How to Increase Sales With Personalized Website Visitor Engagement

ZOHO CRM Plus

What is personalized website visitor engagement?

The first impression visitors have about products or services is through your company's website. Every visitor who lands on your website is unique, and has different needs and intentions. Whatever their intentions be, you want them to do something on your website. Studies on website visitor engagement show that:

- 55% of your visitors spend only 15 seconds or less on your website

- The average attention span has dropped from 12 seconds to 8 seconds

- New visitors spend an average of 2 minutes 31 seconds on the site compared to returning visitors who spend 5 minutes 31 seconds

- In terms of pages viewed per visit, new visitors view an average of 3.88 pages and returning visitors view an average of 5.55 pages

- 97% of your website visitors are anonymous.

You can identify only 3% of your website visitors. Out of this 3%, how quickly you identify visitors as potential customers, engage with them, build relationships with them, and ultimately close deals is what personalized website engagement is all about.

Why is personalized website visitor engagement important?

People visit your website either to buy your products, collect information, or browse for solutions that meet their business needs. To satisfy them, you need to have a more personalized and personable approach. To understand their needs and make relevant product recommendations, you need to analyze their behavior on your website, what actions they perform, pages they visit, and skim through their browsing history. Personalized website visitor engagement helps you accomplish this.

Who are the visitors I need to engage most?

Let's say you have created a website and there's more traffic to your website. Great! But do you know who your most important visitors are, and can you identify the ones you need to focus on and engage with them most?

Your most important visitor could be a person who has:

Been your existing customer, lead, contact, potential, or in a specific stage of the sales life cycle

Landed on your website page from an email campaign or social media post

Visited your website from a specific country, state, city, or region

Engaged in conversation with one of your sales reps earlier through live chat

Shown interest in your product and spent more time on your product's website page

Performed some action on your website such as clicking a button, link, or filling out a form.

Accessed a specific web page often. For example, you may have a visitor who has accessed your pricing page more than 4 times.

How do I personalize my engagement with website visitors?

Now that you've identified your potential customers, how do you engage them? Let's say you find visitors accessing your new product website. With the integration between Zoho SalesIQ and Zoho CRM, the moment they land on your website, you can:

Categorize your visitors as hot, warm, or cold prospects, and set sales priorities to contact them.
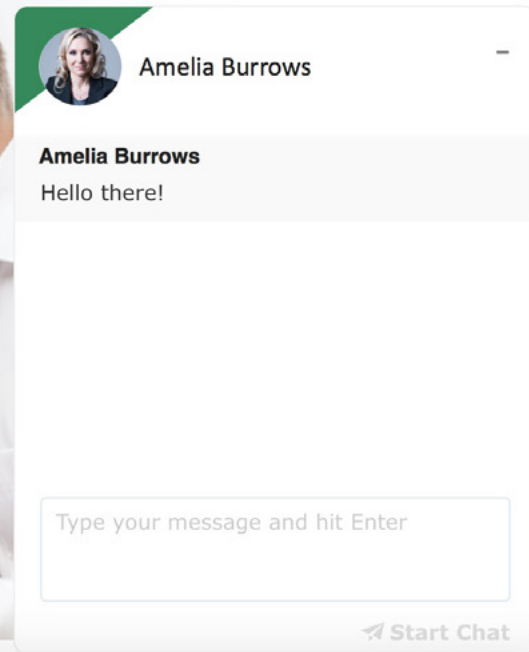
Offer instant support by creating intelligent triggers

Engage visitors you've identified as potential customers by setting up rules to initiate a live chat and offer them support.

Decide which visitor's details you need to track by routing visitors to the right sales reps or teams

| Setup | CRM | SalesIQ | Desk | Projects | Campaigns | Social | Survey | Motivator | Reports | Admin Panel | × |

Settings

User(s)   Company   Department(s)   Portal Settings   Blocked IPs   Websites   **Automation**   Lead Scoring   Integrations

Chat Monitor   Intelligent Triggers   Visitor Routing   Email Schedules   Add

Set specific rules to assign your website visitors to specific users. Learn More

Rules will be matched from top to bottom. You can drag & drop to re-order the rules as required.

Note: The rules will work only for Float Chat

Rules

5 Visitors online

Choose a condition for your rule in the list

Visitor Type   ∨   is equal to   ∨   New,

How would you like to route the visitors to your users? (Click on the (+) symbol to add users)

Route to selected users   ∨

☑ Route rest of the visitors to all users

Identify the right person or team to address your visitor's concerns by creating rules to automatically route them to a particular sales rep.

Pitch your sale with the right visitor information at your fingertips

As you chat with visitors, make sure you have all their relevant information, such as their sales history, recent support tickets, web pages accessed, and campaign responses so that you understand visitor's expectations better during your pitch.

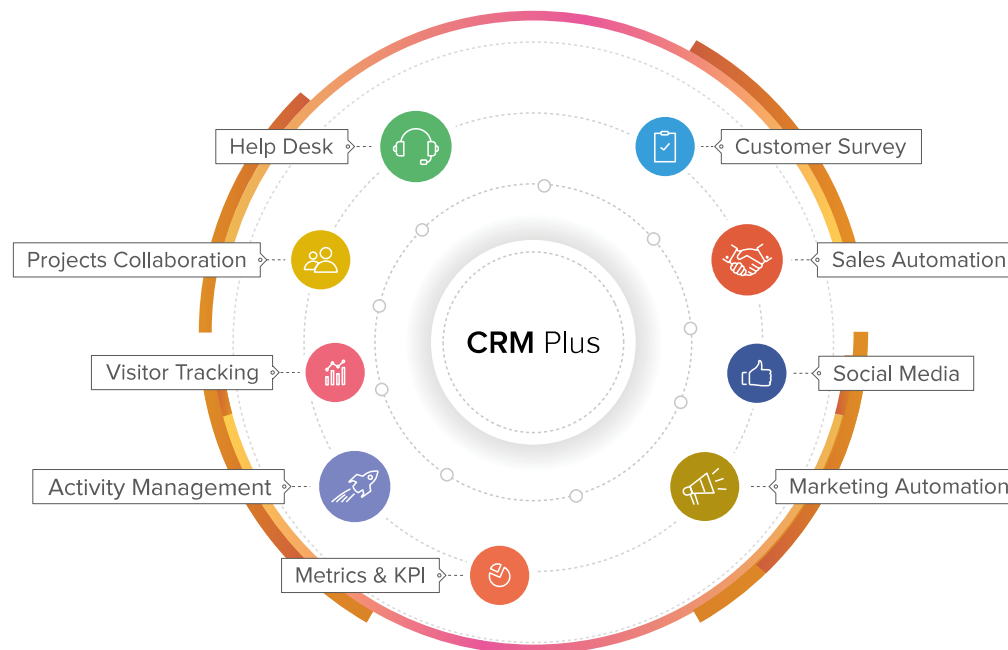# Follow up with potential customers by creating workflow rules

Now that you know your visitor is a potential customer, create workflow rules to optimize your sales follow-ups.

Taking these functionalities together, personalized website engagement allows you to have more meaningful engagements with visitors and convert them to leads, contacts, or potential customers.

How do I achieve higher sales conversions with personalized website visitor engagement in Zoho CRM Plus?

So you've engaged with your website visitors and converted them to leads, contacts, or potentials. That's awesome! But how do you convince them to make purchase decisions and convert them to customers? Imagine if you had a tool to capture all your visitors' website interactions and their sales information in one place? A tool that gives a contextual view of visitor tracking and sales data to help you understand what your visitors are looking for, recommend the relevant product, and close the sale?

Zoho CRM Plus is an end-to-end customer engagement suite which allows you to automate every stage of the customer journey and provide an incredible customer experience.

With personalized website visitor engagement in Zoho CRM Plus, you can:

View details, such as visitor's type (leads or contacts, open potentials, or customers), lead score, their website behavior such as when they accessed your website, number of visits made, actions performed, pages visited, time they spent on each page, and their CRM record data.

Receive an alert when you miss a chat

Have you missed a chat from a visitor? No problem. With SalesSignals, you receive alerts or notifications of missed chats.

Create support tickets and resolve issues faster

As you're chatting in real time with your visitors, convert your chat to support ticket, view details of chat transcripts, track the status of each ticket, address visitors' concerns, and resolve them quickly.
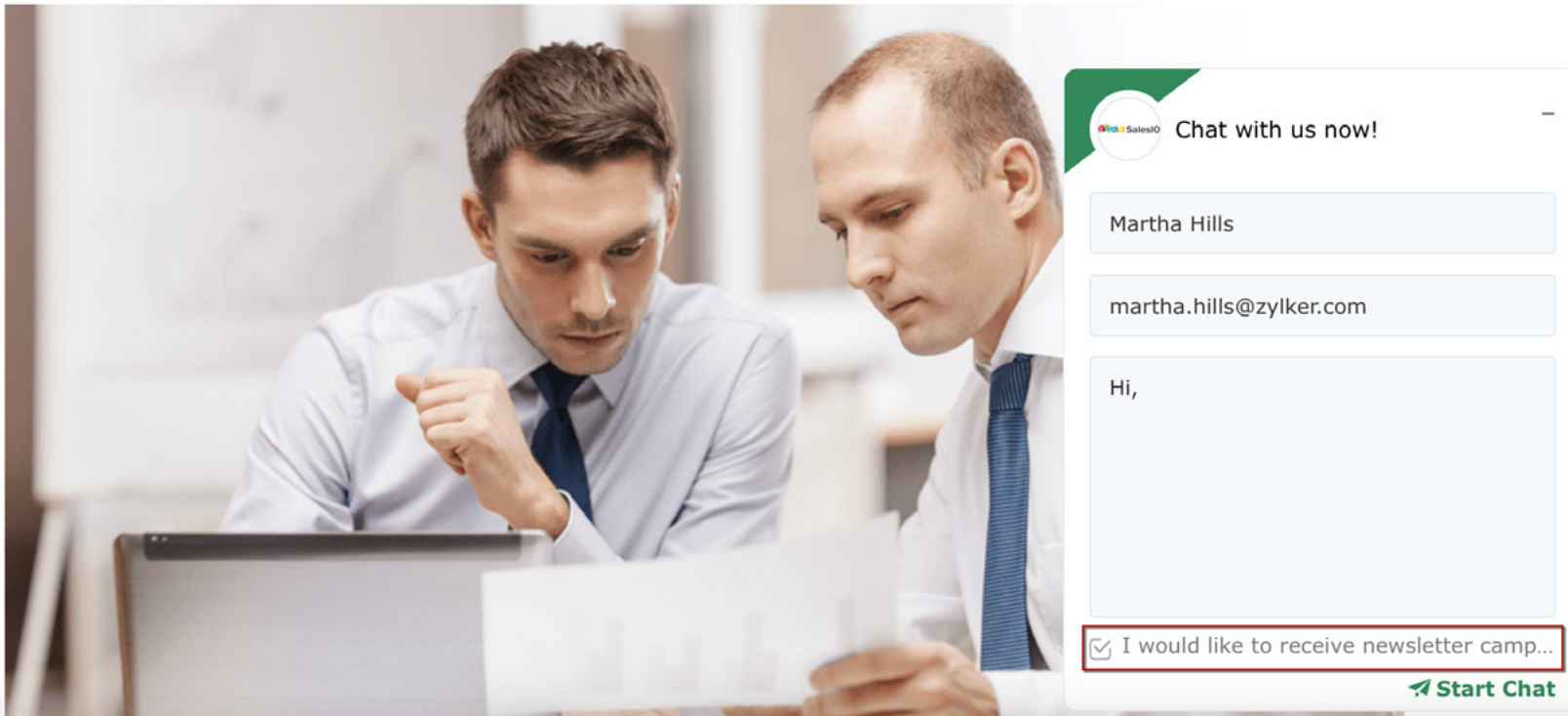
Allow visitors to subscribe to your newsletter(s)

You can provide an option for visitors to subscribe to your newsletter. Customize the text you want to display in your call to action in the chat-pop-up window when they access your website.

Group visitors based on CRM data

Group your visitors as leads, contacts, customers, or potential customers based on their CRM data, and view their visitor tracking and CRM information.

With personalized website visitor engagement in Zoho CRM Plus, you can increase your engagement with visitors, generate qualified leads, improve sales follow-ups, and achieve higher sales conversion rate.

To learn more about Zoho CRM Plus, go to

https://www.zoho.com/crm/crmplus/

Additional Resources:

To learn more about visitor tracking features in Zoho SalesIQ, **click here**

Click **https://www.zoho.com/salesiq/help/automation.html** to learn how to automate your real-time sales operations, such as monitoring a live chat, routing visitors to sales executives, and automating visitor engagement with intelligent triggers, visitor routing, and chat monitoring.

To learn how to track and view your visitors' page history, **click here.**

Click here to learn more about generating website tracking and analysis reports.

Visit our blog to find out

how you can increase your sales conversion rate by automating website visitor engagement.

Send your feedback to support@zohocrmplus.com to help us improve further.