

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #5 - 7 Ways To Warm Up Traffic Before They Arrive So They Are Ready To Take Action

If you've got traffic hitting your sales pages or other landing pages completely "cold," then you're going to have trouble getting that traffic to take action. Most of them won't buy your product, especially the first time they encounter your sales page. And the vast majority of them will hit the back button and never return.

The good news is that it doesn't have to be that way. Instead of having cold visitors hitting your sales pages, imagine how much better you'd do if your traffic was already warmed up and ready to buy, join your list, or take some other action from the second they arrived on your website.

If you want to maximize your traffic and get more of them to take action, then you're going to want to review the following seven tips and ideas for warming up your audience.

Take a look...

1. Generate Targeted Traffic

The very first thing you need to do is make sure the traffic you're generating is highly targeted. In other words, focus on generating quality traffic versus merely trying to drive your "hit" counter up.

If you place ads, do guest blogging, optimize your content for the search engines, do social media marketing or any other common traffic generation methods, then you need to be sure you're driving traffic that consists of your ideal prospects who are interested, willing, and able to buy your offers.

For example, imagine you're picking keywords for an SEO or PPC ad campaign. Let's suppose your target market is organic gardeners who want to learn how to grow tomatoes.

If you pick a word like "tomatoes," your traffic is going to be too broad since you have no idea why someone is searching for tomatoes. For example, maybe it's just

Tool #5 - 7 Ways To Warm Up Traffic Before They Arrive So They Are Ready To Take Action

a kid doing a science project, and they have to write about the tomato family, genus and species.

"Grow tomatoes" is getting a little closer, but is still a bit broad.

Here's a better keyword: *"how to grow organic tomatoes."*

And better yet: *"buy guide for growing organic tomatoes,"* which shows commercial intent.

See the point? The more targeted your traffic, the *"warmer"* they'll arrive on your landing page.

Next tip...

2. Qualify Your Prospects

Your ads, landing pages and marketing processes should seek to qualify prospects (*and disqualify those who aren't targeted*). That way you don't waste your time or the visitor's time trying to sell them on something they're not interested in.

For example, let's suppose you've got a weight loss product that's designed for people who need to lose AT LEAST 50 pounds. This isn't for folks who are looking to lose a quick 10 pounds before a reunion or similar.

You can qualify leads by saying something like, *"If you need to lose at least 50 pounds, then this is for you."*

You can also use a negative qualifier such as, *"If you only need to lose a quick 10 pounds, then this offer isn't for you."*

3. Provide a Free Trial

If you've got a membership site, a subscription site, software or similar, then you can hand out free trials. This gives your audience a chance to see for themselves exactly what your offer is all about – and if they love it, then they'll upgrade to the paid version.

Tool #5 - 7 Ways To Warm Up Traffic Before They Arrive So They Are Ready To Take Action

TIP: Be sure to put an onboarding email sequence in place for anyone who requests your free trial. This sequence should encourage the prospect to fully use their free trial so they can experience the benefits of your product.

Next...

4. Use a Two-Step Marketing Process

The idea here is to build relationships first before you try to sell anything to your audience. So, instead of sending traffic directly to your sales page, you send them to a lead page to get them on your mailing list. That way you can follow up with them repeatedly to build relationships and give them multiple exposures to an offer. As trust grows, they'll be more willing to purchase an offer almost immediately after you recommend it.

TIP: Be sure to use your other interactive platforms such as your blog and social media pages to build relationships.

Next...

5. Create Urgency

If someone walks away from your sales page with the intention to *"buy it later"* or *"think about it,"* they'll probably forget to come back. That's why creating urgency works so well because it gets people to buy right now rather than giving them the chance to forget about you.

How to create urgency? Create a limited offer such as a special sale that ends in 72 hours.

6. Establish Your Expertise

If you're selling information products, coaching or similar, then you'll want to work hard to establish your expertise in the niche. That's because people like to buy from experts rather than random Joes or Janes.

You can establish your expertise by:

Tool #5 - 7 Ways To Warm Up Traffic Before They Arrive So They Are Ready To Take Action

- ⇒ Telling people why they should listen to you, which includes listing your credentials, experience and track record.
- ⇒ Proving your expertise with case studies and testimonials.
- ⇒ Showing people you're an expert by distributing all around your niche high-quality, actionable content that showcases your expertise.

Next...

7. Presell the Audience

Another way to warm up your audience is to use content to presell them before they arrive. Your content may include direct-response ads (*mini sales letters*), case studies, FAQs, how-to content, tips content, lists, tools and similar.

One big key is to create useful but incomplete content. The content is useful because it solves part of a prospect's problem, but it's incomplete because it doesn't solve the entire problem. You can then point your prospect towards your paid offer in order to get the rest of the solution.

Your content can provide an overview of a process, offer tips, or even offer in-depth instruction on one part of a process. Then at the end you can point readers to your sales page.

For example, if you're selling a guide to raising and training puppies, your useful but incomplete content might include:

- ⇒ A checklist of what to do before getting a new puppy.
- ⇒ An in-depth look at how to teach a puppy not to bite.
- ⇒ An overview of how to socialize a puppy.
- ⇒ A list of five tips for housetraining a puppy.
- ⇒ A gear list of what to buy before the puppy arrives.

Tool #5 - 7 Ways To Warm Up Traffic Before They Arrive So They Are Ready To Take Action

And similar. Each piece of content is useful, but since it doesn't provide complete instructions for every aspect of raising a puppy, you then promote your paid offer. *(And as a bonus, this sort of content helps establish your expertise AND build good relationships.)*

Conclusion

And there you have it – seven really good ways to warm up your audience so they're ready to buy. Be sure to apply all seven of these ideas for maximum results.