

Smart Marketing Means Making The Sale Easy

Many marketers advise; don't make a customer work in order to buy your product or service. Ask for the sale on your website and make sure your purchase mechanism is clearly visible and obvious.

One website I saw that sells CDs, DVDs and downloadable material really takes the cake on making a customer work to buy anything from them. Never mind that the copy on their home page is less-than-stellar to begin with. If you click on the sidebar link that says "products" you go to a page that says "click here to view all our CDs, DVDs, and mp3s." Huh? Wasn't that why you clicked the product link?

Okay, so let's say the customer is willing to hang in there and click that link. The next page has 3 links (can you guess?) – "click here to view our CDs" ... one for the DVDs and a third for the mp3s.

If the customer doesn't leave, they'll be taken to a page which has the beginning of a description for each product ... and of course they have to click to read more information on it and find out the price. From there, you finally get to the order page.

Now I'd guess their visitor-to-sales-ratio is much lower than it could be. After all, with all the competition out there, why would a customer click 3 times to see a product description and price when other sites will give them that information after just one click? Even supposing you have a really good sales page and you've managed to convince your visitor that she really wants to buy something from you, with a set-up similar to this company, you stand a good chance of losing the sale. You've got the visitor where you want them (in the mindset of finding which product best suits them and then buying it).

You want them to focus on the details of the sales-copy for product "X." You don't want to give them an extra few seconds to decide that maybe they really don't need it after all ... or maybe they should look around for a better deal ... or perhaps they should check what other people are saying online about your company.

That last one's a particular danger. If they go searching for information about you before they've been dazzled by what you have to offer... chances are they'll see mention of a competitor's product and they may not come back to you.

So please, for the sake of your sales, make sure your customer has to do as little work as possible to get the information they came for and to make a purchase. If you don't, you're very likely losing customers and profits.