the book so that I would have it all under one cover. There is always more to tell and I know I haven’t learned everything. But I am convinced at this point that I would not turn to someone else.

Giving away Free Information is done unselfishly without regard to whether they will become a Customer or not. If you can become a resource for your information, you may benefit.

Some marketers are paranoid about giving away too much expertise, but I think firms that have experienced no fear in sharing convert more Prospects to Loyal Customers. You’re offering your chin and most Prospects won’t disappoint you by stealing the information.

In the process, it is more likely they are judging what you know and whether they like you rather than scheming on how they can steal the information.

Good CRM (Customer Relation Management software) can track the levels of interest and create different responses for different levels of interest or non interest. Sometimes patience is paramount. Patience is what often separates Traditional Marketing from Relationship Marketing.

As long as you still have their permission, you can continue to comment and send them information you think is relevant in connecting their firm with yours. You want to create an appreciation for your unselfish sharing, and a trust from the value of your insights. You are also winning points with the non invasive delivery of your information.

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