

## **Convert Your Site's Traffic to Customers**

There are several types of strategies that are used in the world of online marketing in order to convert website traffic. Many of these work very well, but there are better options. As an Internet marketer in business for yourself, it's important to find what works for your business. The key to success in converting traffic is to do the unexpected or find a unique "hook" to differentiate yourself from the competition.

You simply need to find a new approach to the subject of converting your site's traffic. Many times, finding the just-right slant on an old technique will be just the thing to increase your results dramatically.

First, you want to play on the customer's fear of losing out on a great thing. Of course, many marketers can come up with a hundred reasons why someone would want their product, but don't realize that the emotion of fear is much stronger than that of wanting something.

Fear of being left out, missing a great deal, or any other number of things to fear are all reasons that a customer driven by this emotion will buy. If you offer a product to other online marketers, make them fear that those who buy your product will be far more successful far quicker than those who don't. Now, they can compete over your product in the meantime!

Many marketers make the mistake of giving the reader TMI, or too much information. Sales letters are typically very long, but many are also very boring. You must remember that the customer doesn't need to know everything about the product, but just enough to know they want to buy it.

Unfortunately, many sales letters simply repeat the same boring information that is never presented in a drastically different way. This is one area that you should not attempt yourself if you're not an experienced sales writer – it's best left to a professional.

Professional sales writers have the ability to offer this same information but in fresh ways so as not to sound too repetitious. Hiring a writer to provide this service for you is money well spent; it is an initial investment that will be difficult to measure the value of in the long term.

A great marketing ploy when trying to convert traffic to customers on your site is to raise the price of your product. It is quite possible that you have priced your product too low and thus given the customer the idea that it is less valuable. There are several ways to increase the price and thus the perceived value in your product dramatically.

Adding a second product to the package or a new section with additional information are great ways to demand a higher price from the customer. New delivery options; cover designs and even multimedia formats are great ways for you to charge two or three times what you were before.

Creating a sense of urgency with your potential customers will also cause them to buy the first time they visit your site on an increase frequency, too. Try offering a limited time price or bonus and see what type of results this brings you in the near future.