"UNSCRIPTED 7: Web Referrals"
With Matthew A. Perosi

To find out more visit:
http://www.JewelerWebsiteAG.com

You are encouraged to print this out
and read along while watching the video.

Questions?
Don't understand something?
You are probably not the only one,
so please send your questions to
questions@jwag.me

We will try to answer them directly or
include them in future lessons on www.JewelerWebsiteAG.com

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Unscripted Video 7; Web Referrals

Hello I am Matthew Perosi with Jeweler Website Advisory Group.

I'm answering some questions today that have been submitted by our members. This one is from Adam from Indiana. He writes in "How do I get more people to filter through from my website? I do get a referral every once in a while but, I need to figure out how to get more people interested in coming into my store, from my website."

Well Adam the first thing I can think of on this question is to put up some kind of a form up on your website, something which requires them to fill it out to get some kind of special offer or special discount. For example if you have on your website some information about a particular style or line of jewelry that you just got into your store, or maybe your advertising you have a special that month for Pandora or Camilla jewelry.

You can say "running a special on Camilla jewelry. You can get twenty percent off a bracelet or a starter bracelet set if you fill out this form and submit it. We will send you an email with the twenty percent discount special." So they have to fill out the form in order to get the discount. It is not something that they can just print off and bring it to the store, so it requires a bit of human interaction. It requires them to take action to things happening.

First you get someone's name and their email address that way you can put them on your monthly email subscription

list that you send out in a newsletter or send out some updates every month about what you are doing in your store.

Secondly, you know that somebody has signed up for this discount. By the way you should probably include an expiration date on the discount offer that gets emailed to them, and you can keep track of it. You can have it printed out; keep it behind your counter in your store. Then when it gets close to the expiration date if that person has not shown up in your store you can send them an email back, give them a phone call say, "Hey you haven't shown up. I saw that you printed out this coupon or you requested this discount for the Camilla bracelet, but you haven't come into the store. Is there something that I can help you with so you can be proactive?"

And say to somebody, tell them that you are still there whatever it is there needs are. You are willing to help and remind them they may have forgotten that they requested the discount offer via email. That is one way to get your customers to interact with your website, and then kind of entice them to come into the store, but you can use that same concept on various pages of your website.

You can include all different kinds of offers or different kinds of forms. You can have different things that are inviting. You can say, "Well fill this out and you will get this in return via email." And they come into the store, and they can participate. It could be an invitation to a special event. It can be an invitation on a particular day during this particular span of hours if you register you can come in and see something special on what you have on display in store; whether it is a special trunk show or private display of diamonds that you just received in that perhaps you have on memo.

Another thing that you should do is Adam when was the last time you looked at your statistics on your website? Take a look at the keyword phrases that usually generate traffic to your website. Perhaps what's attracting people to your website you may not even be aware of and if you do find something which is interesting or that you don't have written on your website you can add more information about that keyword phrase. Then you can also include some kind of an offer.

So see what people are searching for that are bringing them right to your website and try to capitalize on that. More often or not you are going to find keyword phrases that you were completely unexpecting.

So I think that is a couple of good emails for now. If you like, email back in and I will help and follow in with you or if you are interested Adam, you any of you viewers we are holding a live event on March 5th, 6th and 7th that's March 5, 6, 7th of this year 2010 to find out more information about the live event and how to register for it just visit our website at www.jwag.biz

This is Matt Perosi for Jewelry Website Advisory Group we will see you next time.