

INCREASE YOUR WEBSITE TRAFFIC

Tips to Bring Your Audience to Your Digital Doorstep

- ✓ **Utilize social media.** Advertise your printshop, promos, and deals. For best results, start conversations, ask questions, conduct polls, upload pictures of jobs you're working on and tag the customer in them.
- ✓ **Ensure website SEO is set up.** Make good use of the website's SEO settings and options. *Ask us for a free SEO Cheatsheet and Advanced SEO options!*
- ✓ **Create marketing campaigns.** Here are some ideas: 50% off <whatever> during the month of <month>; enter Promo Code <promo code> for <X %> off your order during <month>. For a complete campaign, consider including a blog, email, direct mail piece, social media, digital ads, as well as a statement or invoice stuffer.
- ✓ **Create custom website sliders.** Whether for an existing promo or to market an upcoming promo, sliders will help invite your audience back.
- ✓ **Utilize the Printer@Work email newsletter.** Promote upcoming specials using the 'Your Message' area to adjust the title and content for an upcoming promo. *Ask us about our new email marketing platform to easily create promo email templates of your own!*
- ✓ **Research your competition.** Check out competitor websites in your area to see what your print shop could do that's above and beyond what they are doing. Your differentiator could be as simple as you answer the phone on the first ring or service with a smile or you know your customers by name.
- ✓ **Take advantage of available resources.** Visit the MI4P.com Resources tab to find a wealth of free resources from how-to webinars, to free downloads, and more. *Don't forget to sign up for the weekly educational blog as well.!*
- ✓ **Use website 'Alerts' to promote upcoming promos and events.** This helps keep visitors on your website and invites them to come back.
- ✓ **Connect the dots from your blog.** Add links and call-to-actions from your blogs back to your website's order forms. Link back to your website as much as possible.
- ✓ **Update your social media response button.** Instead of "Sign Up" on your Facebook business page, change it to visit your website.
- ✓ **Promote your website content.** From Help Center tips, Ideas Collection articles, email newsletter sign-up, white papers, and more, you'll find plenty of opportunities to invite visitors to your website via direct mail, social media, and email marketing.
- ✓ **Use labels.** Place labels on your printed jobs or any marketing collateral with text similar to, "Want great tips for how to maximize your print marketing? Visit our website at..."
- ✓ **Optimize your direct mail.** Add teasers to your direct mail, such as trivia questions or jokes with answers and punchlines on your website or variable data numbers for giveaway drawings
- ✓ **Use digital ads.** *Ask us about Advanced SEO options, including \$300 toward and AdWords campaign.*
- ✓ **Focus on repeat business.** Market to businesses with the Private Label Website Marketing kit and by creating Private Label Website demos for them. Train your print buyers to order online by creating website accounts for ALL orders on behalf of your print buyers.
- ✓ **Make your website the destination.** On every piece of marketing collateral you put out, don't say "call us" if you want them to go to your site. Make your website the destination and drive clients and prospects there.
- ✓ **Offer exclusives.** For example, try offering a discount code found ONLY on your website.

Consistency is key. Marketing is a flywheel that gains momentum over time, and most give up too soon.

