CAN WE talk

By Marlene Murphy

The internet is all about the now experience. Information at a click. Think of your website as providing the same experience for your site visitors, whether they are loyal customers or random first time surfers.

Consumers are taking less time to come to a decision about which purchase is the right one to push the Buy Now button. While time is the new luxury, you don't want to let that customer slip by you because you weren't up to speed with their desire to know the determining factor for buying from you.

How do you counteract that? The more ways you allow your customer to quickly and conveniently interact with you, the more likely they are to buy from you. Not once--but more likely to become a repeat customer. And that's money for you.

How do consumers communicate with you on your website? Do you have an uber-friendly invitation that sounds more human than "Contact Us"? That is perfectly fine, and you may opt to keep that status quo. But you could also say, Ask Us, Say Hello, Let's Chat, or even Learn More. All of those conversational phrases have a subliminal warm fuzzy to them which is an ice breaker to the distance between you and your potential customer.

Is your phone number appearing prominently on your website? The more a visitor needs to

search to find your phone contact, the less they perceive your desire to chat them up. That's a no-no to be sure. So your phone number can be in bold, placed prominently or on many pages, and even be in a different color. That way your are just a ring away, and the question your customer wants an answer for is quickly attended to.

Live Chat is a great option. If you haven't considered placing that valuable tool on your site, give it some thought. Live Chat, or its similar counterpart provides a pop up window on the site where your visitor can chat in real time with whomever you wish to tend to that capability. You decide where to forward the notice when a visitor activates that capacity. You are also in charge of what hours you wish

that service to be available. When you are not available, a pre-created message tells visitors you are helping other customers . . . or any pre-written response you choose. It invites your visitor to leave their question promising you'll get back to them promptly.

This real-time capability creates an emotional bond between your business and the anonymous visitor. They feel rightly so, that their inquiry is important enough for you top provide a convenient way for them to communicate on their own terms.

Keep in mind that many people shop from their pc at work or another semi-public space where speaking on the phone is undesirable.

Providing as many communication tools as possible on your website shows your visitors that you want their business and will make it as easy as possible for them to reach you. With jewelry in particular, there may be numerous questions that person has before they are going to make that important purchase. Bridging the gap

through multiple communication modes means revenue for you and increases the value of your website by becoming a virtual showroom for your products.

Don't forget to stay in touch with your site visitors afterwards by sending out e-news blasts from time to time. Obviously you don't want to load up people's mailbox or they'll be adding your address to their spam box. But seasonally or as often as you have real news about your products will be welcome to customers.

Don't have a large email list of site visitors and customers? Not to worry. A pop up on your home page inviting visitors to add their email address for news will solve that toot-sweet!

All of these channels of communications show you care and you want to be available to your customers. Take a serious look at your own website to see how you're doing in the communication department. If you need some help, simply chat with Marlene; marlene@jewelrywebsitedesigners.com Now wasn't that easy?