

duda

Walking in a Website Wonderland

How to Sell More Sites This Holiday Season

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Sending Christmas Cards in October Why You Need to Contact Clients Early

Right around Halloween there's an interesting thing that happens in malls across America. Somehow oddly intermixed with the pumpkin, witch and spider decorations that adorn every store you walk passed, you'll begin to see a smattering of what looks like Christmas lights and signs that read "Holiday Sale: 20% Off."

Yes, it may still be the biggest shopping day of the, but the truth is nobody waits for Black Friday anymore. And there's a reason for that.

The holiday season is the busiest time of the year – for everyone. Businesses big and small want to do everything they can to stay ahead of the holiday rush and beat their competition to the punch. This means loading up on inventory, hammering out their sales and marketing strategies, staffing up, and running their business with extended hours. So since they're not waiting to get started with their holiday planning, neither should you.

So where do you start?

Well, it depends. If you're new to selling websites and this is your first

foray into prospecting for clients, there are a couple ways to go about this.

1. **Start Knocking on Doors** – Sure, it's a bit old school, but who doesn't love the classics? Plenty of website resellers have found success by walking around their town to find local businesses that either don't have a website at all or are looking for a fresh redesign. If this is the approach you are going for, do a little reconnaissance ahead of time. You can get a pretty good idea of who would be interested in buying a website from you by picking out a few businesses around town and checking out their existing web presence. If they don't have a site at all, perfect. If they have a site, but it looks like it was made in the 90s, that's even better.

In a study conducted by Duda via a third-party research firm in Oct. 2014, 52 percent of SMB owners believed that their site was valuable for capturing business, and 36 percent planned a substantial website overhaul within next year. Conclusion: Many SMBs understand the value of maintaining a solid web presence, and approximately one-third are interested in getting a major update on their site.

2. **Cold Calling** – Admittedly, this is hit or miss. But it may just be the strategy for you if you're attempting to cover a lot of ground in a small amount of time. A quick Google search for the type of businesses you'd like to pitch to (pizza shop should do the trick) will reveal a plethora of phone numbers for you to dial.

Pro Tip: Be strategic about when during the day you call the business. Calling a restaurant at dinner time is not likely to get you the response that you're looking for.

3. **Email Marketing** – This is an effective, non-intrusive way of going after leads (as long as you don't spam people). With most SMBs,

you can find an email address somewhere on their existing website or via social media.

Crafting the perfect pitch via email can take some practice. The real key is to be short, personable and relevant. To help you get ahead of the game, Duda has included some marketing **email templates** specifically written for pitching during the holidays in the resource center.

Finally, it'd be a good idea to include any mock-ups of websites you have created using Duda. Visuals always help.



Making Your List and Checking It Twice

Tips For Managing New Leads

Reaching out to a potential client is only half the battle. You also need to keep track of all the businesses you have attempted to contact because, even though some people may have some level of interest, they might not be ready to buy right at that very moment. It may have to sit a few days before they come to a decision, or they may drop off your radar entirely. Tracking when you contacted each lead, and how warm they seemed to your sales pitch, will help you use your time more effectively.

The great news is there are plenty of free or inexpensive customer relationship management (CRM) platforms that can help you track your clients through their entire lifecycle. A few examples are Zoho, SugarCRM and PipeDrive, but there are plenty of others out there as well. For a quick overview of some of the CRMs, check out this [blog post](#).

These platforms are great tools, but you also need to come up with a plan of when you are going to reach back out to certain clients and

think about any deals or promotions you want to run (if any).

For example, if you are pitching around late September or October, restaurants and local stores are probably a great bet. However, as you get closer to the holidays, these potential clients are going to become increasingly busy and less likely to have the time to work with you. Offering some kind of promotion may be enough to close the deal, but not always.

So does that mean your Season of Selling? is over?

No, of course not.

You simply need to take aim at a different kind of target — one that isn't affected by the same kind of crazy seasonal rush. Dentists, lawyers, yoga studios and accounting firms are just a few examples of places that might have a bit more time to work with you.

Once it's passed New Year's, it will be time to revisit those leads who were too busy to worry about their website during the holiday season. One popular strategy is to reach back out with the same offer you made during the holidays. This is a great way to let the lead know you haven't forgotten about them and are serious about taking them on as a client.



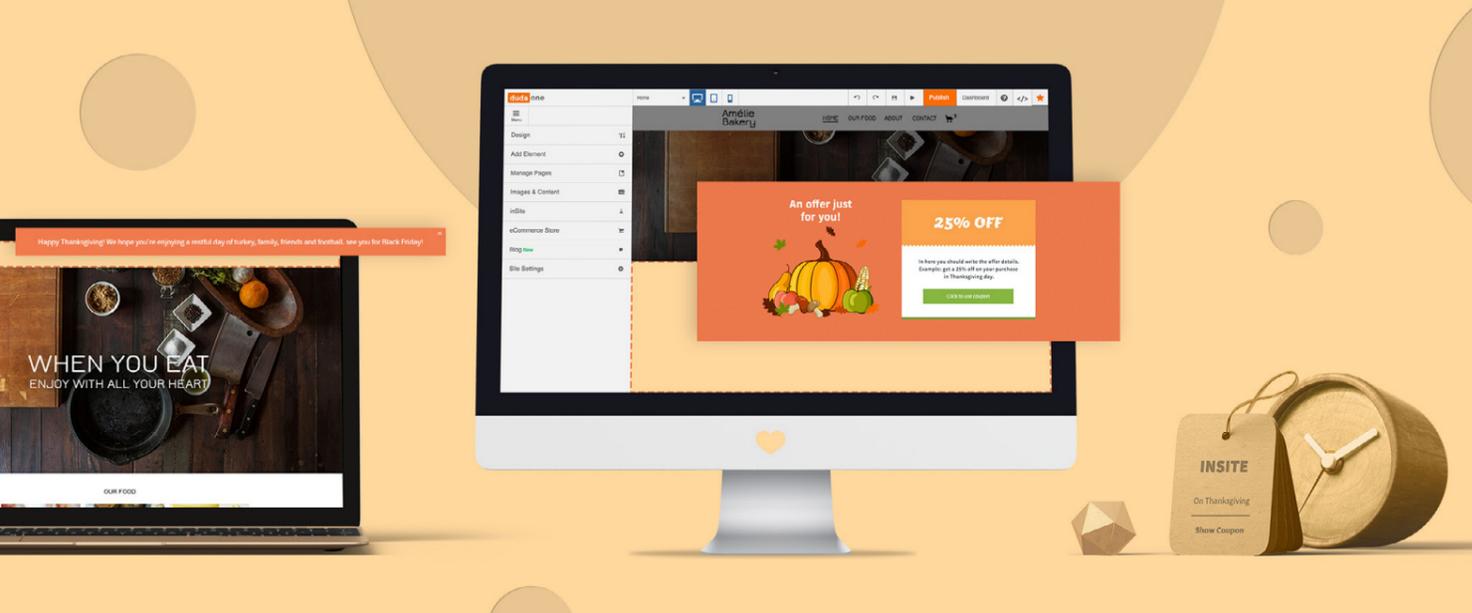
and laptop computers. But both of these kinds of sites leave out tablets and other internet enabled devices. To handle these, a responsive site is needed as it will automatically reformat itself to display perfectly on every kind of screen. Billing responsive as the last website you'll ever need makes a great sales pitch.

Going Back for Seconds

Upselling from Mobile to Responsive

Everything that has been covered up until this point has been about prospecting new clients, but what about the ones that you already have? This is a ready-made audience to pitch to, especially if they currently have a mobile-only website. Responsive websites are the way of the future and bring huge benefits to any business' online presence. Here are a few key points to hit when upselling your mobile-only clients to a responsive website:

- 1. A More Cohesive Online Brand** — Even though a mobile website can easily be made to reflect the look of its desktop counterpart, there really is no substitute for one website that works perfectly across desktop, tablet and mobile. A responsive site provides a seamless experience that ensures a visitor will always know they have come back to the correct site. Additionally, a responsive site uses the same URL no matter what it's being viewed on, so there is no need for an m.examplesite.com subdomain.
- 2. Responsive is Future-Proof** — A mobile-only website will work on all smartphones, and a desktop website will work on all desktop



Decking the Halls Decorating Clients' Sites with inSites

Adorning a home or store with a cornucopia around Thanksgiving or some tinsel for Christmas, is a time-honored tradition. But what about your clients' digital storefronts? Don't they deserve to be made a little more festive too? Well, inSite is the perfect tool for making it happen.

There are a variety of special effects that you can easily add to your clients' websites in just a few clicks, like December snow or fireworks for New Year's. Whether you charge for this kind of service is completely up to you. Some resellers see special effects as a way to connect with their clients and build their loyalty, while others consider them an upsell opportunity.

Whether you wish to charge your clients for special effects or not, they are a great way to start a conversation about their holiday marketing needs. Here too, inSite can be the solution to many of your clients' online challenges.

Website personalization tools, like inSite, are fast becoming a marketer's best friend. By changing the content of a website based on triggers,

such as time, visitor location, number of previous visits, and more, you can create a hyper-relevant experience for site visitors. This brings an amazing benefit to your clients, as it should come as no surprise that the more relevant and personalized an experience, the more likely a visitor is to become a customer. Everybody loves a personal touch.

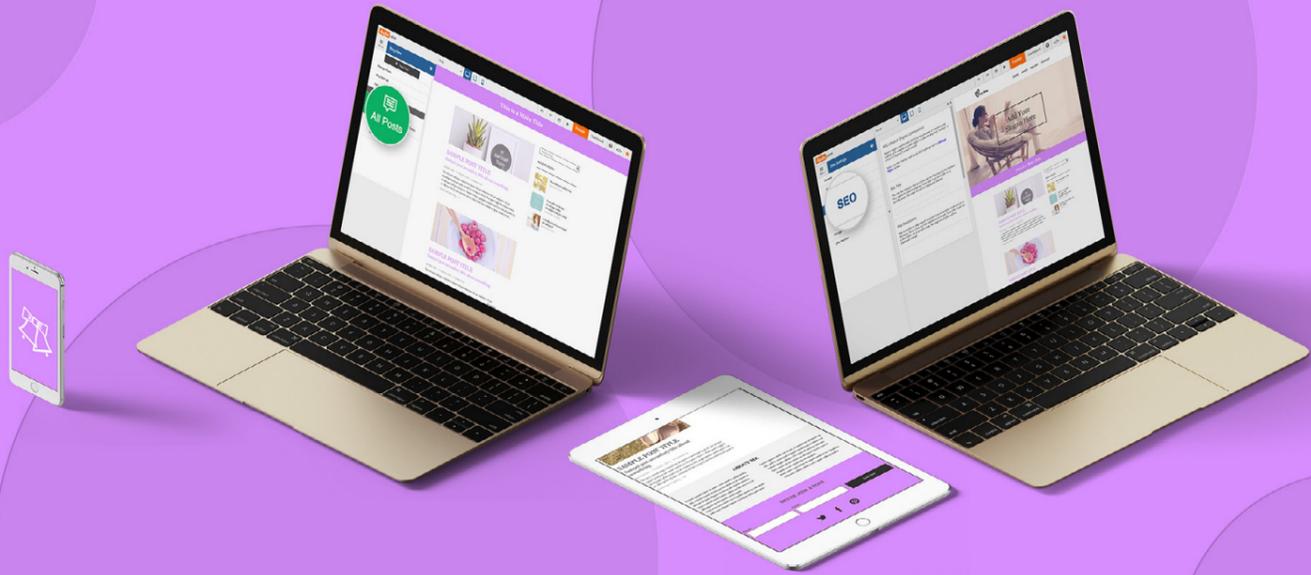
Here are a few key stats you can throw out while pitching website personalization:

- Businesses that leverage personalized content on their website average a 19 percent increase in sales ([Econsultancy 2013](#))
- Personalized CTAs resulted in a 42 percent higher conversion rate than generic CTAs ([HubSpot 2013](#))
- 94 percent of in-house marketers agree that website personalization is critical to current and future success ([Econsultancy 2013](#))

In addition to selling your clients on the idea of website personalization, it's also a good idea to have a few proposals of how you could implement it on their sites. inSite is an incredibly flexible tool, so really the only limit on what you can do is your own imagination.

Would a welcome video for first-time visitors with a happy holidays message help your client connect with customers? What about scheduling different promotions to run on the site throughout Black Friday Weekend? If you're helping your client run a special campaign for the holidays, you can use the Campaign URL trigger to display content that directly reflects what you're trying to promote via your marketing efforts.

No matter what you come up with, inSite makes an outstanding upsell to your clients during the holidays.



Stocking Stuffers

Promoting Your Special Services and Widgets

It's more than likely you're offering clients additional services beyond building and maintaining their websites (if you aren't, you may want to think about it). Ongoing client management and marketing services are a great source of revenue, and there are plenty of things you can upsell to your clients both inside and outside of the Duda platform. Let's go over a few examples:

- 1. Push Notifications** — Brand new to not only the Duda editor, but the entire internet, push notifications are an exciting new communication tool. If a site visitor is using Chrome, they can subscribe to be sent alerts on their mobile or desktop by your client. This is a fantastic way to let loyal customers know when your client is running a sale. Think of it like email marketing, but much more direct.
- 2. Blogging** — A blog can be a very valuable addition to a website for a few different reasons. First, it's great for SEO. Google loves original content and a blog provides you with the opportunity to write as much as you need, while also working in those all-valuable

keywords. Second, it's a very good way to engage with customers. Try to write things that you know your clients' customers will find valuable. For example, if one of your clients runs a bar and restaurant, a good blog topic would be "5 Christmas Drinks You Need to Try Before New Year's."

- 3. Advanced SEO** — For most SMB owners, SEO is a riddle, wrapped in mystery, inside an enigma. They have little to no idea how exactly to get that coveted top spot on Google's search results page, but they know they want / need it.

Here are a few resources to look over if you're thinking of offering SEO services to your clients:

- a. Google's Search Engine Optimization Starter Guide** — Provides a comprehensive overview of what the search engine giant is looking for.
- b. An Answer to the Question, "How Do I Improve My SEO?"** — This short blog post from Duda gives a few tips on how you can improve a DudaOne website's SEO.
- c. An Answer to the Question, "Does Duda Do SEO?"** — Another short blog post that gives a quick overview of what Duda does automatically to help with SEO (just in case your clients asks if their website has a site map — the answer is yes, by the way).

- 4. Search Engine Marketing** — Google AdWords is one of the best tools available for driving traffic to a website. Why? Simple. Everyone Googles everything. If a consumer is looking for a pizza place near them, they're going to Google it. If a homeowner is looking for a plumber, they're going to Google that too.

Google AdWords enables you to pay to be at the very top of search results. There are a lot of things that can affect the price of an ad, including how much competition there is for a certain keyword, and how good the experience on a website is. No matter the price, this is a highly valuable service you provide to your clients, which enables you to charge a premium.

5. Social Media Management — The holidays are a particularly busy time on social media. Everyone is getting online to share pictures of family get-togethers and connect with far-flung friends across the world. This is the perfect opportunity to help your clients engage with their customers.

Putting together a schedule of posts that you can run throughout the season enables you to charge a moderate fee for a relatively minimal amount of work. To get some creative social media ideas, check out these pre-written posts.



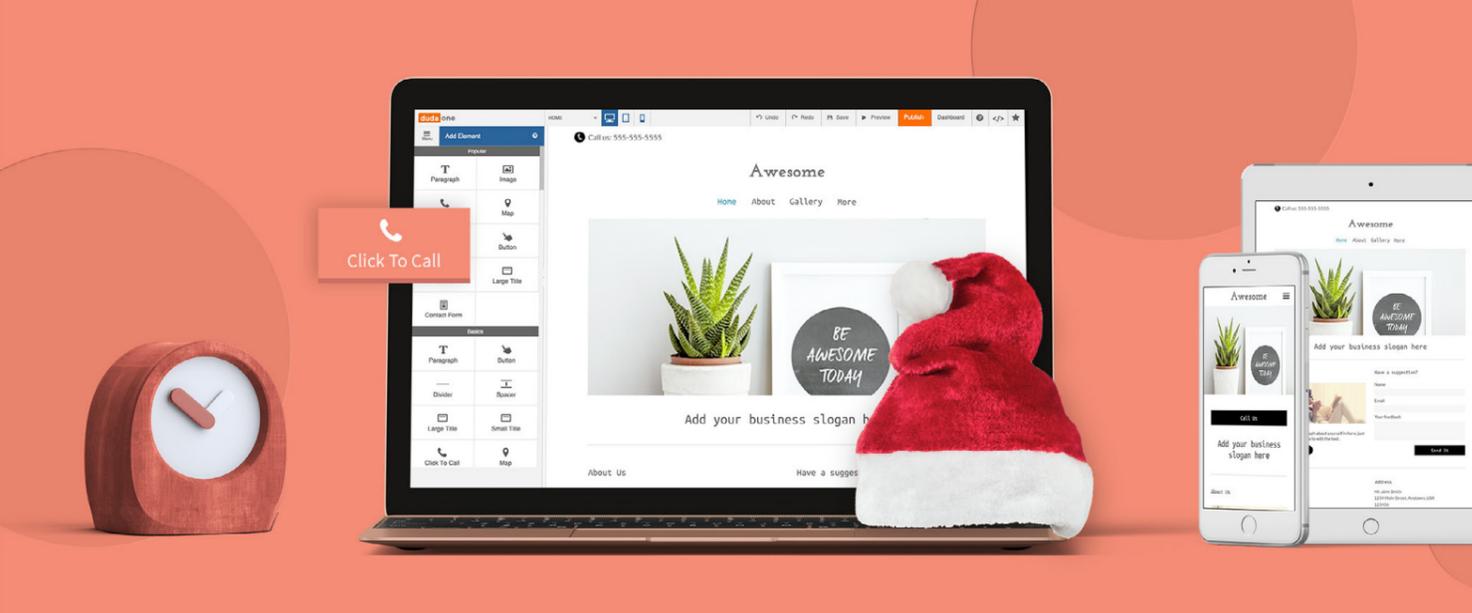
Turning Window Shopping into Actual Purchases

Offering Your Clients eCommerce

It may seem surprising, but a growing number of small businesses consider the ability to sell online important to their business. According to a survey conducted by Duda (2014), nearly one in five SMBs believe eCommerce is an important part of driving sales.

There are a variety of options for offering eCommerce to your clients. A free ten-product store is included with every DudaOne website. However, you can also offer either a 100-product or 1,000-product store. These are highly valuable to clients, as they also include certain advanced features, such as additional shipping options and add the ability to offer discount coupons.

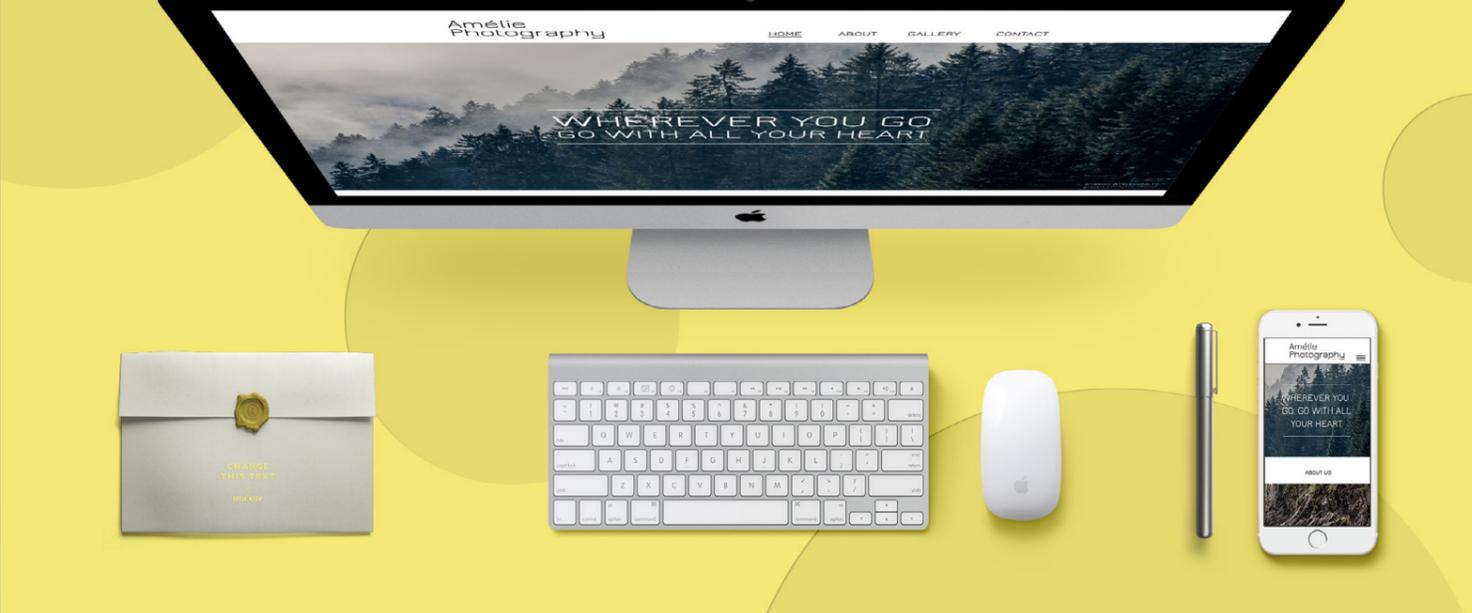
It is important to keep in mind than setting up an eCommerce store for your client can actually have has big implications for their day-to-day offline operations. They will need to figure out shipping, maintaining their inventory and may even need to look into setting up new payment systems. For more details on getting your client ready for the world of online selling, check out this [blog post](#).



Hiring Elves Getting Help From Other DudaPros

Since both you and your clients only have a set amount of time to get everything ready for the holiday rush, you may need to hire some help. This can be for building actual websites from scratch, implementing advanced features, or running a variety of advertising campaigns. No matter what you need help with, hiring another temporary set of hands enables you to spend more time doing what is most important to your business: selling websites.

The good news is, there are a variety of DudaPros who already have full knowledge of the Duda platform and are ready and willing to contract with you. Simply reach out to any of them via the DudaPro Directory to receive a free consultation.



Putting a Bow on It Closing Sales and Keeping Clients

The best sales pitch, marketing strategy and website building tools don't mean anything unless you can close deals. One of the most important elements in doing this is appropriately pricing your websites. It's important to remember that there are no hard and fast rules here, but you want to make sure you find a balance between undervaluing your service and pricing yourself out of the market.

Here's what one successful DudaPro has found works for him:

John Turner, CEO of Turner Marketing, provides clients with a variety of web-based services throughout southwestern Pennsylvania. Turner has turned big profits in record time, by charging \$1500-\$2000 per DudaOne website and \$300-\$500 per DudaMobile site with additional monthly client fees of \$35-\$50.

To learn more about how Turner found success as a DudaPro, check out his case study →

Once you have set the price for your websites, you need to determine a payment system that works for you. One common hurdle to finishing site projects and collecting payment from clients is getting all of the content needed for a site. The best incentive for making sure your client is going to deliver all of the images, text and information you need is to ask for a portion of payment upfront. Since this locks them in, they will be more inclined to send you all of the appropriate assets in a timely manner. They get their website, and you can more quickly move on to your next potential client.

Finally, it's important to remember that this is an on-going relationship with your clients. You may be reaching out to them because you want to capitalize on the fact that it's the holiday season, but they can be a year-long source of revenue. Setting up stats emails under your brand — which is included as a part of DudaPro's white label tools — to automatically send every week or month is one way to remind your clients that their site is providing value and you are available for any questions they have. Combining these emails with routine client management can go a long way towards setting up a long-term source of revenue.



ABOUT DUDA

Duda is a leading DIY website builder for web professionals and small businesses via its products: DudaMobile, a mobile-only site builder; DudaOne, a responsive website builder and eCommerce platform; inSite for Wordpress, which brings our website personalization features to the WordPress community with a simple plugin; and DudaPro, which enables entrepreneurs, designers and agencies of all sizes to easily provide dynamic website solutions with minimal development.

Duda is based in Palo Alto, California, and partners with with a number of world-class companies. Currently, the company hosts over five million websites on its platform.

GET SOCIAL



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