

# HOW TO GET MORE ENQUIRIES AND SALES FROM YOUR WEBSITE

## Using AI Tools

# What we will cover

**A marketing framework that you should follow**

## **Middle of the funnel: Increase engagement**

**Don't immediately scare or frustrate**

- Ensure you have an SSL cert
- Ensure the page loads quickly

**Immediately resonate**

- Write compelling headlines that quickly engage visitors who land
- Bullet point key features / benefits
- Embed Videos that will engage visitors

**Build credibility & Trust**

- Highlight any media coverage you have received.
- Use statistics for number of customers, years in business etc.
- Highlight blog posts on key pages to engage and build trust

**Encourage Browsing**

- Have image and text links to tempt visitors to browse around
- Make it easy for visitors to find what they want - Have a simple navigation
- Make it easy for visitors to find what they want Have site search

**Measure whether people are engaging or not**

**Research how you compare with competitors and continually refine your site**

# What we will cover

## Bottom of the funnel: Tactics to increase conversions

### Entice

- Test different offers
- Psychology – use limited time offers
- Psychology – use a countdown timer for your offers
- Psychology – scarcity can increase conversions

### Reassure

- Aim to get visitors to read testimonials – ways to best present testimonials
- Consider offering a satisfaction guarantee
- Consider offering a money back guarantee
- Create product / service videos that will convert visitors
- Explain what makes you different
- Ensure returns policy is better than competitors

### Encourage Action

- Ensure you have call to action buttons on all key pages
- Add Request a Call back buttons (if offering a service)
- Optimise your enquiry forms

### Try to convert the 97% again in the future

- Send cart abandonment emails
- Encourage visitors to signup for your newsletter
- Encourage visitors to download lead magnet
- Encourage visitors to Follow you on social media

### Research and refine

- Compare what your competitors are doing to convert visitors
- Talk to your customers – ask them why they purchased

# Which type of business website have you? This will determine your Goals



**Which?**

## **Do you offer a service?**

If so, perhaps your main goal is to generate enquiries

But also it will be to warm people up until they are ready to buy so you want to get visitors to ...

- Read your blog posts
- Signup for your email
- Download your lead magnets

## **Do you sell online?**

For example,

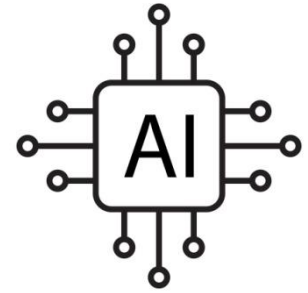
- An ecommerce site selling products
- Selling “bookings” for your coaching business
- Selling bookings for your guesthouse or hotel

You want people to purchase or book

But you also want to get them into your email marketing System or follow you on social media so you can convert them in the future



# Use Chat GPT or Gemini to help Define your sites goals



ChatGPT 4o ▾



I have a website for my hair salon business. When people land on the website I want them to book an appointment or call to enquire. Act like a website conversion expert and tell me the main goals I should set and track for increasing enquiries and sales



To increase inquiries and sales for your hair salon through your website, you need to optimize your site for conversions. This means setting specific goals and tracking metrics that will help you understand how visitors interact with your site and how you can encourage them to take desired actions, like booking an appointment or calling for inquiries.

Here's a breakdown of the main goals you should set and track:

## 1. Optimize Call-to-Action (CTA) Buttons

- Goal: Get visitors to click on "Book an Appointment" or "Call Us" buttons.
- What to Track:
  - Click-through rate (CTR) on CTA buttons

Message ChatGPT



## ***Adapt this prompt for your business***

***I have a website for my hair salon business. When people land on the website I want them to book an appointment or call to enquire. Act like a website conversion expert and tell me the main goals I should set and track for increasing enquiries and sales***

Learn more about Chat GPT and Google Gemini on the members website ....

You can watch these courses on the members website which explains How to use AI tools like Chat GPT and Google Gemini for digital marketing

Login to the members website using your username and password

<https://school.themarketingcrowd.ie/>

And go to the section “All training courses”



# Your website is at the centre of your digital marketing

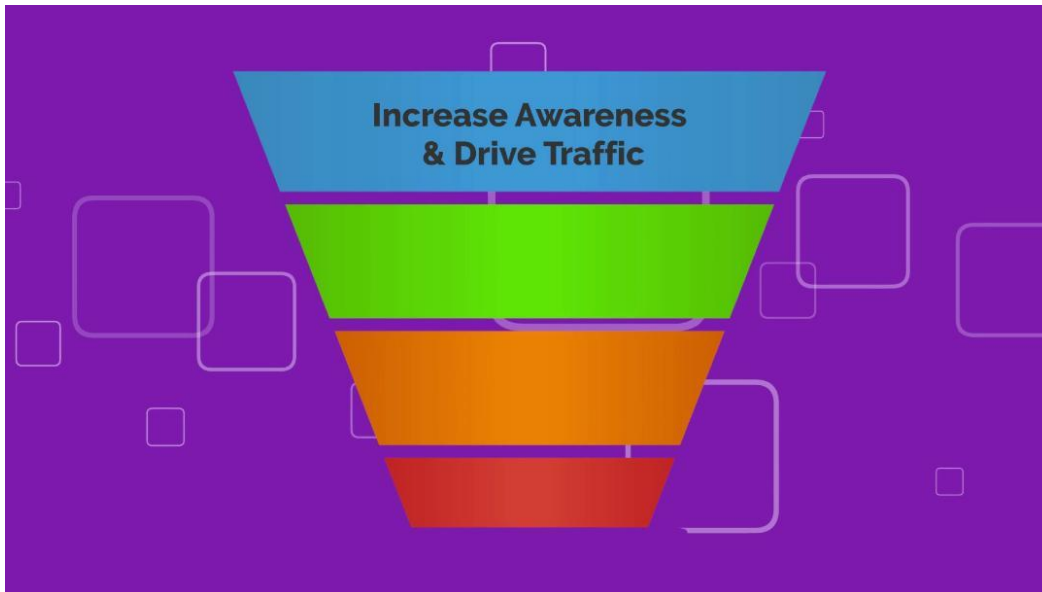


You want to use these platforms to drive traffic to your site – into your sales environment

**Note: There are courses on the members website showing you how to use all of these platforms for marketing**



# Use the sales funnel as the structure for your Digital Marketing Plan



All of our businesses have a sales funnel whether we realise it or not.

At the top of the funnel there are millions of people who have never heard of us. We need to use digital marketing to get discovered and drive people to our website.

This involves getting found through Google, social media, advertising etc.

# Use the sales funnel as the structure for your Digital Marketing Plan



When people land on your website you need to work hard to get them to engage or else they will bounce off.

Therefore you need to ensure your website employs a range of tactics that makes visitors think:

- This website looks secure and is fast to load.
- This is what I am looking for.
- This company looks interesting and trustworthy.

# Use the sales funnel as the structure for your digital marketing plan

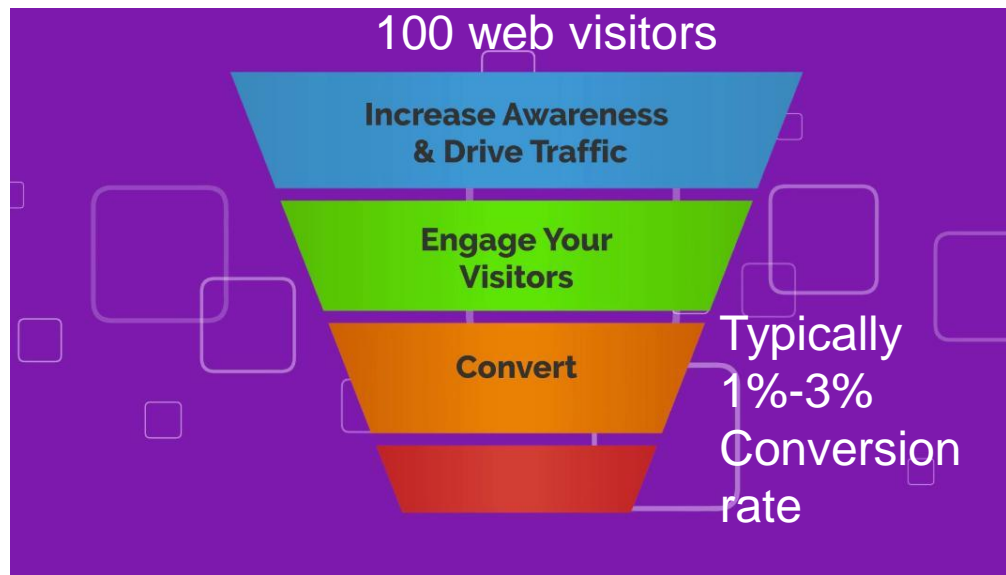


Once people engage and start browsing your site you now have a greater chance of converting them.

You need to employ a range of tactics that will make people think:

- This product service is exactly what I was looking for.
- Other customers say it's great.
- Now would be a great time to buy it.
- I should enquire and ask a few questions about it or I should order it now.

A typical conversion rate is 1%-3%



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**Measure whether people are engaging or not**

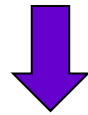
# Some digital marketing stats and realities



- On average, across most sites, 70% of traffic comes from search engines.
- Typically, searchers will look at three to four sites that have appeared in their search results. This means you are competing with three to four other sites, you are constantly being compared and you need to quickly differentiate your offering.
- On average, users will look at three web pages so you need to make a quick impression and you need to convey the key benefits quickly.
- The first page a user sees isn't always your homepage.
- **You have to ensure the content the visitor sees is**
  - a) what they were expecting/were searching for and**
  - b) is compelling.**

# How to visualise our task when it comes to engagement

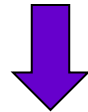
Don't scare or frustrate your visitor as they arrive



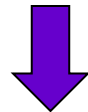
Your page should immediately resonate



Then build credibility & trust



Encourage more browsing around your site



Measure whether people are engaging and refine your site

## Don't scare or frustrate:

Ensure you have an SSL cert so visitors don't see "Not secure"



When a website has an SSL cert, any data that is inputted gets encrypted. You can tell if a site has an SSL cert if its web address starts with HTTPS.

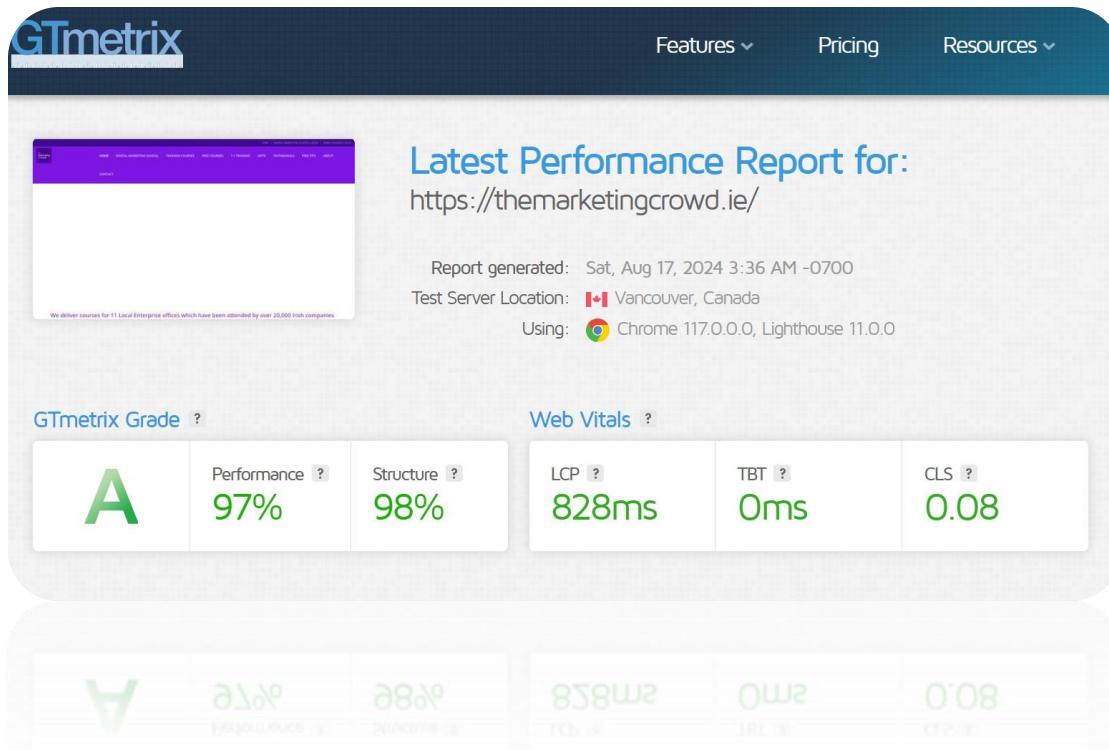
If you do not have an SSL cert it will say Not Secure next to your web address

Many visitors will not understand what this means and many will think that your site could be risky

Most websites now have an SSL cert. If yours doesn't, ask your web designer or hosting company to add the SSL cert for you, Typical cost is €30 a year.



# Don't scare or frustrate: Ensure the page loads quickly



**You do not want people to abandon visiting your site because it's slow.**

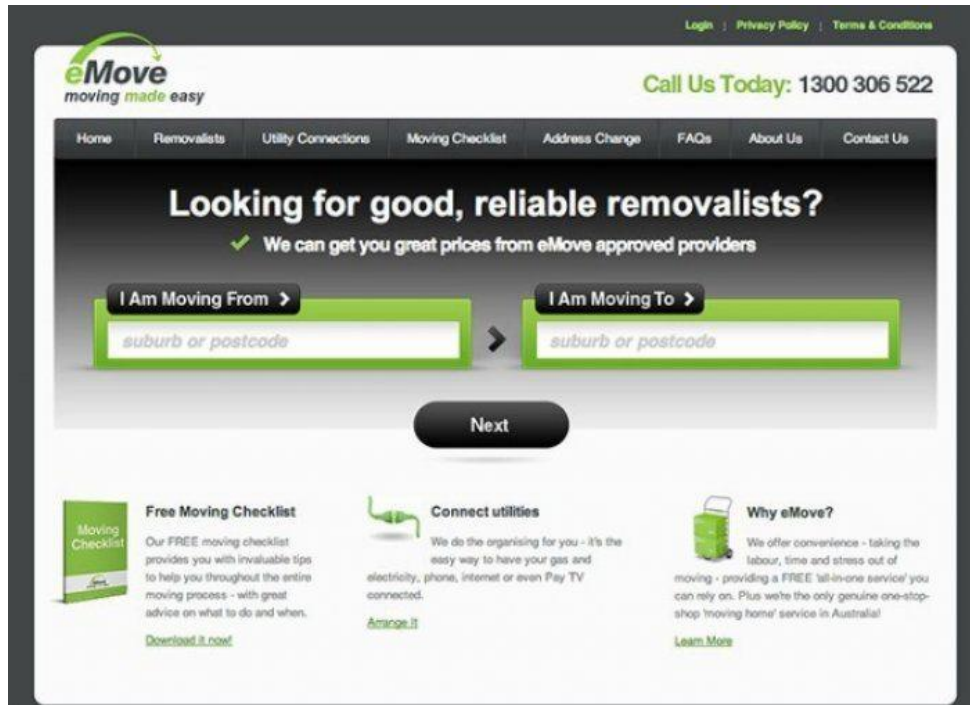
Facebook conducted a study of posts that linked to website and found that 40% of people abandon if it takes more than 4 seconds for the page to open.

You can easily evaluate and improve your site's loading speed using a tool like GT Metrix.com

<https://gtmetrix.com/>

# Immediately Resonate

Write a compelling headline for each important page



*Five times as many people read the headline as read the body copy.*

*David Ogilvy, the founder of the global marketing firm Ogilvy,*

# Use Chat GPT or Gemini to write a compelling headline for each important page

ChatGPT 4o



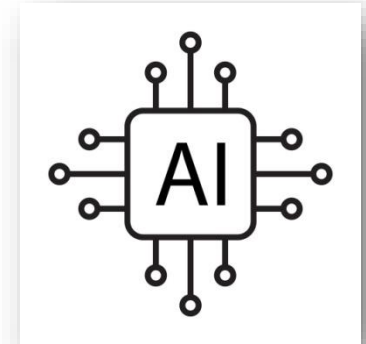
Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

Here are five headline ideas tailored to the top customer needs for this type of garden kneeler and seat—comfort, durability, and convenience:

1. "Ultimate Garden Comfort: Cushioned Kneeler & Seat with Tool Pockets for Effortless Gardening"
2. "Durable & Versatile: Your All-in-One Garden Kneeler & Seat with Built-In Tool Storage"
3. "Say Goodbye to Garden Strain: Ergonomic Kneeler with Tool Organizer"

Message ChatGPT

ChatGPT can make mistakes. Check important info.



**Either attach an image or tell Chat GPT or Gemini what your product is**

**If attaching an image, adapt this prompt**

Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

# Use Chat GPT or Gemini to write a compelling headline for each important page

T I sell washable dog sofas. Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

Show drafts ▾ 🔊

## ◆ 5 Headlines for Washable Dog Sofas

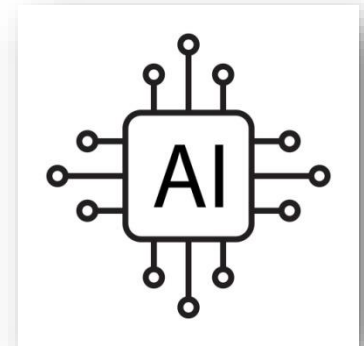
### Understanding the Top 3 Customer Needs:

- **Comfort:** Dogs deserve to relax in style and comfort.
- **Cleanliness:** Maintaining a clean home with a pet shouldn't be a hassle.
- **Durability:** A dog sofa should withstand even the most energetic pup.

### Headline Ideas:

1. **Ultimate Comfort, Effortless Clean Up, Built to Last: The Dog Sofa That Has It All.**
  - This headline directly addresses the three key customer desires.
2. **Indulge Your Pup: Our Washable Dog Sofas Blend Luxury and Practicality.**
  - Focuses on the comfort aspect while highlighting the easy-to-clean feature.

Enter a prompt here



## If you are not attaching an image, adapt this prompt

I sell washable dog sofas. Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

# Immediately Resonate

Focus on the key benefits that customers are looking for



## Consider the triggers to purchase

When designing your website you need to make a list of the Key triggers to purchase and then make them prominent on the site

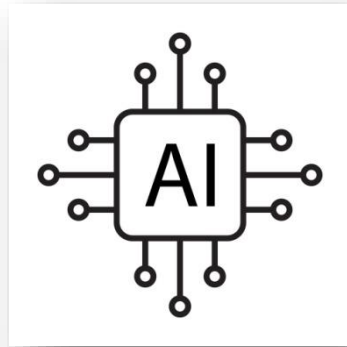
What are the key benefits that people are looking for? E.g.. Cheap, quality, guarantee

What are the key features?

**Ensure you know these key triggers and then make them very prominent on your page. Don't hide them in the middle of paragraphs of text.**

- 1. Incorporate some of them into the headline**
- 2. Have them as clear scannable bullet points.**

# Use Chat GPT or Gemini to help figure out the top 5 things customers are looking for when choosing to a buy your type of product or service



Gemini ▾

**T** I have a dog grooming business in Dublin, Ireland, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

Show drafts ▾ 🔊

## ◆ **Top 5 Things Customers Look For in a Dublin Dog Grooming Business**

As a marketing expert, I've identified the following as the top 5 factors that influence a dog owner's decision when choosing a grooming service in Dublin:

### **1. Expert Care and Safety:**

- Above all, customers want to know their beloved pet is in safe hands.
- Highlight your groomers' qualifications, experience, and any certifications.
- Emphasize a calm and gentle environment, free from stress for dogs.

### **2. Quality Grooming Services:**

- Offer a wide range of grooming services tailored to different breeds and coat types.

🗨 Enter a prompt here



Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Apps](#)

## ***Adapt this prompt or your business***

I have a product which is a garden kneeler, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

# Immediately Resonate

## Have a video on key pages – it increases engagement



<https://outdoorcanopies.ie>

<https://outdoorcanopies.ie/clothesline-canopy/>

### Increased website engagement:

Video generates a 400% - 700% increase in website visitor engagement and response rates compared to static text & graphics. (Source: Google / Double click)

### What type of videos work best for engagement?

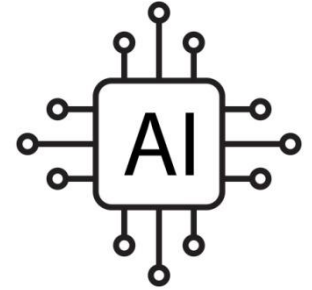
On homepage:

- A 60 second (max) company promo video
- A 60 second (max) product video
- A “How to” video sharing expertise
- A “behind the scenes” video

On a product page:

- A product video
- A testimonial video

# Use Chat GPT or Gemini to help figure out what type of videos you could create



ChatGPT 4o ▾

I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion



Creating videos for a guest house or B&B business that drive engagement and increase conversions requires a thoughtful approach to storytelling, authenticity, and showcasing what makes your place unique. Here's a breakdown of ideas categorized into two key objectives: **Engagement** and **Conversion**.

## Videos Best for Engagement

These videos are designed to capture attention, foster emotional connection, and encourage sharing, commenting, and repeat visits to your site.

### 1. Guest Experience Storytelling

- **Content:** Feature short video interviews or vlogs from previous guests sharing their

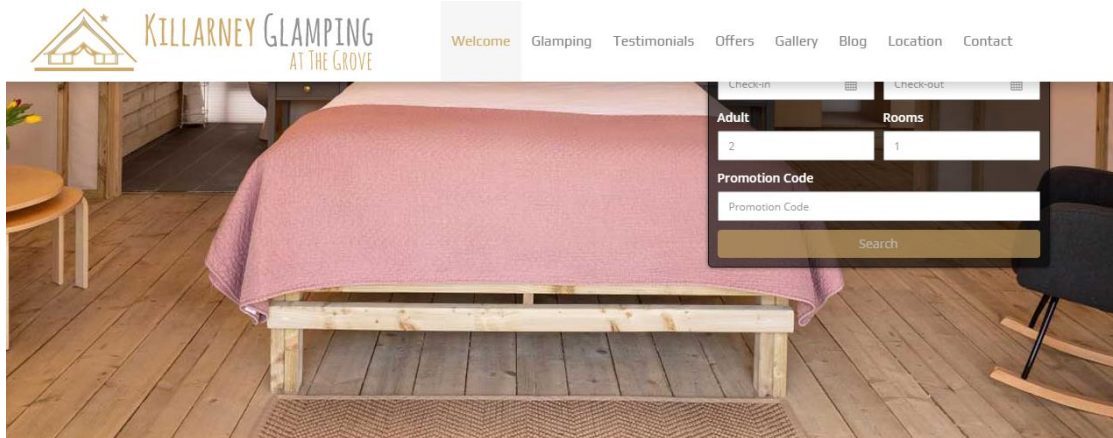
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# Build credibility & trust

Have a banner highlighting media coverage you have received.



Include the logos of newspapers / radio stations that have written about your business.

It will immediately give your business credibility

Aim to get media coverage if you don't already have some

AS FEATURED ON



## Build credibility & trust

Use statistics such as number of customers or years in business



We deliver courses for 11 Local Enterprise offices which have been attended by over 20,000 Irish companies

All of our courses are available to stream at any time that suits you - ideal for busy professionals.

We have featured  
in articles by ...



Irish Examiner

Ulster Bank

The Sunday  
Business Post

Are there some statistics you can place prominently in your web pages that immediately conveys how established your business is and why your product / service is trustworthy?

An estate agent might say – We have sold over 5,000 houses for home sellers

A yoga instructor might say – Over 3,000 people have attended my classes in the past 10 years

# Build credibility & trust

## If you have a physical shop include images of your premises in the about us / contact us page

It reassures people that this is a real business that they can visit should anything go wrong with the order



### ABOUT FABUCCI

Established in 1997, Fabucci Footwear is a ladies designer footwear boutique that specializes in luxury international brands. For ladies with passion for being stylish, Fabucci store is a shoe haven. Our exceptional collection ranges from occasional party wear to casual everyday footwear. We believe in the saying "Good Shoes Take You Good Places" and strive to provide finest elegant, trendy designs. Our unique customer service motto comes from Maya Angelou "People will forget what you said, People will forget what you did but People will never forget how you made them feel". We endeavour to make every customer feel welcome and give them best experience at Fabucci Footwear, be it in store or online.

Fabucci store is situated in the centre of Naas town in Co. Kildare just off the Main Street in the Moot Mall (watch out for our circular pink sign over Benetton).



# Build credibility & trust

## Have links to your blog posts on key pages – Help first, sell 2nd

### DIGITAL MARKETING TIPS



#### [20 tips and tools for making marketing videos](#)

If you are planning to make some marketing videos here is a checklist and also some very...



#### [Instagram has launched an Algorithm free feed as an option for users](#)

Instagram has rolled out the ability to view your Instagram feed in 2 new ways ... so you can now...



#### [How to use Reels on Facebook](#)

Reels were rolled out to 150 countries and if you use Facebook for marketing, here's what you...



#### [How to use the new caption sticker for videos in your Stories](#)

Have you used the new caption sticker for Stories which automatically transcribes what is being...



#### [Free tool for picking competition winners on FB & Instagram](#)

If you are running a competition across Facebook AND Instagram you might be wondering how you could...



#### [How to add captions to your Instagram videos](#)

I often get asked how can you add captions (subtitles) to your videos on Instagram. If you post an...

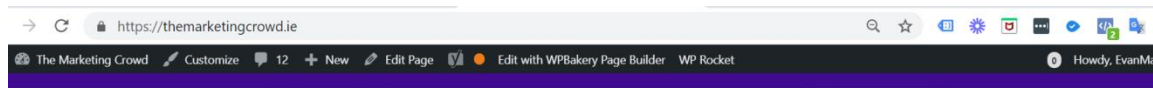
If you have a blog, place links to your blog posts on your homepage and key inside pages.

If your blog posts and helpful and insightful they can help differentiate you from competitors.

People buy from companies they trust. A good way to engender trust is to help first and sell second

# Encourage browsing

## Have image links and text links on your main pages



Our online Digital Marketing School is designed to help Irish businesses increase their sales

You'll get a digital marketing plan and you will be shown how to implement it with immediate access to seven of our latest digital marketing courses (on demand video lessons) and you can also attend a [Live online Digital Marketing Course each month](#) with Evan using Zoom. This is ideal if you want to learn how to grow your sales through website & social media marketing.



You can get "remote" 1-1 training from the comfort of your home.

Watch the video to see how it works



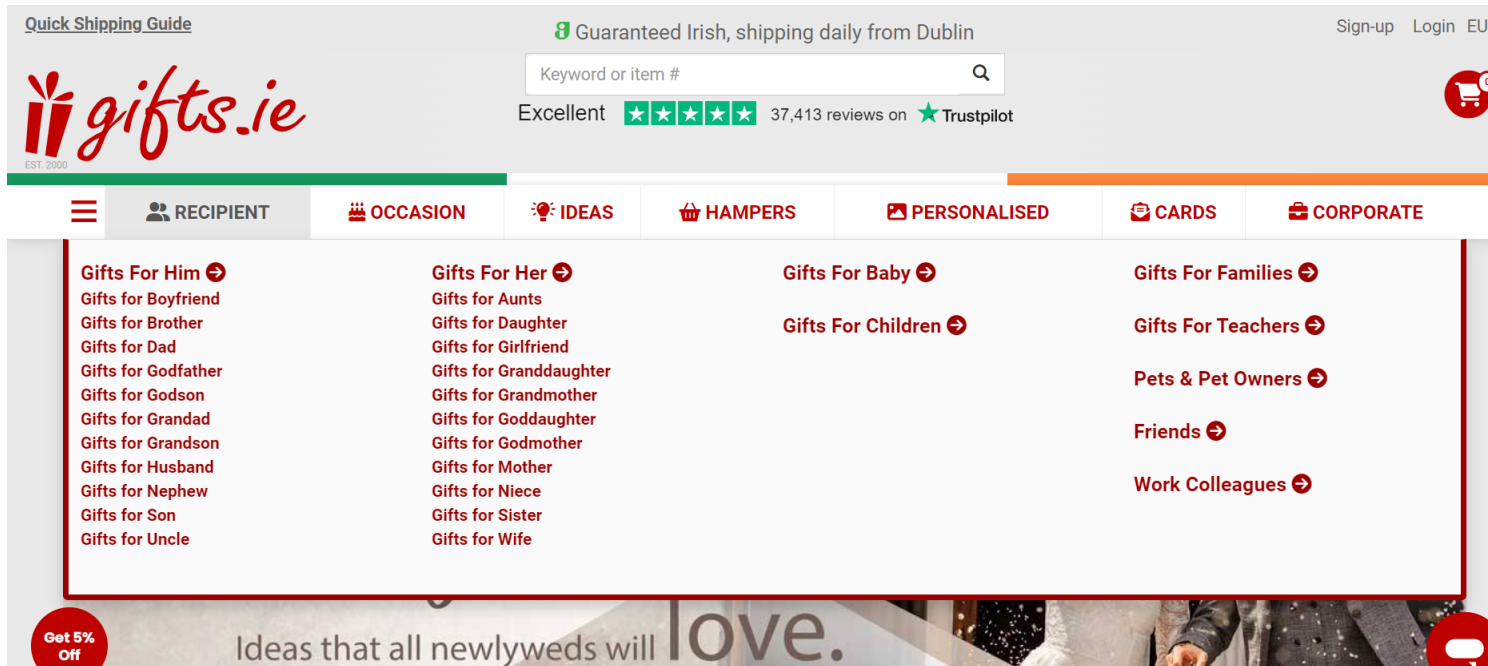
[View the 1-1 training options](#)

**Your goal is to get people browsing**

Adding text links and image links will prompt and tempt people to click through to the main pages of the site

## Encourage browsing

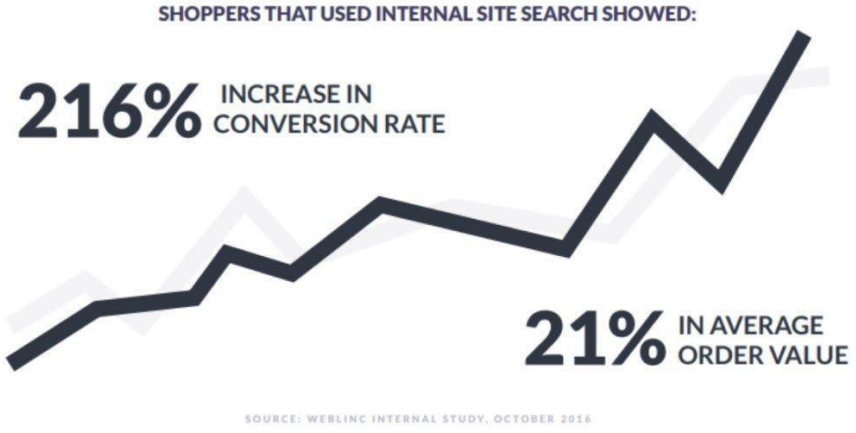
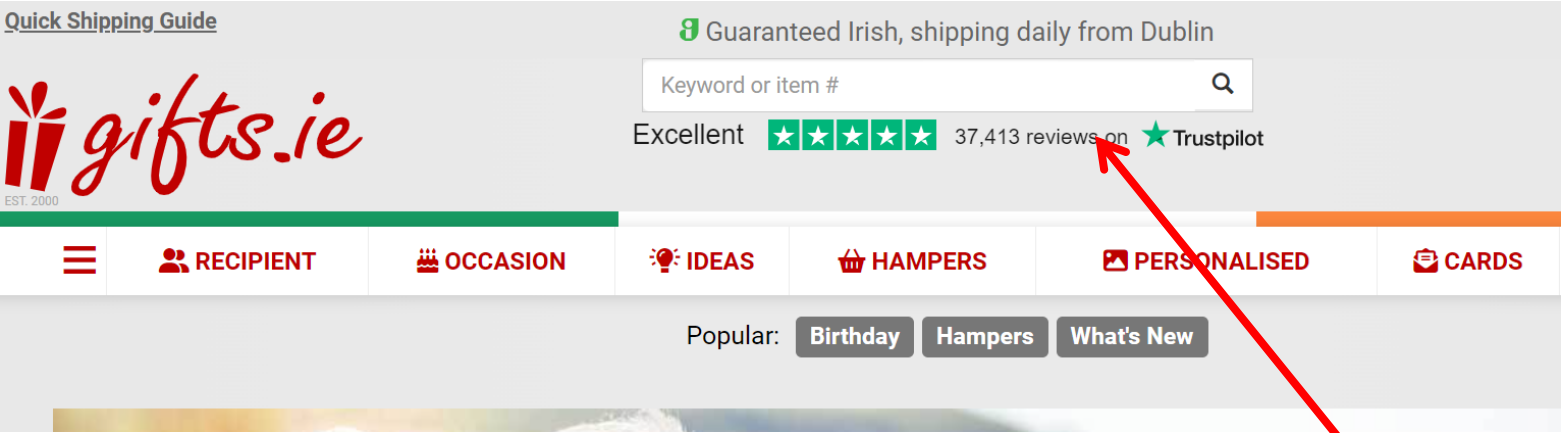
Have a simple navigation so it is simple to find what a visitor wants



- Visitors land on your site with a purpose and your job is to make it as easy as possible for them to find what they are looking for.
- Make sure that navigating your website is intuitive and user-friendly to increase its usability, thereby nudging visitors to convert.

# Encourage browsing

## Have site search if you have an ecommerce website



If you have an ecommerce website, ask your web designer to add site search if it isn't already on the site.

Image Source: [Neil Patel](#)

# Research how you compare with competitors & refine your site

Compare what your competitors are doing to engage visitors



**Visit the websites of your top 3 competitors that appear high up in Google search results. Potential customers will also visit their sites and will compare you.**

**Make a note of ...**

- How your page speed compares
- How your navigation compares
- Do they have pages you do not have?
- What image and text links do they have?
- What headlines are they using?
- What key features / benefits are they promoting?
- What type of videos are they using?
- Are they explaining what makes them different?

Assess how all of this compares to your website and what things you feel you need to improve to be better than them



# Measure whether people are engaging or not

How to measure whether your visitors are immediately engaging?

## Use Google analytics to monitor this

Without a website Analytics tool you don't really know how your website is doing in terms of Digital Marketing.

Google Analytics is a free tool that tells you things like ...

- How much traffic you are getting
- Where your traffic is coming from (search social media, ads)
- What type of devices are your visitors using
- Are people engaging with your website
- How does that engagement look depending on source of traffic, country, device
- What pages are people looking at most or least
- How many sales is your site generating
- Are these sales mainly from a few countries?
- Are these sales mainly from search or social media traffic
  
- Plus lots more ...



Learn more about this on the members website ....

You can watch this course on the members website which explains How to use GA 4 to understand what is happening on your website and what is working in your Digital Marketing.

Login to the members website using your username and password

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# How engaged are my website visitors?

In UA there was a metric called Bounce Rate. This was the % of people who landed on your site and left before clicking through to another page

IN GA 4 there isn't a bounce rate.

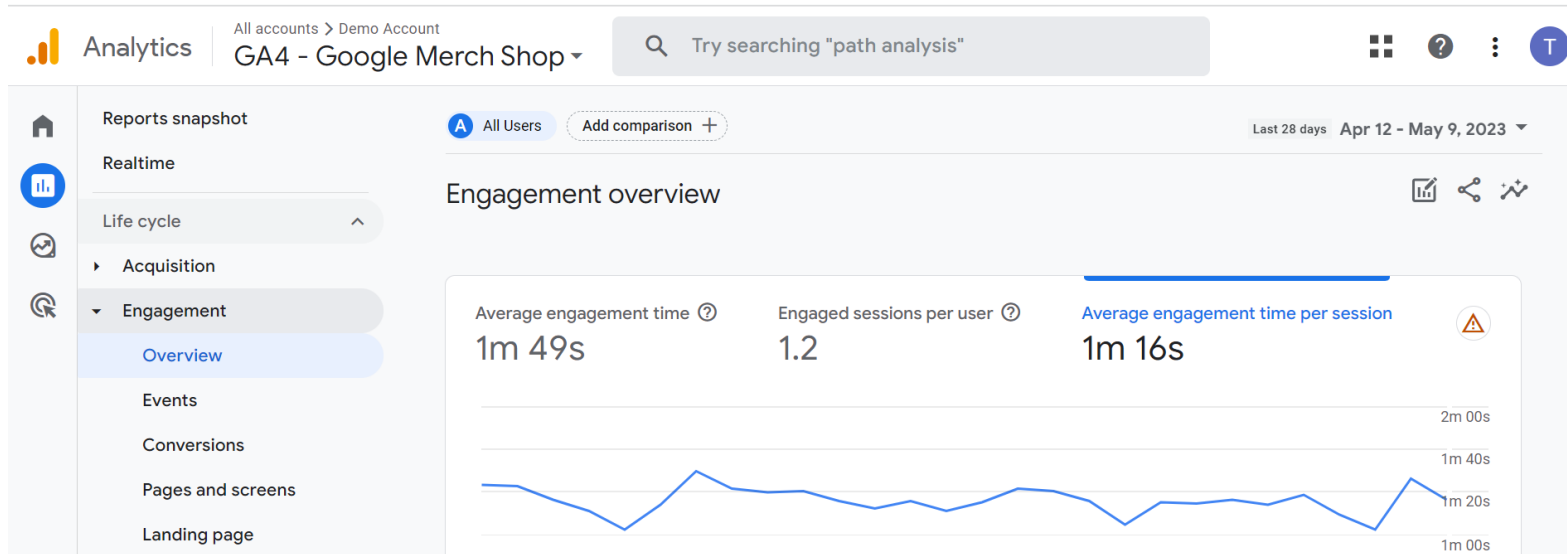
The focus is on Engagement and the definition of an engaged session is ...

## Engaged session

- Has 2+ page\_view events
- OR has 1+ conversion events
- OR that lasts 10+ seconds
  - Can be customized – up to 60 seconds

To change it from 10 seconds you can go to  
[Admin / data streams / website data stream / more tagging options / adjust session timeout](#)

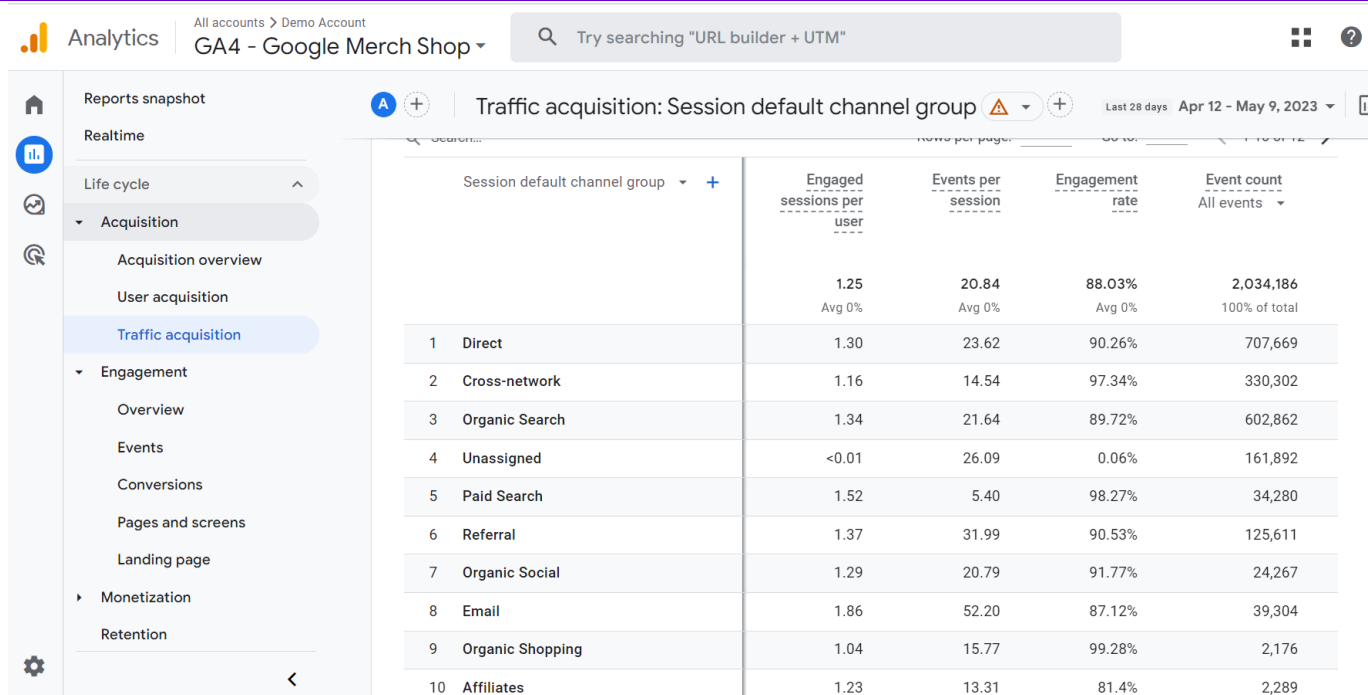
# How engaged are my website visitors?



## For an overview

- On the left-hand menu go to Reports, then engagement / Overview
- Change the date range to the period you want
- Average engagement time = How long on average each active user spent on the site during this period
- Engaged sessions per user = some people might have more than one engaged session
- Average engagement time / session = on average how long did each engaged user spend in a session
- **Aim to have your average engagement time above 50 – 60 seconds**

# How engaged are my website visitors?



The screenshot shows the Google Analytics interface for a demo account. The main report is titled 'Traffic acquisition: Session default channel group' and covers the period from April 12 to May 9, 2023. The report displays engagement metrics for various traffic sources. The left-hand menu shows the navigation path: Reports snapshot > Realtime > Life cycle > Acquisition > Traffic acquisition.

Session default channel group	Engaged sessions per user	Events per session	Engagement rate	Event count
	1.25 Avg 0%	20.84 Avg 0%	88.03% Avg 0%	2,034,186 100% of total
1 Direct	1.30	23.62	90.26%	707,669
2 Cross-network	1.16	14.54	97.34%	330,302
3 Organic Search	1.34	21.64	89.72%	602,862
4 Unassigned	<0.01	26.09	0.06%	161,892
5 Paid Search	1.52	5.40	98.27%	34,280
6 Referral	1.37	31.99	90.53%	125,611
7 Organic Social	1.29	20.79	91.77%	24,267
8 Email	1.86	52.20	87.12%	39,304
9 Organic Shopping	1.04	15.77	99.28%	2,176
10 Affiliates	1.23	13.31	81.4%	2,289

## Look for engagement on other reports ..

For example,

- On the left-hand menu go to Reports, then acquisition / traffic acquisition
- Change the date range to the period you want
- You will see on the left a list of the sources of your traffic and there is a column that shows you the engagement rate overall and for each source. **A good engagement rate would be above 60 – 70%**
- Engagement rate = Number of engaged sessions divided by sessions as a %
  - *Are there users who came from social media more or less engaged than those from Search?*
  - *Any sources that drive traffic that don't engage?*

# What we will cover

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### Reassure

- Aim to get visitors to read testimonials – ways to best present testimonials
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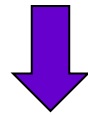
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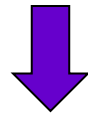
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- Talk to your customers – ask them why they purchased

# How to visualise our task when it comes to conversion

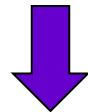
Entice visitors to purchase or enquire



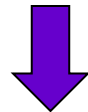
Reassure that they are making a good decision



Encourage action right now



Try to convert the 97% again in the future



Continually research and refine y

# Entice visitors to purchase or enquire

## Test different offers

Special offers generate more enquiries and sales. But how can you tell which offer will be more compelling?

Try different offers and see which ones generate more sales for you.





# Use Chat GPT or Gemini to generate offer ideas that you can test

ChatGPT 4o ▾

I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try




Absolutely! When testing different offers to attract new customers to your hair salon, you want a range of incentives that cater to different motivations. Here are 10 diverse offers you can experiment with:

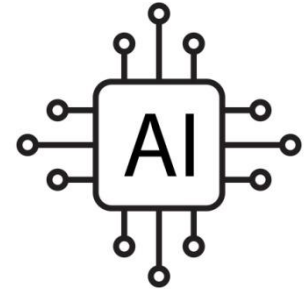
## 1. First-Time Discount

Offer a flat percentage discount (e.g., 20% off) for first-time customers. This is a classic and straightforward incentive that appeals to price-conscious individuals.

## 2. Free Add-On Service

Provide a complimentary add-on with their first appointment, such as a free deep conditioning treatment, scalp massage, or hair mask. This makes customers feel like they're getting extra value without directly discounting your core service. ↓

 Message ChatGPT



## ***Adapt this prompt or your business***

***I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try***

# Entice visitors to purchase or enquire

## Psychology – use limited time offers & countdown timer



Rather than have a special offer that is available for a few weeks, consider running it for a much shorter period with an end date and time that is very soon.

People tend to take an action when they realise that the offer will be gone soon.



Also, by adding a countdown timer to your web page it reinforces that the offer will end soon.

You can ask your web designer to add a countdown timer or you can use this tool <https://elfsight.com/tutorials/how-to-add-countdown-timer-to-any-website/>

# Entice visitors to purchase or enquire

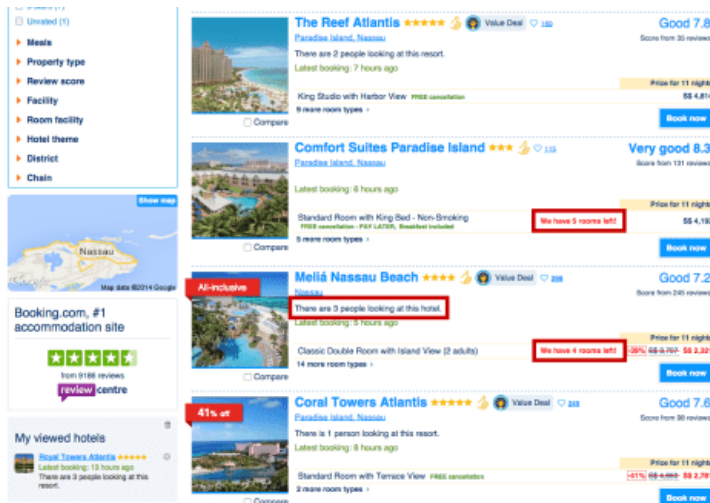
## Psychology – scarcity can increase conversions

Because it induces FOMO—the fear of missing out—scarcity is a powerful technique.

First, identify a couple of ways that scarcity genuinely exists in your business. It could be:

- Low stock levels of a product
- Limited edition items or products you'll discontinue soon
- An option to get a gift with an order but only a limited number of gifts available

Then, use elements like a countdown timer and compelling copy on your website and product pages to nudge your audience to take action.



Read more about scarcity in marketing

<https://www.referralcandy.com/blog/scarcity-marketing-examples>

**Note: Do not create false scarcity. If you fake an expiring discount or a 'limited edition' label only to reinstate it a few days later, you might temporarily drive sales—but you'll show a lack of integrity**

## Reassure that they are making a good decision

Aim to get visitors to read testimonials



**Testimonials will generate more enquiries and sales.**

Research and multiple case studies\* have shown that visitors who interact with a review are 58% more likely to convert into paying customers.

That's a vast benefit to gain from merely popping some customer testimonials up onto your landing page. There is a lot to consider when experimenting with testimonials.

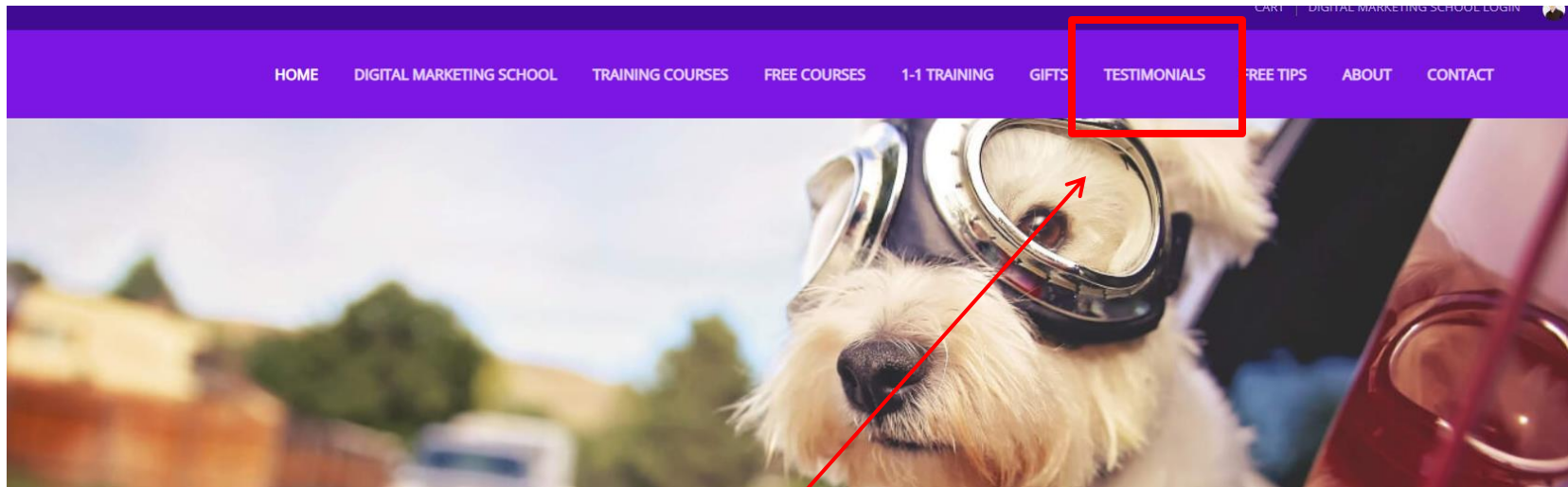
Source:

<https://www.bigcommerce.co.uk/blog/customer-testimonials/>

**However, it's not enough to have them on Google, Tripadvisor or Facebook. They need to be very visible on your website.**

# Reassure that they are making a good decision

## Ensure you have a testimonials page



Ensure you have a tab on your main menu for testimonials. Ensure that they are immediately easy to find. Don't have it hidden in a dropdown menu.

### Ideally

- If you are asking a customer to provide a testimonial, try to focus the customer on the key barriers / riggers to purchase eg. "For example, you might want to highlight that you thought of our customer service"
- Try to embed Facebook or Google reviews – they look Bona Fide and trustworthy
- Try to get a video testimonial

# Reassure that they are making a good decision

## Also include testimonials on relevant product pages

a) A downloadable digital marketing plan that shows you how to increase your sales

b) Instant access to all our latest Digital Marketing courses so you can learn at your own pace, any time that suits you.

ve training course over Zoom each month which cover the main topics in-depth – or watch a replay if you can't make the session.

If so, our Digital Marketing School is perfect for you



**You will learn everything that you need. Amazing value for money**

★★★★★

"I would highly recommend the Digital Marketing School to anyone who has an online presence or who is thinking about going online. You will learn everything that you need for your journey, step by step, guided by Evan.

It is amazing value for money and an investment in your future business that you will not regret."

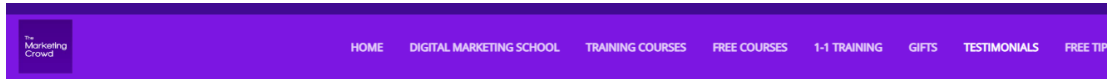
Brian Hogan  
CORAL LEISURE

The graphic features a purple speech bubble containing the testimonial text. To the right is the Coral Leisure logo, which consists of a blue circle with a yellow and red border and the text 'CORAL LEISURE' inside. Above the speech bubble, there are several small purple icons: a speech bubble, a star, and a pair of headphones.

Ensure that you also include relevant testimonials on your product pages and also on your homepage

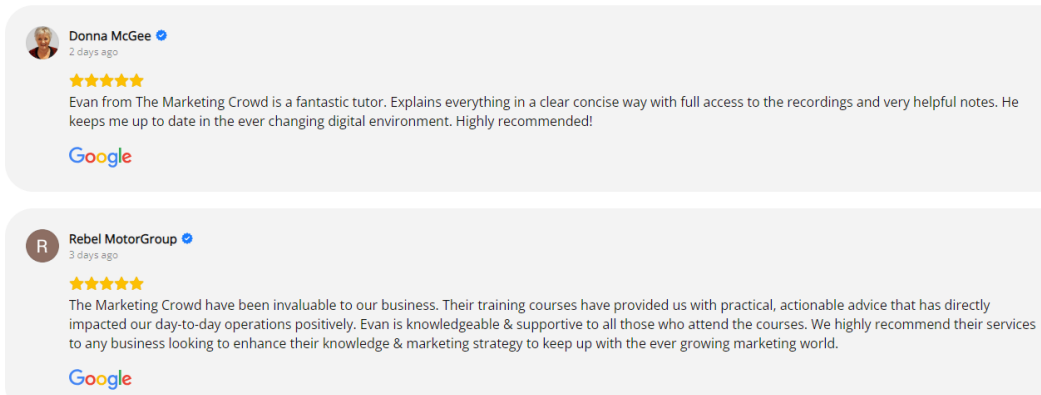
You can then have a link to view more testimonials driving people to your testimonials page

# How to embed Google reviews



Read Google reviews about our training courses

What our customers say



## Option 1

Take screenshots of your Google reviews and add them as images on your web pages.

## Option 2

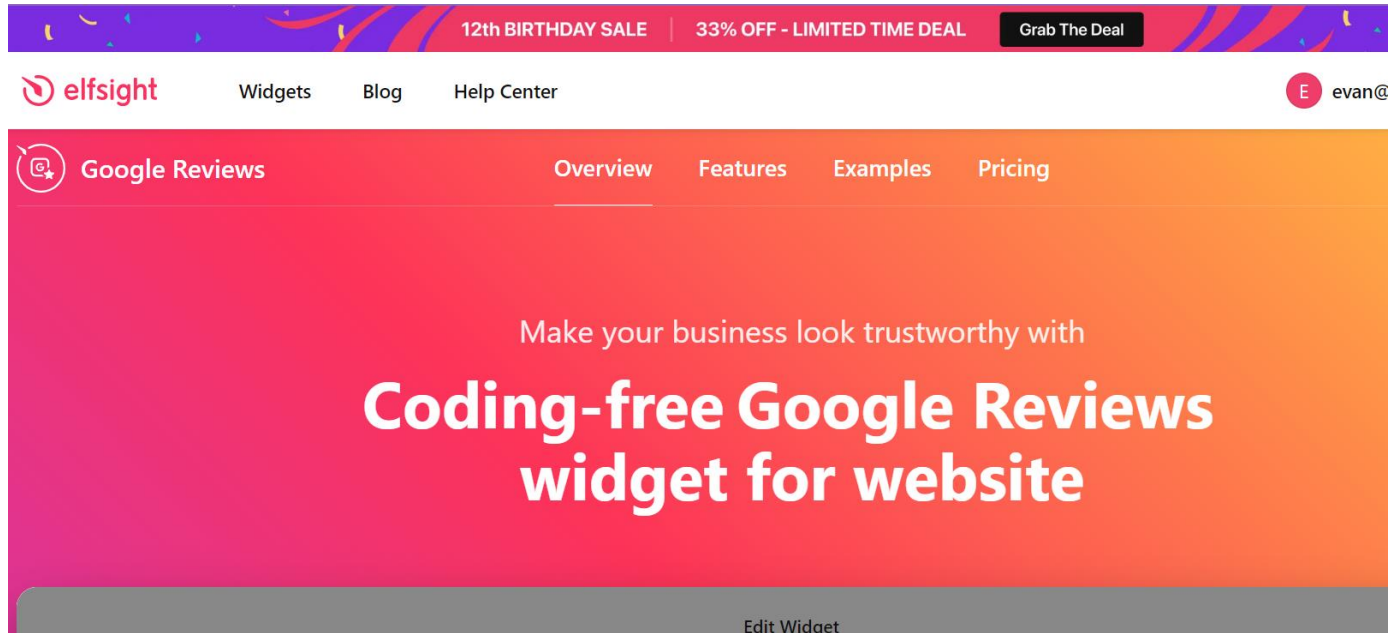
Your web designer will be able to embed reviews from your Google profile

Or you can do it yourself by using a free tool

Click here to see an example of how reviews appear

<https://themarketingcrowd.ie/traning-testimonials/>

# How to embed Google reviews



The screenshot shows the Elfsight website interface. At the top, there is a promotional banner for a "12th BIRTHDAY SALE" with "33% OFF - LIMITED TIME DEAL" and a "Grab The Deal" button. Below the banner is the Elfsight logo and navigation links for "Widgets", "Blog", and "Help Center". A user profile icon with the letter "E" and "evan@" is visible in the top right corner. The main content area features a "Google Reviews" widget with a navigation menu including "Overview", "Features", "Examples", and "Pricing". The central text reads: "Make your business look trustworthy with **Coding-free Google Reviews widget for website**". At the bottom of the widget, there is an "Edit Widget" button.

Click here for the free tool

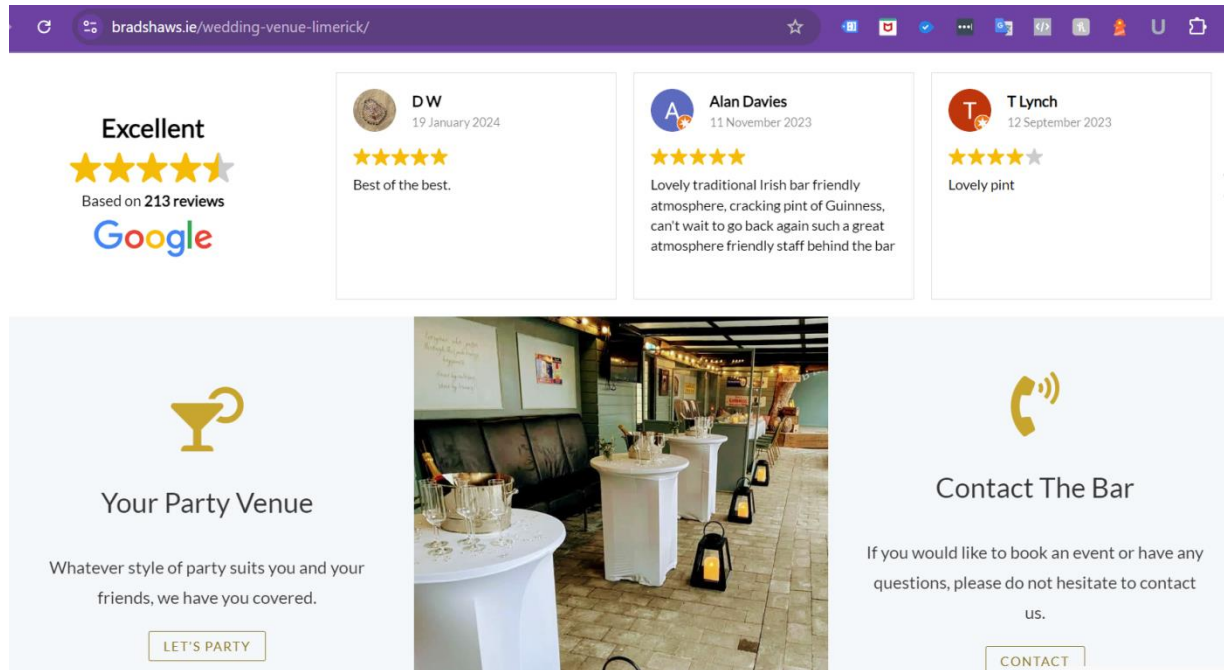
<https://elfsight.com/google-reviews-widget/>

This is also a great tool

<https://www.trustindex.io/google-reviews-widget/>



# How to embed Google reviews



Another example of Google reviews embedded on this page

<https://www.bradshaws.ie/wedding-venue-limerick/>

This tool allows you embed reviews like the example above

<https://www.trustindex.io/google-reviews-widget/>

Note: This tool will also pull in reviews from Facebook, Tripadvisor and lots of other sources

# Where to get the Facebook review embed code



**The Marketing Crowd**

4.8K likes • 5.1K followers



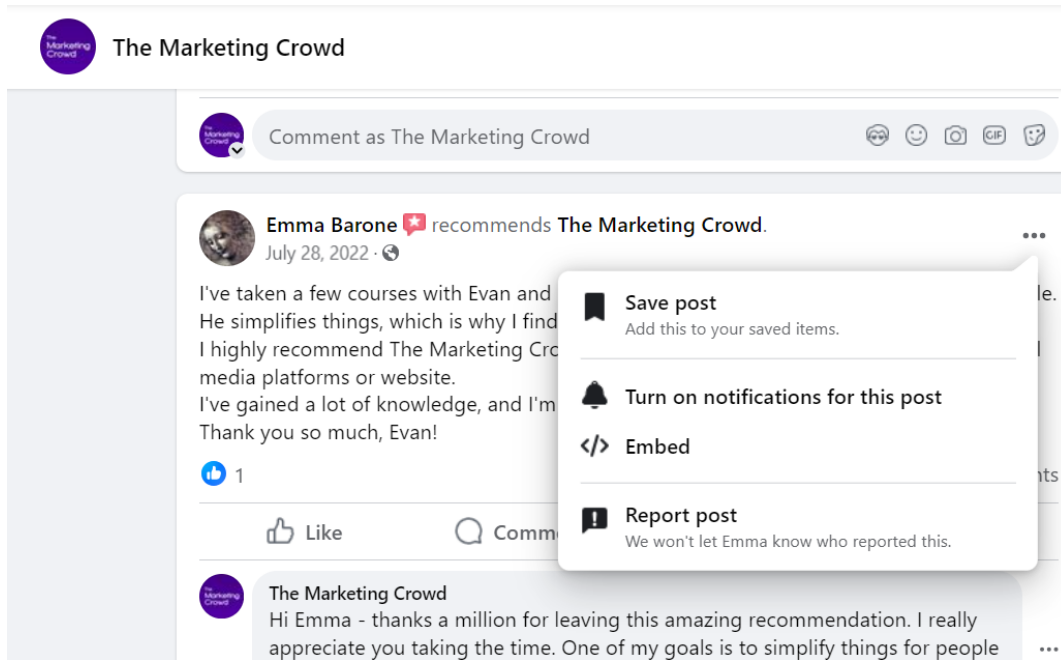
 Manage

Posts About Mentions Reviews Reels Photos More ▾

**Go to your Facebook business page**

**Click on "reviews" in the left hand navigation**

# Where to get the Facebook review embed code



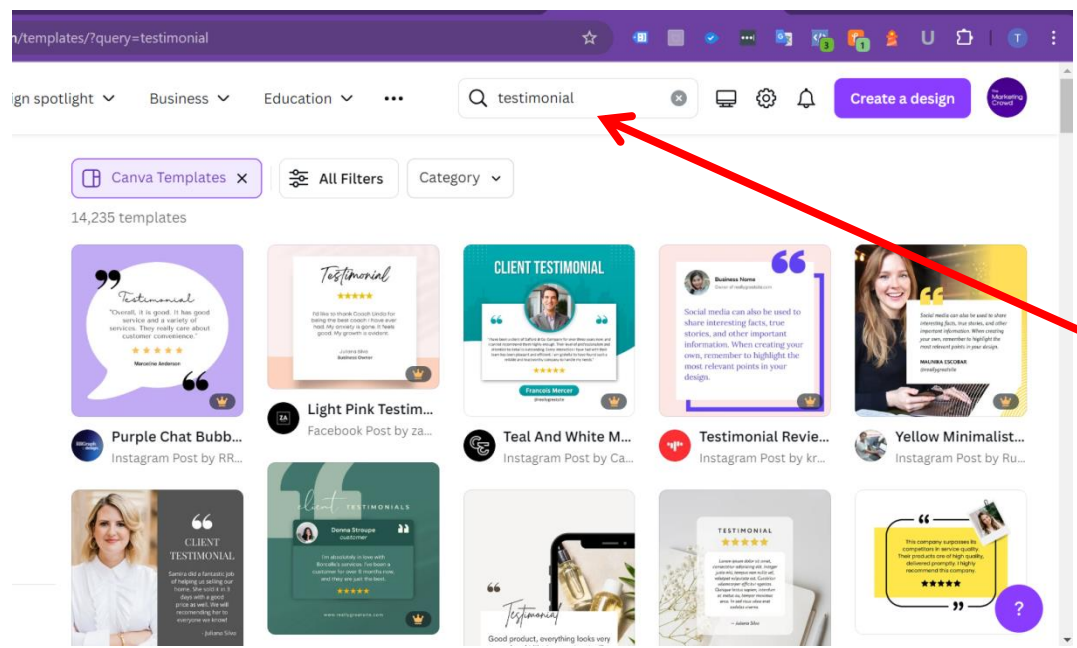
**Find the review you want to embed**

**Click on the arrow top right of the review**

**Select "embed"**

**Place the code on your web page**

# How to design eye catching testimonial graphics

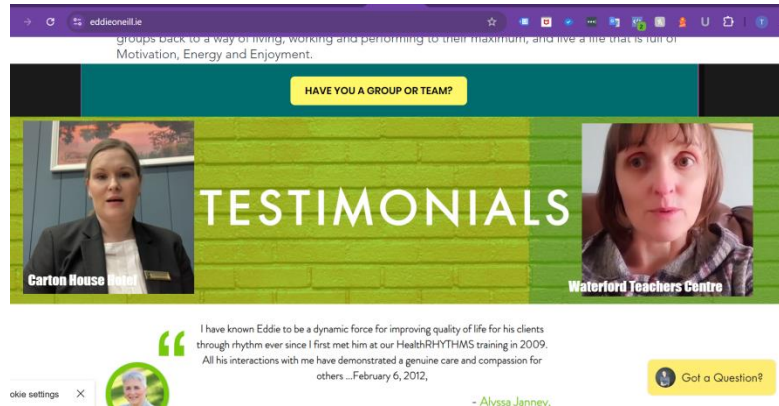


If someone emails you a testimonial / review you can make it look much better on your website by adding it to a graphic

On Canva they have lots of template designs for testimonials.

Go to [canva.com](https://canva.com)  
In the search box type testimonials and enter

# Try to get video testimonials. They are very impactful



<https://www.eddieoneill.ie/>



<https://themarketingcrowd.ie/traning-testimonials/>

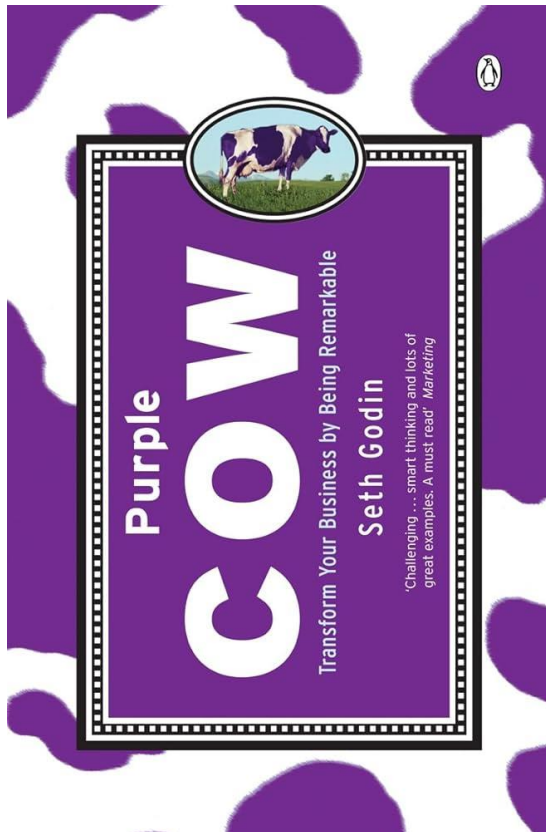
If some of your customers were willing to provide video testimonials these can be far more impactful than written testimonials because they are very authentic.

Ask a few customers who are very positive about your product or service if they would be willing to make a quick 30 second video

It could be recorded on their phone

# Reassure that they are making a good decision

## Explain what makes you different to your competitors



The book “purple Cow” by Seth Godin will give you lots of ideas

**Aim to make your product or service remarkable – or at least, it should be clear how it is different from competitors.**

The essence is that when your offering is so different from competitors in a way that people find remarkable – so different that they talk to friends or colleagues about it - then you are guaranteed success through word of mouth recommendations.

- You need to decide how you are differentiating the business and then you need to communicate that clearly to your potential customers on your website.

**Question.** Ask how you offer something different to your top two competitors. If your answer is “better quality and better value” then this is far too vague and waffly. You need to articulate the difference in more tangible and compelling terms

# Use Chat GPT or Gemini to help figure out how to differentiate your business

ChatGPT 4o ▾

I have a guest house / B&B business in Limerick, Ireland, I want to develop some ways to differentiate my business to stand out from competitors. I want to develop some purple cow ideas based on Seth Godin's book. Act like a marketing expert and brainstorm 10 things I could do



Standing out in the hospitality industry is crucial, especially in a competitive market like Limerick. Applying Seth Godin's "Purple Cow" principles to your guest house or B&B means creating unique, remarkable experiences that will leave a lasting impression and get people talking. Here are 10 ideas that could help differentiate your B&B:

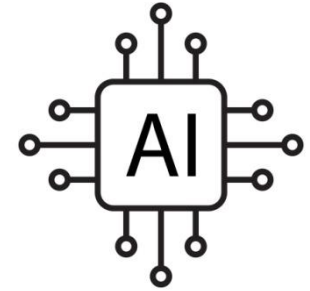
## 1. Themed Rooms with Local Culture

- Transform each room into a unique experience by theming it around Limerick's culture, history, or famous landmarks. For example, have a "King John's Castle Room," a "River Shannon Suite," or a room themed around the famous Limerick poetry. Incorporate local art, decor, and stories to create immersive experiences that guests will remember and share.

 Message ChatGPT



ChatGPT can make mistakes. Check important info.



## ***Adapt this prompt or your business***

***I have a guest house / B&B business in Limerick, Ireland, I want to develop some ways to differentiate my business to stand out from competitors. I want to develop some purple cow ideas based on Seth Godin's book. Act like a marketing expert and brainstorm 10 things I could do***

# Reassure that they are making a good decision

## Consider offering a satisfaction guarantee



- Can you offer a customer service promise – perhaps a credit note if the customer is not happy with the service received. This serves to highlight your commitment to service and also focuses employees on providing a high quality service.
- Can you offer a quality promise – customers can have a refund or a discount if they are not happy with the quality.

The reality is that very few people are likely to claim against this guarantee. But the fact that it is there is very reassuring for first time buyers.



## Reassure that they are making a good decision

### Consider offering a moneyback guarantee



Look at the websites of similar businesses to yours and check if they offer a guarantee, Also check similar businesses in the UK and US

This is not suitable for every business eg. A guesthouse or a restaurant. But if you offer a product/ service and

- a) People always seem satisfied with the product / service
- b) You feel that your customers tend to be nice and decent people

You could consider offering a money back guarantee. For example, I offer a 100% money back guarantee on

1. One to one coaching. If within 30 minutes you feel that the coaching isn't what you expected I will refund your money
2. Digital marketing School – if within 7 days you feel it wasn't what you expected we will provide a 100% refund.

The goal is to convey that the customer can purchase risk free

***You can always try it for a week or 2 to see if it increases sales and whether people are asking for a refund.***

# Use Chat GPT or Gemini to generate ideas for guarantees

T 4o ▾

I have a hair salon business in Limerick, Ireland,. Do you think that a money back guarantee is something that is used in my industry? If so, can you give me 5 examples of a money back guarantee I could offer?



A money-back guarantee can be an unconventional but powerful marketing tool in the hair salon industry, including in Limerick, Ireland. While it's not common in the beauty industry due to the subjective nature of services, it can work as a confidence-building tactic, especially for attracting new customers. If positioned correctly, it can set you apart from competitors and signal that you truly stand behind the quality of your services.

Here are five different ways you could structure a money-back guarantee for your hair salon:

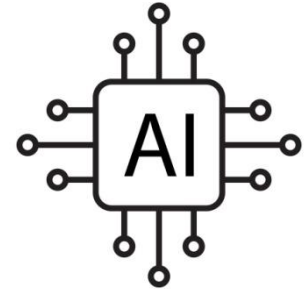
## 1. Satisfaction Guarantee

Offer a "100% Satisfaction Guarantee" where if a customer isn't happy with their service, they can return for a free touch-up or adjustment within a certain period (e.g., 7 days). If they're still unsatisfied after that, they can request a refund. This approach gives you a chance to fix the issue before providing a refund, minimizing potential losses.

Message ChatGPT



ChatGPT can make mistakes. Check important info.



## ***Adapt this prompt to your business***

I have a hair salon business in Limerick, Ireland,. Do you think that a money back guarantee is something that is used in my industry? If so, can you give me 5 examples of a money back guarantee I could offer?

**Reassure that they are making a good decision**

**Ensure your returns policy is better than competitors**



- If you have an ecommerce site Clearly state your returns policy and have a link from every product page.
- Have a quote from customers who have returned goods explaining how easy it was

**Reassure that they are making a good decision**

**Create product / service videos that will convert visitors**



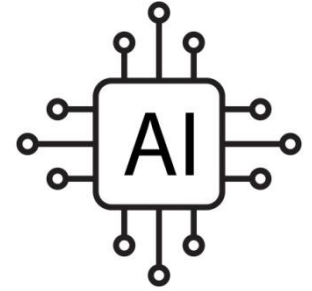
### **Increase website conversions**

Ecommerce sites sell more products when there is a video demonstrating the product

- Ebags.com – conversion increases 50.1% for those that clicked play and 138% for those who watched the entire video (source: ebags.com)
- Onlinegolf.co.uk saw an increase in sales of 88% for items that featured a video (source:internetretailer.com)
- Shoeline.com saw an increase in sales of 44% for product pages that had a video (source:internetretailer.com)

Aim to create videos that bring your product / service to life and address the main triggers to purchase.

# Use Chat GPT or Gemini to help figure out what type of videos you could create



lo v

I have a guest house / B&B business in Galway, Ireland, I want to create some videos for the main landing pages on my website that will increase conversion. Act like a video marketing expert and brainstorm ideas for videos that are best for increasing conversion



Creating engaging and effective videos for your guest house or B&B business in Galway, Ireland, can significantly enhance conversion rates. Video content should focus on delivering a mix of authentic, emotionally engaging, and informative visuals that resonate with your target audience. Below are several video ideas that can help increase conversion on your landing pages:

## 1. Welcome/Introduction Video

- **Concept:** A short and warm welcome video featuring the owner (you or a friendly staff member) introducing the guest house and inviting potential guests to experience the charm of Galway with a personal touch.
- **Focus:** Personal connection, hospitality, and creating a welcoming atmosphere. Mention unique selling points like your B&B's location, amenities, and any special touches.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

## ***Adapt this prompt for your business***

**I have a guest house / B&B business in Galway, Ireland, I want to create some videos for the main landing pages on my website that will increase conversion. Act like a video marketing expert and brainstorm ideas for videos that are best for increasing conversion**

# Encourage action right now

## Ensure you have a call to action button on every page



### Ensure your Call To Action buttons are well designed

Ask yourself – what is the next most logical thing a web visitor would want to do and then prompt them to do it e.g.. Request a free 10 minute chat

### Best practice

1. Ensure the CTA button is very prominent and located above the fold.
2. Include a benefit message / incentive within the button



# Encourage action right now

## Focus on Various Calls To Action



Gives visitors a choice – allow them to enquire in a way that suits them

Not every visitor will favour the typical channels of email or telephone. Make it easy for visitors to enquire about your product or service in the way that suits them.

For example, you could include

1. Request a call back button
2. Message us on WhatsApp

Here are the instructions on how to create a Click to chat button for WhatsApp

<https://faq.whatsapp.com/5913398998672934>

# Encourage action right now

## Optimise your enquiry forms

Qualicorp logo and 'Find a plan for you' title. Subtext: 'Enter the data below to find an ideal plan for you: Why fit this data?'. Fields include: Name, CPF, Date of birth (highlighted in red), Email, Call phone or phone, UF, City, Profession, and a 'Simulate now' button. A 'Do you have dependents?' checkbox is at the bottom.

Qualicorp logo and 'Find a plan for you' title. Subtext: 'Enter the data below to find an ideal plan for you: Why fit this data?'. Fields include: Name, CPF, Date of birth (highlighted in red), Email, Call phone or phone, UF, City, Profession, and a 'Simulate now' button. A 'Do you have dependents?' checkbox is at the bottom.

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Qualicorp logo and 'Find a plan for you' title. Subtext: 'Enter the data below to find an ideal plan for you: Why fit this data?'. Fields include: CPF, Email, Call phone or phone, UF, City, Profession, and a 'Simulate now' button. A 'Do you have dependents?' checkbox is at the bottom, with a 'Request Contact' button below it.

A form that's not easy to fill in will frustrate visitors and push them to drop off from a website. Some of the best practices you can implement are

- reducing the number of fields,
- implementing inline form validation,
- displaying positive error messages, and
- enabling autocomplete.



# Encourage Action right now

## Aim to reduce Cart Abandon rate (for ecommerce sites)



According to [cart abandonment stats](#), the main reasons people leave their online shopping baskets are high shipping costs, having to create an account, and a complicated checkout process.

If you have an ecommerce site ensure that

1. People can checkout without setting up an account
2. Avoid having lots of stages in the checkout process. The more stages the more there will be a dropout

Compare yours to the checkout process of your competitors and speak to your web designer if you think yours needs to be simplified.

# Try to convert the 97% again in the future

## Send Cart abandonment emails

SEARCH

Q Find answers...

STILL HAVE QUESTIONS?

Customers with Paid plans can contact Support via their account. For Free plans, we recommend [joining our Community](#) where other MailerLites love helping each other.

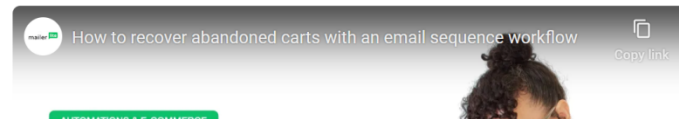
Knowledge base > Email marketing automation, E-commerce Automation triggers

## How to create an abandoned cart email automation

New

Classic

Don't know which version of MailerLite you're using? [Click here to find out!](#)



Here are the instructions for MailerLite

<https://www.mailerlite.com/help/how-to-create-an-abandoned-cart-email-automation>

Many customers are just browsing and don't have an explicit reason to abandon their shopping cart. **"I'll do it later," they think, and then they get distracted by life, work, errands, or the worst option possible—your competitor.**

Cart abandonment emails serve as reminders that gently bring them back to your checkout page.

### How to implement this strategy

To add cart abandonment emails to your strategy, you'll need an email service provider that offers a cart abandonment feature. Most, including Mailchimp and Mailer Lite offer it.

If you're using ecommerce platforms like Shopify, Wix, Squarespace , you can set up cart recovery emails through them, too

# Try to convert the 97% again in the future

## Entice website visitors to leave their email addresses



If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

.

# Try to convert the 97% again in the future

## Entice website visitors to signup for your email newsletter

themarketingcrowd.ie/email-signup-following-zoom-course/

CART | DIGITAL MARKETING SCHOOL LOGIN | SI

### Want to keep your Digital Marketing skills up to date?

Digital marketing is constantly changing. If you'd like to keep your Digital Marketing skills and knowledge up to date you can sign up for our monthly email.

You won't be bombarded by emails - you'll just get occasional updates on

The main things that have recently changed on Facebook, Instagram, Google etc.  
The best AI tools that you can use for Digital marketing and latest AI features that have been added to social networks and Google.  
Upcoming courses I am delivering for 12 Local Enterprise Offices  
I will also include some video lessons and links to the best Digital Marketing tools.

***View some examples of previous emails***

Example 1 - [2 excellent Digital MARKeting tools](#)

Example 2 - [Recent digital marketing changes](#)

All the best  
Evan

### Enter your name and email address

You'll receive a monthly update on the latest digital marketing tips, news and tools and updates on other Local Enterprise office courses I will be delivering.

Email

First Name

Last name

Company Name

Tick the box to optin and receive the email newsletter

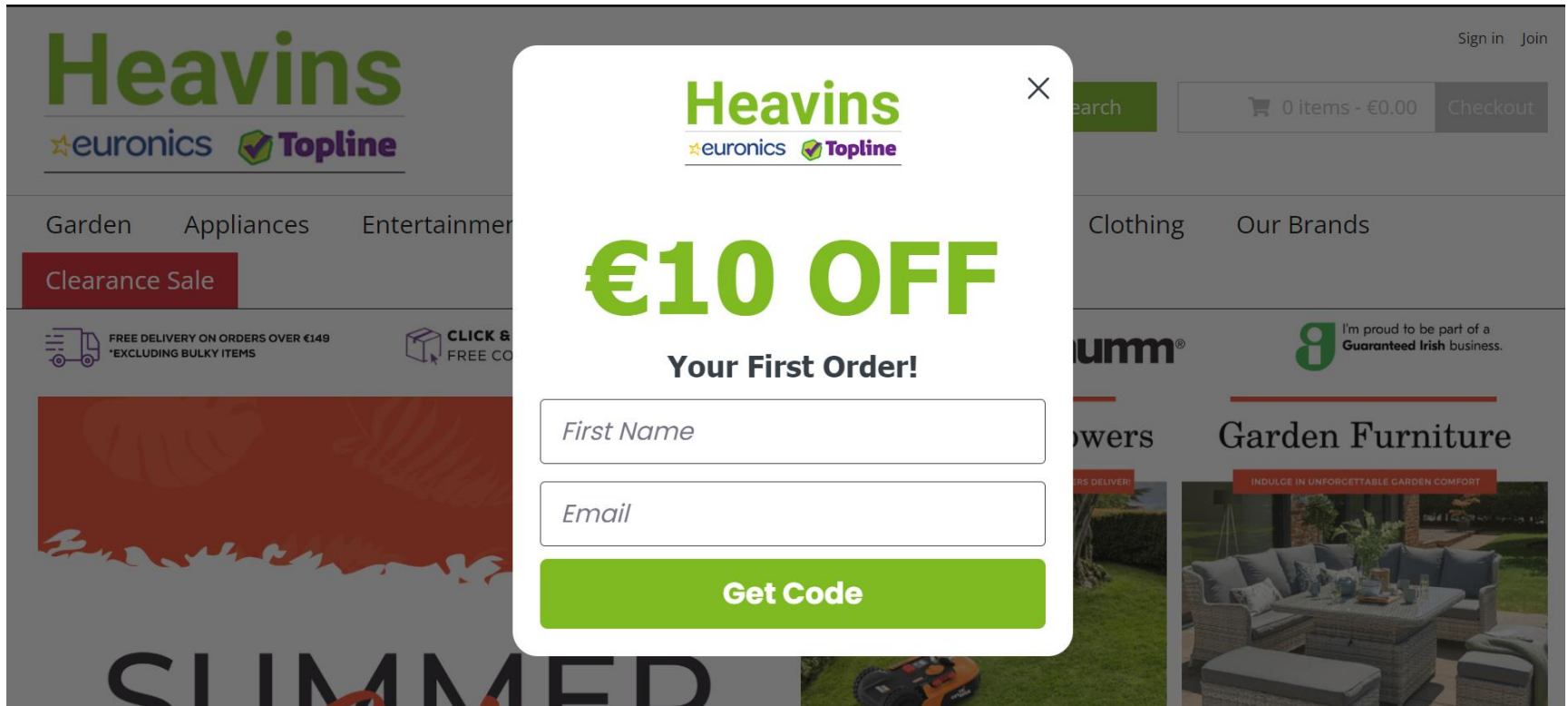
**Subscribe**

Don't just say "Signup to our newsletter". Ensure you...

1. Explain how they will benefit
2. Have links to examples so they can see how useful and interesting it will be

# Try to convert the 97% again in the future

## Entice website visitors to leave their email addresses




### Tactic 1: Offer a discount on the first order

- If visitors think they might be interested in buying from you in the future they are tempted to leave their email address

# Try to convert the 97% again in the future

## Entice website visitors to leave their email addresses



The promotional email content features the Heavins logo at the top, followed by logos for 'euronics' and 'Topline'. Below this is a photograph of two men in bright green jackets and hard hats, striking a playful pose in front of a Heavins store. The text 'Howya Evan' is written in green with a hand emoji. A paragraph of text welcomes the recipient and offers a €10 discount. A red asterisked note specifies the order value requirement. A dashed box contains the coupon code 'OFF10JNU'. A green button labeled 'Claim My Discount' is positioned below the code, and a link for 'How do I use my coupon?' is at the bottom.

**Heavins**  
euronics Topline

**Howya Evan** 🤝

You're in, welcome to the Heavins.ie family. Before you know it, you'll be like part of the furniture. Considering you're the newest member, we've decided to give you €10 OFF your first online order.

*\*Order value must be over €99\**

Evan's Code: **OFF10JNU**

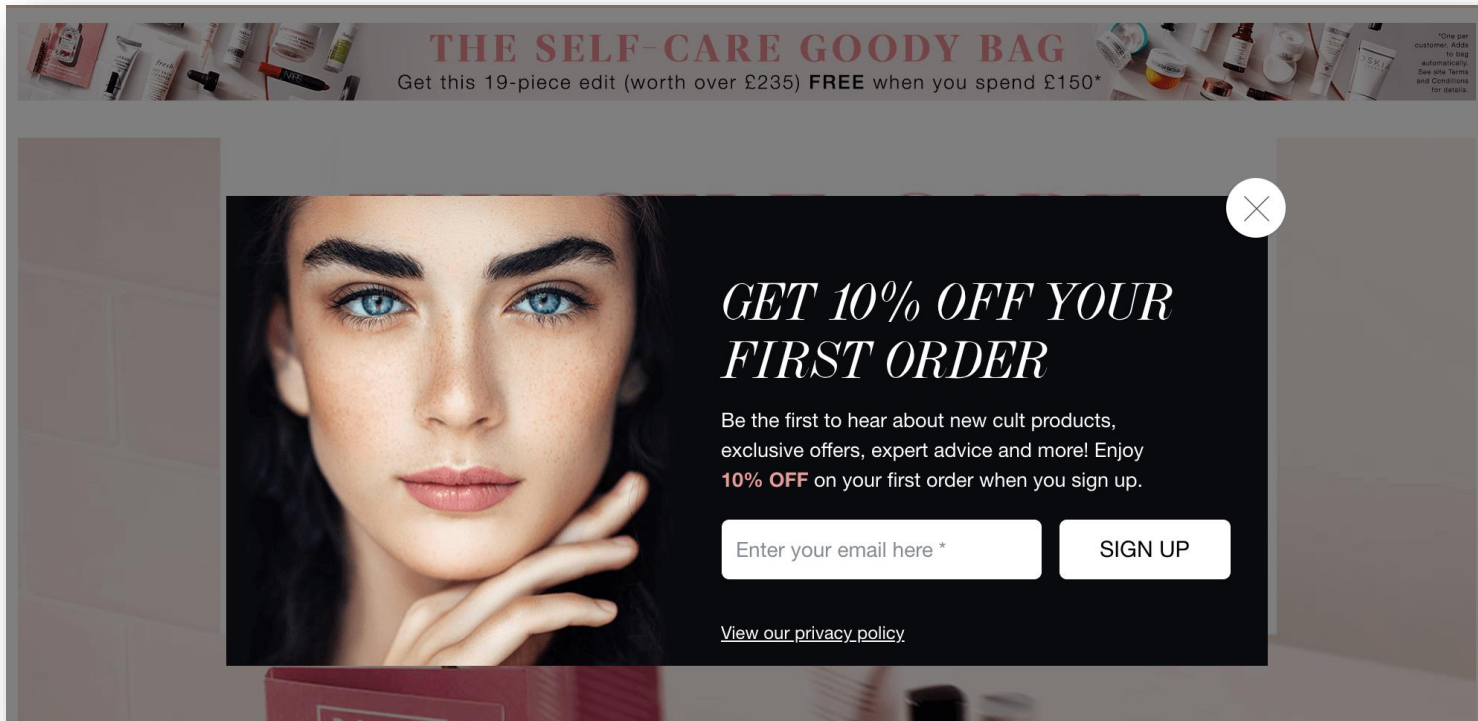
[Claim My Discount](#)

[How do I use my coupon?](#)

When people sign up for the discount, the email marketing system then automatically sends them an email with the discount coupon

# Try to convert the 97% again in the future

## Entice website visitors to leave their email addresses



**THE SELF-CARE GOODY BAG**  
Get this 19-piece edit (worth over £235) **FREE** when you spend £150\*

\*One per customer. Add to bag automatically. See site Terms and Conditions for details.

*GET 10% OFF YOUR FIRST ORDER*

Be the first to hear about new cult products, exclusive offers, expert advice and more! Enjoy **10% OFF** on your first order when you sign up.

Enter your email here \*

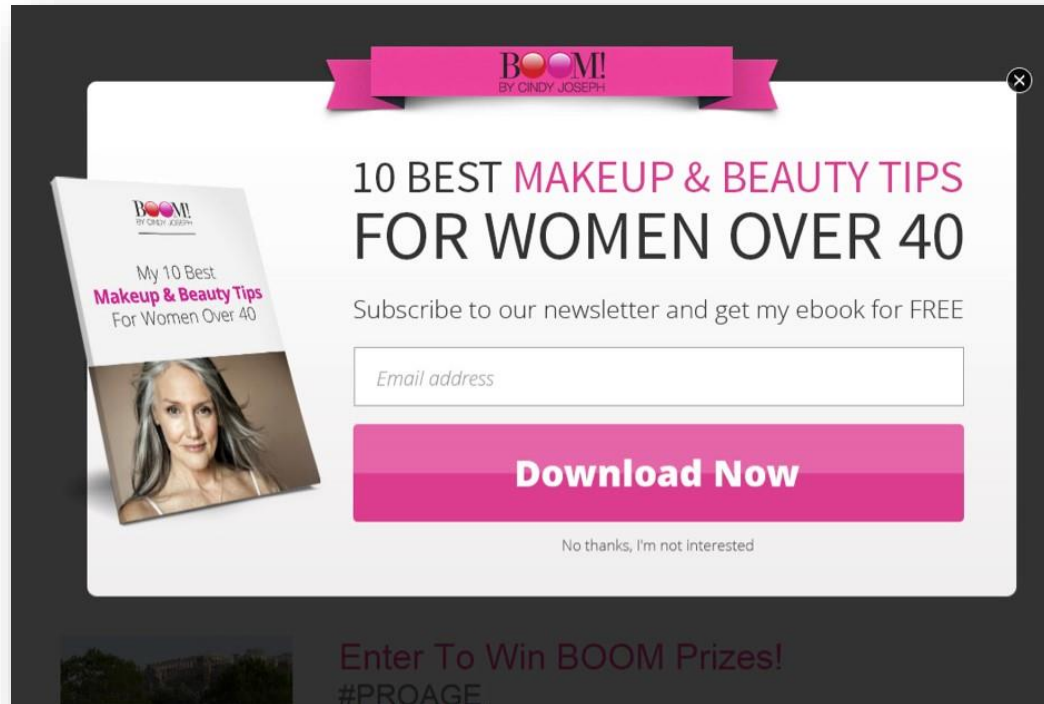
SIGN UP

[View our privacy policy](#)

**Tactic 1: Another example of offering a discount on the first order**

# Try to convert the 97% again in the future

## Entice website visitors to leave their email addresses



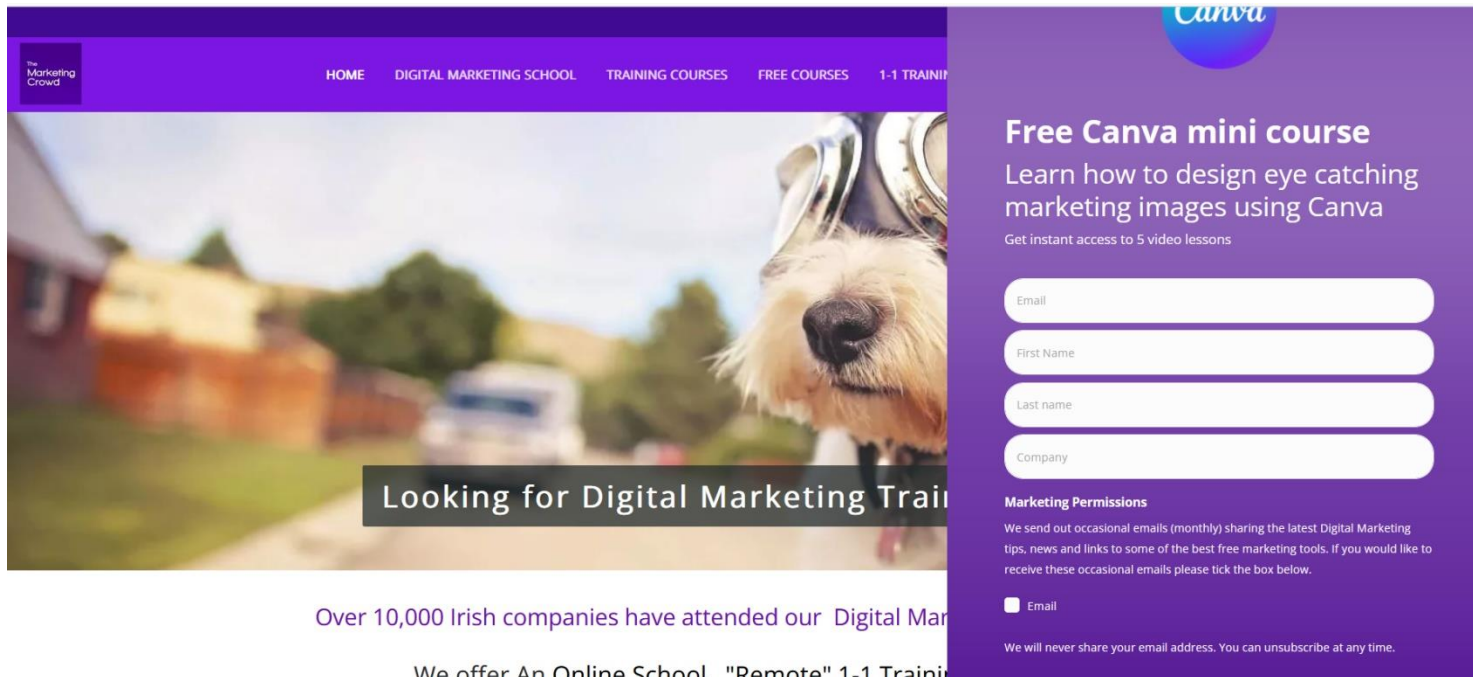
### Tactic 2: Create a lead magnet eg. Download our guide which shows you 20 ways to do x

- Try and provide something of perceived value. Write a useful guide that people can download. The only way to access this is by providing your email address.
- Make it look substantial by designing a cover if it is a download able guide.



# Try to convert the 97% again in the future

## Entice website visitors to leave their email addresses



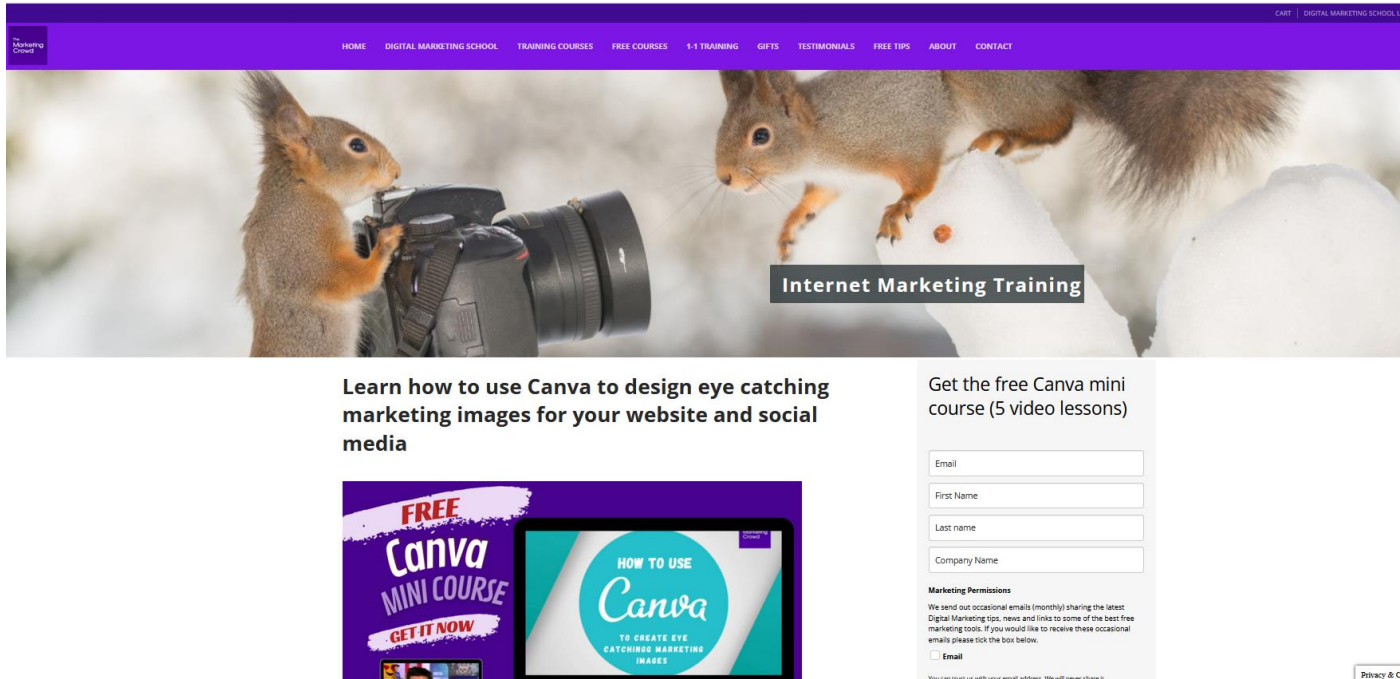
The screenshot shows a website with a purple header. The navigation menu includes: HOME, DIGITAL MARKETING SCHOOL, TRAINING COURSES, FREE COURSES, and 1-1 TRAINING. The main content area features a large image of a dog wearing goggles. Below the image is a text overlay: "Looking for Digital Marketing Training". Below this, there is a paragraph: "Over 10,000 Irish companies have attended our Digital Marketing School. We offer An Online School. "Remote" 1-1 Training". On the right side, there is a purple sidebar with the Canva logo at the top. The sidebar contains the following text: "Free Canva mini course", "Learn how to design eye catching marketing images using Canva", "Get instant access to 5 video lessons". Below this is a form with four input fields: "Email", "First Name", "Last name", and "Company". Under the form, there is a section titled "Marketing Permissions" with the text: "We send out occasional emails (monthly) sharing the latest Digital Marketing tips, news and links to some of the best free marketing tools. If you would like to receive these occasional emails please tick the box below." Below this text is a checkbox labeled "Email". At the bottom of the sidebar, there is a small text: "We will never share your email address. You can unsubscribe at any time."

### Tactic 2: Lead Magnet eg. Watch our video that shows you how to do X

- Try and provide something of perceived value. Watch a video that contains helpful tips and advice. The only way to access this is by providing your email address.
- You could present this as a popup delivered by the email marketing system. These popups can be timed eg. Only show to people once they have spent 20 seconds on the site

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The screenshot shows a website landing page for a Canva mini course. The navigation menu includes: HOME, DIGITAL MARKETING SCHOOL, TRAINING COURSES, FREE COURSES, 1-1 TRAINING, GIFTS, TESTIMONIALS, FREE TIPS, ABOUT, CONTACT. The hero image shows two squirrels, one holding a camera. A text overlay reads "Internet Marketing Training". Below the hero image, the text says: "Learn how to use Canva to design eye catching marketing images for your website and social media". To the right, there is a lead magnet form titled "Get the free Canva mini course (5 video lessons)". The form includes input fields for Email, First Name, Last name, and Company Name. Below the form, there is a "Marketing Permissions" section with a checkbox for "Email" and a "Privacy & Cooks" link.

Learn how to use Canva to design eye catching marketing images for your website and social media

Get the free Canva mini course (5 video lessons)

Email

First Name

Last name

Company Name

**Marketing Permissions**

We send out occasional emails (monthly) sharing the latest Digital Marketing tips, news and links to some of the best free marketing tools. If you would like to receive these occasional emails please tick the box below.

Email

[Privacy & Cooks](#)

## Tactic 2: Lead Magnet eg. Watch our video that shows you how to do X

- In addition to a popup you should also have a dedicated page on your site for any free content that you are offering
- Visitors can find this page in your menu navigation
- You can also send people directly to this page from social media

# Try to convert the 97% again in the future

## Aim to get visitors to follow you on social media

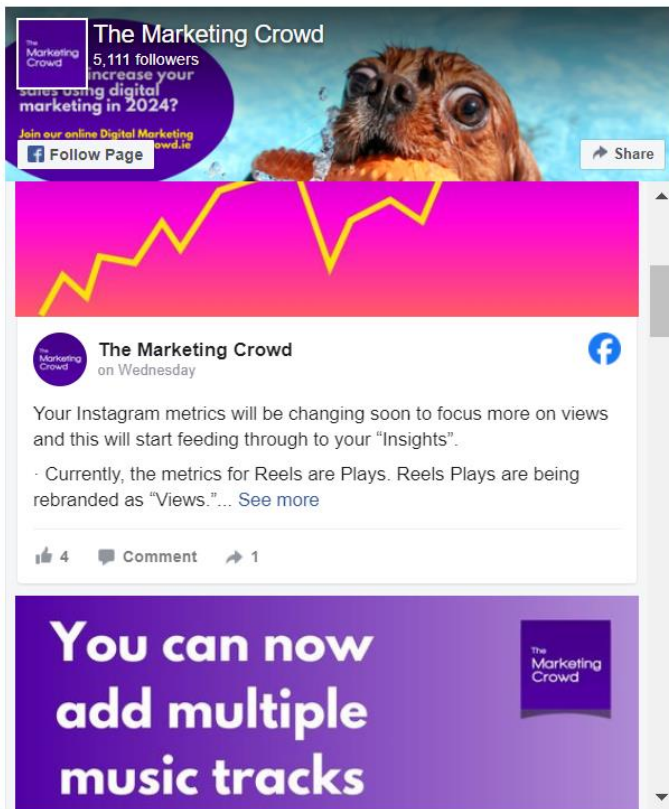


If 97% of your website visitors won't immediately enquire or purchase, wouldn't you want them to follow you on Social Media so that you can stay in touch and tempt them to purchase in the future?

However, rather than have prominent links at the top of your page driving people off of your website to Facebook and Instagram, **pull your recent social media content into your website so people can see it and might choose to follow you**

# Try to convert the 97% again in the future

## Aim to get visitors to follow you on social media



Use the Facebook page social plugin to add your recent Facebook posts to your website

See it on our website here

<https://themarketingcrowd.ie/facebook-updates/>

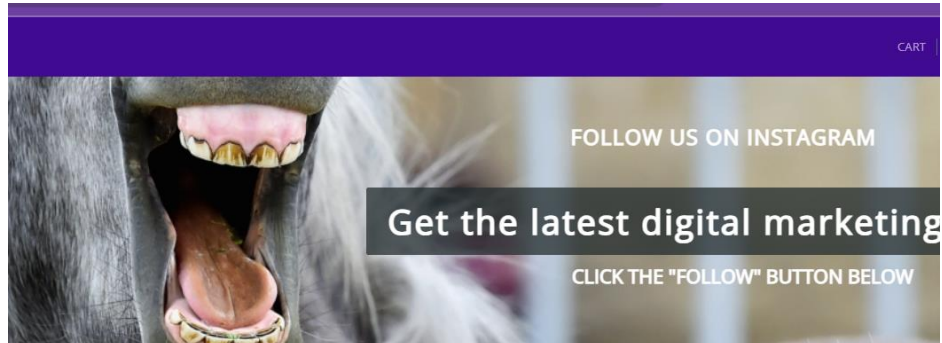
You can get the plugin here

<https://developers.facebook.com/docs/plugins/page-plugin/>

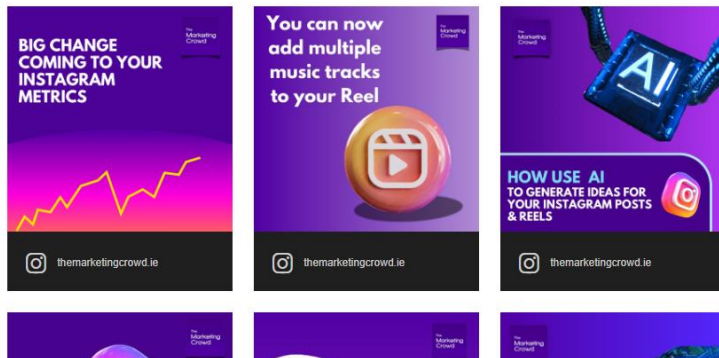
It needs to be embedded on a web page. If you do not know how to do that ask your web designer

# Try to convert the 97% again in the future

## Aim to get visitors to follow you on social media



Powered by  **juicer**



Use a free tool called Juicer to add your Instagram content on your website

See it on our website here

<https://themarketingcrowd.ie/instagram-updates/>

You can get your feed for free here

<https://www.juicer.io/>

It needs to be embedded on a web page. If you do not know how to do that ask your web designer

## Research & refine

### Compare what your competitors are doing to convert visitors



Visit the websites of your top 3 competitors and go through the steps of making a purchase or enquiry (no need to actually purchase. Make a note of ...

- What offers?
- How are they displaying testimonials?
- What videos are they using?
- What Calls to action are they using?
- What fields are in their enquiry forms?
- How easy is the order process?

Assess how all of this compares to your website and what things you feel you need to improve to be better than them

## Research & refine

# Talk to your customers – ask them why they purchased



### Talk to your customers

Some of the best insight comes from speaking directly with your customers asking your questions such as:

- Why did you buy this product?
- What was the most important feature?
- Did you have any hesitations or issues when buying?

**This will give you insight about your value proposition.** You might learn, for example, that while your website focuses on your product's health benefits, your customers are buying it because it's cheaper than your competitors, which can then inform your copywriting.

# Print out and use this checklist

## Checklist for increasing website enquiries and sales



### Middle of the funnel: Increase engagement

Completed

Who will action this?

Deadline

#### Don't immediately scare or frustrate

Ensure your site is secure - have an SSL cert

Ensure the page loads quickly - test it using Gtmetrix.com

#### Immediately resonate

Use AI to write options for compelling headline that quickly engage visitors who land

Use AI to identify the top 5 things people look for in your product (triggers to purchase)

Bullet point the triggers to purchase on your product pages

Use AI to generate ideas for videos that will engage visitors

Create and then embed Videos that will engage visitors

#### Build credibility & Trust

Highlight any media coverage you have received. Design a banner in using Canva & add to pages

Use statistics for number of customers, years in business etc. Add to key pages

Highlight blog posts on key pages to engage and build trust

#### Encourage Browsing

Have image and text links to tempt visitors to browse around

Make it easy for visitors to find what they want - Have a simple navigation

Make it easy for visitors to find what they want Have site search

#### Measure whether people are engaging or not

Use Google analytics to check engagement rates on your key pages

#### Research how you compare with competitors and continually refine your site

Identify your top 5 competitors on Google search - check the engagement tactics on their site. How do you compare?



# Print out and use this checklist

## Bottom of the funnel: Tactics to increase conversion

Completed

Who will action this?

Deadline

### Entice visitors to purchase or enquire

Test different offers - use AI to generate ideas for your offers

Psychology – use limited time offers

Psychology – use a countdown timer for your offers

Psychology – try an element of scarcity in your offers

### Reassure that they are making a good decision

Get visitors to read testimonials – have a testimonials page

Get visitors to read testimonials – have testimonials on product pages and peppered through your site

Consider offering a satisfaction guarantee (Use AI to generate ideas for guarantees)

Consider offering a money back guarantee

Create product / service videos that will convert visitors

Have a "why choose us" page- use AI to generate ideas for what could make you different.

Ensure your returns policy is better than competitors

### Encourage action right now

Ensure you have a call to action buttons on all key pages

Add Request a Call back buttons (if offering a service)

Double check your enquiry forms - are they easy to complete. Can you reduce the number of fields

### Try to convert the 97% again in the future

If you have an ecommerce site, consider setting up a cart abandonment email campaign

Encourage visitors to sign up for your newsletter - explain why they should and include examples

Encourage visitors to download lead magnet

Encourage visitors to Follow you on social media - pull in your social media feeds to your site

### Research and refine

Compare what your top 5 competitors in search are doing to convert visitors

Talk to your customers – ask them why they purchased