

10 TIPS TO IMPROVE YOUR RESPONSE RATE

Your ad did its job and convinced someone to click to get more information about your product and/or service. Your landing page now is responsible for convincing them to stick around and to take action. The action may be as simple as to give you their email or to make a purchase.

The landing page is where people “land” when they click your ad banner or email. Very often, new online marketers confuse this with splash pages, jump pages, and micro sites. This common mistake usually results in lowered response rates, which will ultimately cost you money in lost sales.

Here are 10 things you can do now to increase the response rate of your landing pages:

1. Your landing page should be all the about the offer. Make sure it is prominently displayed.
2. Specify the benefits and make them stand out. This is commonly done with the use of a bulleted list, bolding, and underlining.
3. Use testimonials. Providing feedback from satisfied customer builds credibility.
4. Include product shots, people are accustomed to seeing what they will be getting.
5. Make the landing page speak to one targeted person. The nature of the page should be a one-to-one communication, and not a page that tries to speak to the millions on the internet.
6. Show them what they can save. State in dollar and cents what they will save/earn by using your product or service.
7. Speak in the customer’s language. Too often marketers speak in the industry lingo and do not use the language that the customer understands.
8. Get emotional. BusinessWeek in a recent campaign used the following copy when someone did not choose the offer; “No, give my benefits to someone else!”. If a brand like BusinessWeek can get emotional – you can too.
9. Add a sense of urgency. Adding a time mechanism such as stating an expiration date, limited supply, limited supply offer and etc. will increase response rates.
10. **DON'T FORGET TO ASK FOR THE BUSINESS.** Include a strong call to action that is clear and stands out. And don't be afraid to ask for the business more than once.

And keeping with point 10, be sure to call Endai Worldwide, 866-897-MKTG, today to help you get your Direct Response campaign off and running. We have been helping companies like yours to generate profitable cost effective sales since 1999.