



STRATEGIC PLANNING &
IMPLEMENTATION ASSOCIATES, INC.

Serving The Business Community Since 1971

Division: Planned Growth Business Development Solutions Inc.

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A person just came to our website, now what?

By

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The Webmaster just told me someone just purchased one of our products online and also downloaded a complimentary white paper. This is great news and a nice first step, but the real marketing starts now! Last month I talked about the importance of having a website that sells and does not just provide information. A significant factor of having a website that sells is the ability to properly and effectively create and manage relevant Autoresponders to go along with your website.

The technical definition of an *auto-responder* is an automatically generated email message sent to a specific email address at preset time. The concept is simple... if you present your message multiple times in front of an active web customer/prospect or partner then eventually they will take more action which could result in additional sales, website activity and or eNewsletter registration to name a few.

Take this example below to better explain how effective *auto-responders* are:

An existing client came to me a few months ago straight out asking me to increase their sales online. I listened to his simple yet perfect question and told him that I would like to take a couple days and get back to him with a detailed written proposal and presentation on exactly how I would like to increase their online sales. He seemed quite excited in the confidence and calculating way in which I was thinking.

Two days later, I returned back to their office but prior to my return asked for his marketing team and administrative team to be present at this meeting as I had a plan that would involve not only the Marketing director but the whole team.

I started off by throwing out a question in regards to what happens after a typical online sale on their current website. The responses varied but essentially the same underlying message was being expressed:

“The sale is made and the order is completed by sending the shipment to the customer”. This is in fact what should happen, but is also what isn’t happening that is the problem. Then I introduced a complete Autoresponder campaign solution. My solution was simple. I proposed that for each of their products sold whether offline or online, a unique preset Autoresponder campaign be created. Let’s take one of their products in specific.

First off, let me preface this example by informing you that their business was selling complete phone systems and accessories and 73% of all sales were done online.

The product was a moderately priced Phone system and it was quite a popular item. The plan was to create a 2 month Autoresponder campaign for this one product. After a sale was made for this phone, immediately – a thank you email was sent to the buyer thanking them and offering their customer service number as well. 9 days after the purchase, a follow up email would be sent out to that same buyer checking in while at the same time offering, in the case that they did not purchase a service warranty, a discounted 1 year service warranty

deal. After another 10 days, another automatically generated email message was sent offering a volume discount on the same type of phone system. And after another 20 days, a final email message was sent providing them with a coupon code for any purchase on their website as well as displaying their sales and services phone numbers encouraging customers to call in with any questions they might have.

The result of the above campaign increased their sales for that particular product 22%. Also – overall sales, directly related to that coupon generated an additional 44%. This system has proved to work with this client as well as other clients. The general results are that people like to have a nice follow up email regarding a recent purchase as well as be offered a special coupon to spend as they wish and if these emails are coordinated and setup in the right way at the right time, then it will be a successful Autoresponder campaign.