The Money Is In The Back End

Modified and adapted from ZapPowee

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Learn why most companies completely ignore the 95-97% of customers who are not ready, willing or able to buy right now and only focus on the 3-5% who are considered now buyers. By ignoring such a huge portion of their potential customer base, they are just throwing away their profits to their competition.

Also learn what are the 3 ways to increase profits, and which one you need to focus on for the fastest increase in profits.

The Money Is In The Back End

Where to invest your money to achieve exponential growth and maximize your ROI

Fire your SEO expert. Get rid of your Fancy-Flash web designer.

You're spending your money in the wrong place... and I will prove it to you.

Everybody wants you to believe that what you need are more eyeballs looking at your website.

Yet, if you're like most online businesses, 98.9% of the traffic that comes to your site leaves. Turns and walks out the door without the courtesy of even introducing themselves.

Shockingly, many companies are OK with that. In fact, the vast majority of websites are designed to ensure that the viewers they pay so much money to attract, disappear without even leaving a trace of their visit, except a tiny, little digital blip on the Google Analytics traffic report.

POOF!

Gone without a trace!

This short report is a must read for all business owners and managers that wish to convert more prospects into customers and FIND NEW BUSINESS NOW!

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There are only 3 ways to make more money online:

- ***Increase traffic***
  Get More visitors to your site.
- ***Increase Each Sale***
  Make more money per order.
- ***Increase Your Conversion Rate***
  Sell more people that come to your site.

How Much Would You Pay For Each New Visitor?

There is a value and a cost to every visitor you bring to your site, even those that arrive through “Organic” search engine optimization strategies.

Case Study: Moose Skates

Talk about a niche market, Moose Skates is by far the largest manufacturer of ice skates for Moose. Last month, Moose Skates spent $25 in marketing to attract 100 visitors to their site and sold 1 pair of skates for $50.

How much is each visitor worth?

Moose Skates brought in $50 of revenue from 100 visitors, making their Visitor Value $.50.

$$\text{Visitor Value} = \frac{\text{Total Revenue}}{\text{Unique Visitors}}$$

Now Moose Skates might expect that every new visitor they brought to their site would put .50 more revenue to the top line.

But how much could Moose Skates afford to pay for that extra traffic?

They spent $25 to bring in 100 visitors, making their Cost Per Lead $.25.

$$\text{Cost Per Lead} = \frac{\text{Marketing Expenses}}{\text{Unique Visitors}}$$

Well that's good news! For every visitor coming to MooseSkates.com, they are pocketing a 25 cent profit between the Visitor Value and the Cost Per Lead. If the current trend held up, Moose Skates would want to invest their profits into more advertising to bring in more visitors. Right? (Don't answer too fast!)

Conversion Rate: The Key Factor

But the most important factor in Moose Skates' business is the Conversion Rate. The Conversion Rate measures the percentage of visitors taking a desired action. In the case of sales, Moose Skates had 1 sale out of 100 visitors, resulting in a Conversion Rate of 1%.

$$\text{Conversion Rate} = \left(\frac{\text{Total Actions}}{\text{Unique Visitors}}\right) \times 100$$

What would happen to Moose Skates' profit if they were to double their Conversion Rate? Would it double, too?

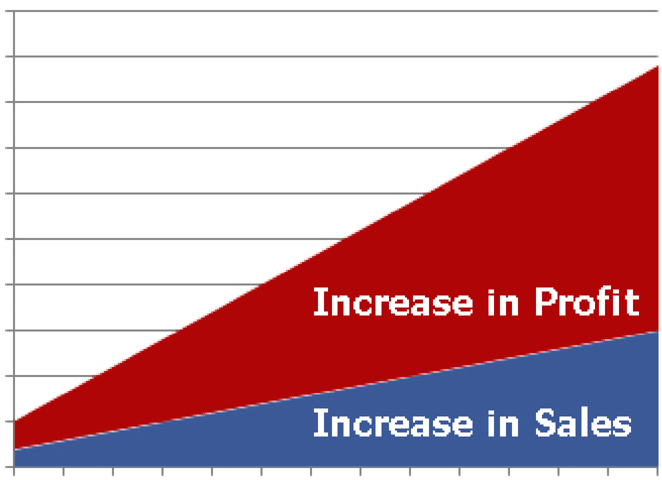
Nope... Even better. Take a look:

Moose Skates spent $25 to make one $50 sale. This resulted in a $25 dollar profit.

If Moose Skates could find a way to convert better and sell just 1 more pair of skates at $50 without any additional advertising, their total revenue would be $100. Spending just $25 in advertising would result in a profit of $75.

They just tripled their profit by doubling their sales!

What would happen if they sold 5 pair of skates? Their total revenue would be $250 less the $25 marketing expenses. A profit of $225. A 5X increase in sales resulted in a 9X increase in profit!



Improving Conversion Rate results in a faster increase in profit!

So where does it make the most sense to spend your money?

Would you rather invest your money to increase traffic for slower sales growth, or would it be better to invest your money for rapid profit growth by improving your Conversion Rate?

Obviously, it makes the most sense to focus on improving your Conversion Rate. After you have cultivated your system into a finely tuned automated sales system that consistently turns out the maximum Conversion Rate, you can then invest your money in driving more traffic to your web site.

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But investing money in improving traffic too soon, before you have maximized your Conversion Rate, is simply a waste.

So how do we improve our Conversion Rate?

The key is in the “Back End”. How you interface with your customer after they have left your website.

Earlier, I showed you a statistic from the Fireclick Index that stated that only 1.1% of first time visitors to Specialty Retail websites result in a sale. (Remember, 98.9% of your traffic leaves...).

Well, if you think they are coming back, you are wrong.

Take a look at your own browsing history for the past week or month.

How many websites did you visit? Hundreds? Thousands? More?

How many did you visit more than once?

Ok, you've got a handful of favorites... Facebook, Google, a news site, Maybe a sports or stock market site.

I'm willing to bet you a brand new pair of Moose Skates that you haven't returned to over 90% of the sites you visited. Furthermore, I'll throw in delivery of my favorite Chicago Pizza, Lou Malnati's, if any of those sites were brand new ones.

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Get the point?

In order to get more sales and improve your conversion rate, you can't pin all your hopes on making a sale to a first time visitor or on counting on that visitor to return to your site.

The solution is in capturing your contact's information and enlisting them in an automated sales process that will build trust and loyalty amongst your followers.

Invest your money in a great CRM. Learn to use it like a pro... and watch your conversion rate and profits take off to the moon.

It works like a charm.

The Magic That Happens When You Follow Up

Office AutoPilot and SendPepper, the companies that we use for our email marketing, recently did a survey of their clients and prospects and they asked them ‘what’s the biggest challenge you face around following up with your prospects and clients?’ Like most surveys, the general response was hardly a surprise… but what was surprising is how incredibly similar almost every response was: **“I don’t have time.”**

We have already established earlier that the fastest way to increase profits is to increase the conversion rate. We spend a huge chunk of our money and energy drumming up new sales and leads, only to let them slip through our fingers because we drop the ball. Or we manage to get a sale, but they never hear from us again.

From the survey, they pointed out a few interesting facts which are also represented by industry findings, and that is that:

1) Research shows that up to **80% of business inquiry leads are never followed up on.**
2) As many as 90% of inquiries that aren't followed up on eventually **buy… from the competition!**

Many of the companies are downright horrific at following up with their customers, and ironically not following up costs them a lot of money down the road.

To top it all off, even if a company wanted to reach out to their existing customers, there are usually a few reasons why companies don't follow up. Here are a few reasons:

1) They don't have the time to write follow up messages.
2) They don't know what to say.
3) They don't have a system to deliver the follow up messages
4) They don't want to screw it up.
5) They don't think it'll work.

That is why we are here to make all of this easy for you. Reach out to us if you have realized that the longer you wait to reach out to your existing customers, the more money you will continue to lose.

And we certainly don't want you to do that. We want you to increase your sales and profits.

Looking forward to a fruitful and successful partnership.

Talha Shahid – Founder, TSQ Marketing Inc

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