

# 7 SIMPLE STEPS TO INCREASE WEBSITE ENQUIRIES FOR YOUR NEW HOMES DEVELOPMENT

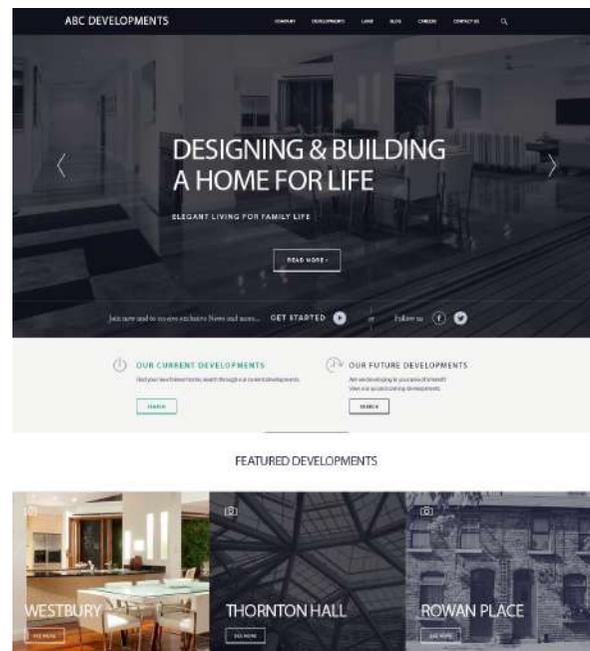
**servon** DESIGN

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# 1

## Clear directions, does your website lead the way?

Visitors to your website need clear directions on what to do when they arrive. Take a look at each page of your website, including landing pages, is it clear to a visitor what their next step should be? Do you have the right information to reach a goal? On average 94% of consumers will either abandon a site or simply give up if they can not find the information they are looking for.



**50%** OF LEADS  
ARE QUALIFIED  
BUT NOT YET  
READY TO BUY.

# 2

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## Target the right people with the right message.

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Your website will not be relevant to everyone, tailor your content and be specific about who you are marketing your new development to. Communicating to them in the right tone gives you the best chance of capturing and retaining their attention, leading them to get in touch.

Targeting the right customers takes a bit of thought, you should spend some time developing your ideal customer persona. Below are a few pointers on how to develop this further.

- Where do they currently live?
- How old are they? What gender are they?
- What are all the questions that this persona will need to have answered to make the transition from status quo to start looking for a new home?
- Which keyword terms will the persona be most inclined to search for when looking to move into a new home?
- Where does this persona hang out online? What offline channels do they prefer?
- How will you attract this persona and continue to engage with them? What does that path look like?

Once you have identified your ideal customer persona, you then need to make sure the path to capturing their details is simple and clear.

NURTURED LEADS  
PRODUCE, ON  
AVERAGE, A **20%**  
INCREASE IN SALES  
OPPORTUNITIES  
VERSUS NON-  
NURTURED LEADS.

[SOURCE: DEMANDGEN REPORT]

# 3

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Instill urgency in your website copy and convince potential customers they need to enquire about your new homes now!

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The best place to inject this text is toward the end of your sales pitch, alongside the call to action (when you ask for the sale/enquiry). Below are a few effective ways to create a sense of urgency.

Try testing each of the below points against your current website copy:

- Offer a limited-time price discount where visitors must put a deposit down before a certain date in order to qualify for the discount.
- Offer additional bonuses for free if visitors book a viewing within a certain time frame.
- Offer only a limited quantity of giveaways for the first 'X' number of people to book a viewing.



**STAMP DUTY | LIMITED  
TIME OFFER!**

AT ANY GIVEN TIME,  
ONLY **3%** OF YOUR  
MARKET IS  
ACTIVELY BUYING.  
**56%** ARE NOT  
READY, **40%** ARE  
POISED TO BEGIN

[SOURCE: VORSIGHT]

# 4

## Offer different ways of securing viewings through your website.

Some visitors to your website do not wish to book a viewing straight away, securing a viewing can take multiple interactions\*. Give visitors a softer alternative, such as signing up to an email newsletter, which will keep them up to date with development progression, community events and promotions for example. This will capture initial contact information, as well as help nurture and keep the potential customer interested.

*\*It is believed that for an online lead to turn into a sale it can now take anywhere from 7-15 interactions.*



BUSINESSES THAT  
USE MARKETING  
AUTOMATION TO  
NURTURE  
PROSPECTS  
EXPERIENCE A  
**451% INCREASE  
IN QUALIFIED  
LEADS**

[SOURCE: ANNUITAS GROUP]

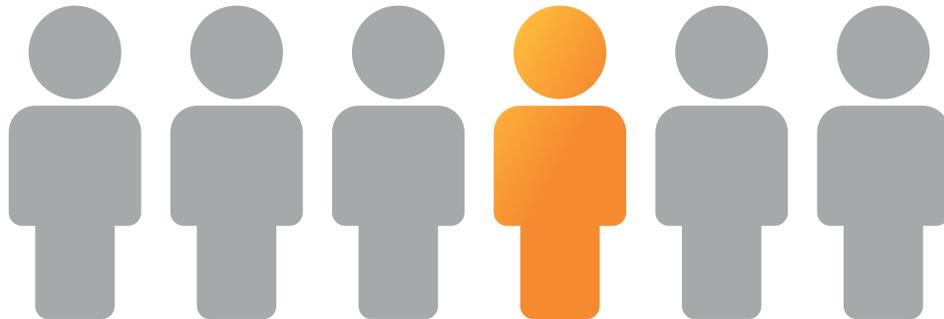
# 5

## Incentives can work really well.

Some people are very motivated by incentives and will ask for a viewing because of the incentives they receive. The trick to using incentives well is to only use them for those that are motivated by them, instead of wasting marketing money by giving out incentives to all.

This could be achieved by tracking potential customers to the website, or checking the number of times a autoresponder series of emails have been viewed. By doing this you can easily offer the incentive to a select group of people.

Facebook advertising can also help when it comes to offering incentives as this allows you to target certain groups of people.



CUSTOMERS ARE  
**4X MORE LIKELY**  
TO BUY WHEN  
REFERRED BY A  
FRIEND.

[SOURCE: NEILSEN]

# 6

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## Online Chat.

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A great way of communicating with people online is through online chat. The software for this is straightforward to install and run. However, make sure you don't jump in on people too quickly, the approach needs to be one of reassurance and nurturing.

- Make sure you have a library of professionally created canned responses.
- Make sure you are able to proactively initiate a conversation, without seeming too pushy. You could for example, initiate a conversation if a customer has been on a specific number of pages on the website, stayed on a page for a certain amount of time or have browsed a specific funnel on the website.
- Make sure your Live Chat buttons are strategically placed on your website
- Check chat history for returning visitors.
- Above all, be engaging.

Live chat is rapidly growing in popularity due to its ability to provide a human touch during the conversion process. The “human” part of live chat is expressed through your staff, your ‘chat agents’. These chat agents must be every bit as talented as your salespeople and support personnel, with the added ability to express themselves online in ways that engage with customers on a personal level.

If online chat is implemented in an honest and helpful way, it will help generate and encourage users to ask for more information, or book a house viewing.

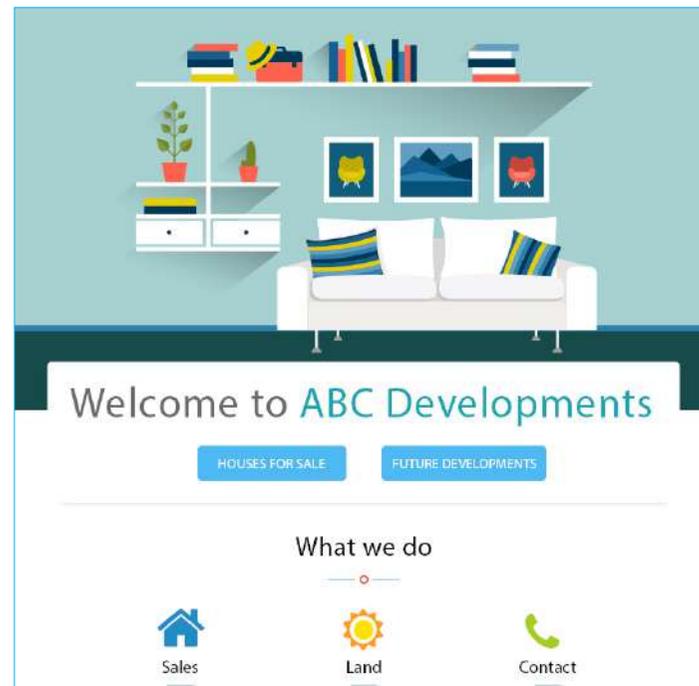
44% OF CONSUMERS SAID THAT HAVING A LIVE PERSON ANSWER THEIR QUESTIONS WHILE THEY WERE IN THE MIDDLE OF AN ONLINE PURCHASE WAS ONE OF THE MOST IMPORTANT FEATURES A WEBSITE COULD OFFER.

[SOURCE: FORRESTER]

# 7

## Use email automation.

When a potential client takes the time to fill in a form from your website, reciprocate with an automated email welcoming them to your company. Use this opportunity to encourage them to phone, post feedback, sign up for a promotion or book a viewing. Keep it interesting, relevant and easy to read but not too long.



RELEVANT EMAILS  
DRIVE **18** TIMES  
MORE REVENUE  
THAN BROADCAST  
EMAILS.

[SOURCE: JUPITER RESEARCH]

If you would like to find out a little more about how to increase the number of new home viewings you get through your website, then [click here](#) to set up a 15 minute no obligation consultation with one of our website strategists.

## About Servon Design

We are a multi service agency. Although we offer a number of services like any other agency we like to offer more. More insight, more passion, more experience, more value. We don't just offer another commodity like so many other agencies, we offer a results-focused solution.

As a business you are looking for one of a number of things (or results), however the bottom line is that you are either looking for more sales or more leads, to make your business grow. We like to work with our clients and to discover a solution that will bring exactly what they want.

With our discovery process we will be able to develop an ongoing strategy to help you grow or revitalise your business.

- With our proven discovery process we will
- Find out what is and is not currently working for you
- Drive deep into your business to really understand it and uncover any real problems
- Develop a strategy that is tailored just for your business
- Define and segment your target audience
- Define how we will help drive traffic
- Help differentiate you from your competition
- Help you to engage your audience
- Find the small insight, little twist or difference that will differentiate you from your competitors

A lot of people come to us thinking they want a haircut when what they actually want is a shower. It's often the case that what you actually need is the opposite of what you'd expect. We'll find that thing you require and we'll probably save you money while we do it.

(sourced from <http://www.steve-edge.com/about/> but the sentiment is the same as we want to portray)

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