

Keep 'em Coming Back!

by Dan C. Rinnert

You've printed your web site address on all your letterhead and business cards. You've included it in your flyers and brochures. You may have even had it lettered on your vehicle.

As a result, your customer saw your web site and checked it out online. And, if your web site is nothing more than an online brochure, they probably never came back.

How can you get your customers to keep visiting your web site? One way is by offering specials your customers can only find on your web site—do not advertise these specials in any other medium! You want to accomplish two things...

First, you want customers to visit your web site regularly. When you have new additions to your web site, you want customers to be aware of it without you having to spend a bundle of money to advertise the fact that you updated your web site! If you have them visiting regularly to see the latest specials, they'll see any new additions or announcements you have on the site.

Second, you want to increase sales. A special offer can serve to entice customers to buy something additional, or to buy from you instead of your competitor.

A restaurant might offer free fries with a meal purchase, or a free dessert with the purchase of two side items. A store might offer a buy one get one special. And, a painter may offer to paint a bathroom free when you have two rooms painted at the regular price.

Make sure you change your specials frequently to keep your customers coming! A busy coffee shop might want to change its specials daily, while a plumber may change his specials monthly. Choose a frequency that make sense for your business and schedule, and stick with it! For best results, be consistent with your effort!

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