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Title:

7 Ways to keep Customers Coming Back to Your Site

Word Count:

567

Summary:

<P>Targeted and engaging content encourages regular visitors Guidance for Owners/Managers

Keywords:

small Business, Small Business Idea, Small Business Software

Article Body:

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You've built a website. Wonderful! The next question to ask is this: Once you get a visitor's attention, how can you bring them back?

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Of course, you don't want every visitor returning, but rather customers and potential customers. Articles and other content published on your site should be relevant, interesting and well written. Unique content will give your site a better chance of reaching targeted visitors through search engines.

Here are seven ways to keep customers coming back to your website:

1. Run short-term specials. Internet users love a
bargain, and sales are a sure way to capture attention. Use short sales periods
to motivate people to act — giving them three months to make a decision will
just help them avoid making the decision to buy. Let users know that the items
on offer are always changing to encourage them to visit your site regularly. And
get creative with your specials. For example, consider giving away a free gift
rather than just cutting the price.

2. Make your site topical. Internet users often
look online to learn more about interesting topics in the news. Creating a link
between your business and a hot news story can be a great way to attract
visitors to your site. This is a common tactic used by public relations firms to
get media coverage, and could work equally well for you.

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3. Update information regularly. Why would a user
want to return to a website that rarely changes? Keeping your information up-todate sends a message to visitors that your company is current and serious about
doing business.

4. Hold a competition. This is a great way to get
visitors excited about your website and what you do. Consider asking users for
feedback, so that it doubles as a market research tool. Prizes don't need to be
extravagant, but should be fun and appropriate for your target market.

5. Send out an e-mail newsletter. This popular
promotional tactic is an effective one. Don't expect to build a list of
thousands of subscribers, but focus instead on building a high quality list of
targeted readers. When sending a newsletter, keep it short and informative.
Promotions are expected, but don't overdo it.

6. Join niche e-mail groups. If you have the time,
participating in a targeted e-mail list is a great way to connect with potential
customers and keep reminding them about your business. Participation in a group
works best when your company services a niche market. For example, the owner of
a pet store might join a mailing list for pet owners. By participating as an
expert, the storeowner is able to promote his business to a community of
prospective clients.

prospective clients.

7. Know your customers. An understanding of the
needs and goals of your clients is the best way to ensure that your marketing
efforts are effective. Statistics and tracking reports will help you gauge the
interests of visitors to your website. Website usage statistics will help you
understand how people come to your site, and what they do once they have
arrived. Are they finding what they want, or do certain pages on your site
trigger them to leave? Was the contest you ran successful? This understanding
will help you hone your online marketing efforts.