

## CHAPTER 19

# **FROM ONLINE TRAFFIC TO PROFIT: MONETIZING THE EMOTIONAL DIMENSION OF THE SALE CONVERSION PROCESS**

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### **A SHORT STORY**

It was early morning and Sharon stood frozen. She realized that her laptop had been switched on when she clearly remembered shutting it down the previous night after briefly surfing the net. There was no one to suspect as her mother Mary rarely, if ever, touched her laptop. As she hurried through breakfast, she was preoccupied by thoughts of who could possibly be trying to gain access to her computer.

After suffering through a restless and sleepless night thinking about the perfect gift for her daughter Sharon, Mary was no closer to a solution. Sharon was turning 22 the following Friday, and Mary knew that if she went out to buy a gift, her overly suspicious daughter would suspect something and spoil the surprise.

Pragmatic Mary had always felt that online shopping was merely frivolous but with time running out she was now left reconsidering its worth and re-evaluating her prejudices. Her ignorance of the internet had

bred fear, and she felt more trepidation than excitement as she went on Google and entered the keywords, “gift,” “daughter” and “22 years old.” Still uncertain of what she might find, Mary was pleasantly surprised to discover that the search engine had revealed items that she found very appealing. She browsed through them and found herself attracted to a site that seemed to have an excellent product selection as well as helpful gift suggestions. She was ecstatic to have found exactly what she needed. “Sharon will not only be surprised but will definitely love this,” Mary thought to herself. She clicked on the order form, selected her product, and made some additions to the card, then found herself hesitating as she was about to click on the “pay now” button.

Mary noticed that her heartbeat was suddenly racing as many anxious thoughts began passing through her mind. “Is this a scam? Is my personal information at risk? Is this site secure? What will I do if my identity is stolen? Is this a legitimate business?” she questioned herself. In a panic she was once again skeptical of the entire process and questioning her initial impulse to make an online purchase. Mary felt an internal tug of war between taking a risk she didn’t feel ready for and giving her daughter a wonderful surprise. There was an obvious tension between her desire for the perfect gift and her growing sense of insecurity. With a heavy heart she left the site but failed to completely shut down Sharon’s laptop.

On Sunday afternoon, when Sharon was in the backyard with friends, Mary’s mind returned over and over to the laptop and thoughts of buying a designer dress online. Unwilling to allow her ignorance and fear to stop her, Mary reached for the laptop on Sharon’s bed and began her search for the gift once again. Almost immediately she came across a niche form, and in one click she found herself discussing her doubts about online shopping with other women in the forum. She learned that most of them had been buying products online because it was quick, convenient and safe, provided it was done on legitimate websites that provided secure methods of payment. Mary’s sense of female kinship could not ignore the endorsements given by the other women in the forum. With a heightened sense of self-esteem and courage, she was able to put aside her instinctive fear, called “online shopping.” Confidently, Mary clicked on the “pay now” icon without the sense of foreboding that action previously carried and completed her online purchase.

As for Mary’s daughter Sharon, her laptop mystery would be solved and

all would be revealed to her on her birthday. Little did she know that her previously technically timid mother had decided to brave the world of online shopping with a new sense of confidence and satisfaction.

## A TYPICAL EXPERIENCE

This story depicts the general stages that first-time customers would undergo in their online purchasing experience. Traditional marketers will state that the cornerstone of the buyer's trip is primarily the recognition of need, then the information search, followed by the evaluation of options. Only after successfully evaluating their options, will the decision to purchase follow.

My extensive experience of online marketing has shown me that when it comes to marketing online, the process is less logical. Events must happen in a certain sequence before a sales conversion happens. Before providing that blueprint, let's dig into the emotional fundamentals of an online purchasing experience.

## FUNDAMENTALS OF THE ONLINE EXPERIENCE

It is well accepted that the purchase decisions of customers are driven by the functional needs satisfied by a product. The product must include functionalities that carry value from the perspective of the customer. However, the product must also generate and satisfy emotions in the customer.

In fact, in an online purchase, emotional considerations are more prevalent because of the physical absence of the product. In the online purchasing trip, the customer (Mary in the above-mentioned story) goes through the following emotional stages:

- *Optimism:* Optimism drives the customer to the web. The internet gives access to the entire world with the click of a button. Products are unlimited and windows of opportunity are omnipresent.
- *Excitement:* The internet search starts to give positive results. The customer begins to hope that a success story is in the making.
- *Thrill:* The search brings favorable results. The product is found. At this stage, the customer has a growing confidence in the system.
- *Doubt:* The customer is overcome by doubt and is sceptical

of the offer being presented. This doubt may sometimes be accompanied with a sense of insecurity. Security concerns may be double-sided. There is a risk of identity theft but also the risk that the exact product ordered may not be received in the exact form envisioned, or lack to meet expectations.

- *Anxiety*: The tension between the satisfaction of having found the perfect product and the insecurity and doubt associated with the online experience creates emotional anxiety. The customer becomes confused and fearful instead of feeling secure and confident.
- *Desperation*: Unsure of whether to continue, the customer loses all drive and remains filled with desperation.
- *Capitulation*: The customer reaches the breaking point and leaves the site unfulfilled.

For traffic to lead to sales and, ultimately, to profit, the funnel—the system that channels the customer to the offer—must address emotional hindrances that the customer is subjected to initially. It must also attempt to increase all positive experiences during the purchasing journey. The phase approach proposed here aims to satisfy these objectives.

## **MY 4 ACTION STEPS TO TRAFFIC FOR PROFIT**

**1. Increase the site visitors' confidence level.** The site visitors' confidence level is increased through three specific activities: branding, influencer recruitment and communication.

- *Branding*: When done properly, branding creates the foundation of a strong connection with customers and the general public. Therefore, not only do you get your company and its products known, you convert simple awareness to strong commitment. There are specific activities that you should conduct in your quest for branding. One of these activities is the development of press releases. Press releases allow you to get your company in the news. They are a very efficient self-promotion tool that not only helps position your company and product but also increases your website ranking. There are many press release companies, but my preferences are PRWeb ([www.prweb.com](http://www.prweb.com)) and Newswire ([www.newswire.com](http://www.newswire.com)). Both offer discount packages for frequent publishers. However, if you lack resources, you should use the

services of a branding company. Many companies offer this service, but Celebrity Press ([www.celebritybrandingagency.com](http://www.celebritybrandingagency.com)) offers a professional and proven method for fast branding.

- *Recruit influencers:* Influencer recruitment is crucial in these days where word-of-mouth recommendations and criticisms spread through social media faster than fire in a dry field. Influencers are people who are active on social media and blogs. Consumers trust recommendations from a third party more often than a brand itself. An influencer is the mutual friend connecting your brand with your target consumers. When you align yourself with influencers, they bring their audience plus their audience's network. Through the loyalty of their audience, an influencer has the ability to drive traffic to your site, increase your social media exposure, and flat-out sell your product through their recommendation or story about their experience. Social media monitoring allows you to find influencers who advocate for your niche. Once you start finding influencers that seem like a good fit for your brand, put them on a Twitter list so that you can organize and follow them most effectively.
- *Communicate with CPV campaigns and free content.* With pop-up CPV (cost per view) campaigns, a pop-up is deployed on a computer screen when a keyword is entered in a search engine. The search returns the result for the keyword entered, but as soon as the researcher clicks on the search result, the pop-up is triggered. The pop-up generated is, in fact, a landing page requesting the researcher's name and e-mail in exchange for valuable free content. Once the e-mail is entered, the subscriber is included in an auto-responder with a pre-registered e-mail series and other valuable free content. This series of communications and free gifts provides information on the company and its products and increases the subscriber's confidence in the company and its brand. There are many companies providing auto-responder services, but I prefer AWeber ([www.aweber.com](http://www.aweber.com)) and GetResponse ([www.getresponse.com](http://www.getresponse.com)) due to their high level of delivery. For the CPV campaign, registration to a network is necessary. Many networks are available on the market. I prefer Trafficvance ([www.trafficvance.com](http://www.trafficvance.com)) because of their responsiveness but LeadImpact ([www.leadimpact.com](http://www.leadimpact.com)) and

Directcpv ([www.directcpv.com](http://www.directcpv.com)) are also good options.

**2. Optimize your website.** Now that you have successfully drawn customers to your website, provide them with an enjoyable online experience.

- *Improve your website usability.* If your website is not easy to use, visitors will be unable to make a purchase and may leave in frustration to buy from your competitor. Your website must be intuitive-friendly and easy-to-use for your visitors.
- *Improve your sales copy.* If your website copy does not clearly and compellingly present the benefits of your company/products/services, then your site visitors will be unmotivated, unconvinced and unlikely to convert. The sales copy must be compelling enough to compensate for all the negative emotions that the site visitor may be going through.
- *Tweak your conversion funnel.* Every single step that your website visitors take is important from the moment they enter your website to the final click when they make a purchase or submit a lead form. Your conversion funnel must be analyzed and improvements must be made to increase the conversion rate.
- *Perform multivariate testing.* The most dependable strategy to increase conversion rates is to routinely and systematically test every important element in your conversion funnel—everything from headlines to buttons to page layout. A multivariate {split-testing} campaign for your website must be set up and continually managed to improve your website conversion rate.
- *Improve website design.* Your site design must be improved to better communicate your message to your site visitors.

**3. Study your site visitors.** Use the following tools to study your customers' behavior:

- *Qualaroo:* This online survey tool provides a quick way to run short surveys of your site visitors. ([www.qualaroo.com](http://www.qualaroo.com))
- *Direct chat interaction tools:* Olark ([www.olark.com](http://www.olark.com)) enables you to chat with visitors on your website, which helps you identify what issues your visitor is facing. You could easily uncover common patterns and frequent problems you have to address to improve your visitors' experience.

- *Survey your customers.* Collect your customers' views and perspectives on multiple aspects of your sale funnel and your business. You can use SurveyMonkey ([www.surveymonkey.com](http://www.surveymonkey.com)) to email three to four questions to your users and seek their feedback in return for sweepstakes. This is the quickest way to reveal hidden conversion issues. SurveyMonkey provides prebuilt survey questionnaires and analysis tools.

#### **4. Retarget and track your site visitors.**

- *Use traffic retargeting tools like AdRoll to improve the conversion rate.* With retargeting campaigns, you can show banners to users who leave your store without purchasing any product and drive them back to complete their purchase. This is a very powerful tool since you have the opportunity to follow them as long as you want. One advantage of AdRoll ([www.adroll.com](http://www.adroll.com)) is that it enables you to segment your site visitors based on the products they have viewed, how far in the purchase funnel they've been, or any other action you may find valuable. Sitescout ([www.sitescout.com](http://www.sitescout.com)) will also provide you with retargeting tools with geographical segmentation.
- *Use Adwords Remarketing.* With this Google tool, you can target people who have already visited your website and show them customized ads when they visit other websites that are part of Google's Display Network. This can help drive visitors back to your website and convert them by giving them customized products on customized landing pages.
- *Track your visitors and analyze them.* New tools allow you to track and collect data on your site visitors right from their first visit. The information collected could include the history of their activities on your site, the context of those activities, the website they were visiting, the types of advertisement that brought them to your site etc. This information allows you to assess the performance of your advertisement campaigns with accuracy, including social media campaigns. In case of a lack of resources, many organizations could provide you with services in this area, but I prefer KISSmetric ([www.kissmetric.com](http://www.kissmetric.com)) for their global approach to online tracking problem solving.

Many online marketers tend to believe that traffic is the main issue when it comes to online marketing. But traffic is available on demand. The real issue is converting that traffic to a sale, which leads to profit. For this to happen, some specific actions need to be conducted in the proper order. In this chapter, we have discussed these steps, which were developed based on the emotional stages the website visitor has to go through in his online buying experience. The method is valuable not only to the major company with a heavy online presence which uses it to boost its profits but also to the individual willing to generate a consistent extra income online, as he could gain the unfair advantage and drive to vendors offers, traffic that converts.



## About James

James Datey is the founder and CEO of Gettec Media Corp. Gettec Media is active in the development of internet solutions for businesses, particularly in the area of traffic generation and conversion. James is, above all, a seasoned online marketer, specialized in traffic generation and conversion methods. His approach to traffic generation focuses on nine different channels of communication with potential clients associated with a massive use of new technological tools (as shown in *The New Rules of Success*). James' approach to traffic conversion gives a great deal of consideration to the psychological and the emotional experiences of the online consumer as explained in this document. To learn more about the author, please visit his website at [www.jamesdatey.com](http://www.jamesdatey.com).