

Full Pivot from Dazzler

4 WEBSITE FEATURES TO INCREASE YOUR REVENUE



Personalisation



SSL Encryption



eCommerce



Custom Widgets

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Introduction

According to market research, the likelihood of selling to an existing customer is 60-70%, compared to just the 5-20% likelihood of selling to a new prospect.*

For this reason, your business' website becomes not only an important tool for customer acquisition, but also a great retention and upselling asset.

Upselling (or cross-selling) is one of the most effective forms of selling out there for any type of business, regardless whether it is a product or a service.

In this guide we will introduce you to 4 of our most profitable and popular features, which are essential for any website in order to generate more revenue and repeat customers.





TAILOR YOUR MARKETING WITH

Website Personalisation

Website personalisation is one of the most effective methods to engage your customers and call them to action. Create custom experiences for your customers, such as special offers, pop-up banners or additional sections.

As per research, customers respond more positively to personalised experiences:

44% of consumers say they will likely become repeat buyers after a personalised shopping experience with a particular company.*

78% of Internet users said personally relevant content from brands increases their purchase intent.**

Using our easy-to-set-up personalisation tool, you can quickly create website rules that trigger a change to your website based on parameters, such as:



Date of the Visit



Time of the Visit



User Location



Number of Visits



Campaign URL

What are the benefits?

Website personalisation is not that common, however it becomes more popular in modern websites, so it can generate more business, website enquiries or boost sales.

For example, you can use Website Personalisation in addition to your ongoing marketing campaigns. If you are running a sale, you can reiterate it on your website via the banner at the top of the page, or even a pop-up displaying a countdown to the end of the sale with a call-to-action leading to the product or service page.

Following this strategy, you can create the necessity for customers to take action fast and buy that product or service.

KEEP YOUR CUSTOMERS SECURE WITH

SSL Encryption

Over the past years, one of Google's primary missions has been to create a secure and safe web. They have called their mission 'HTTPS Everywhere'.

Google has made major changes to their ranking algorithms including security as a primary ranking factor, making all non-HTTPS websites 'Not Secure' on the Google Chrome browser. As a result, HTTPS encryption has become a must-have for any website looking to rank higher in search results.

From the customer's perspective, nobody wants to get a security warning when they visit your website. For this reason, we are including SSL certificates with every website, so you will not have to worry about your visitors receiving security warnings.



What are the benefits?



With SSL encryption, your website visitors will not see any security warning



SSL encryption boosts SEO as it is a positive ranking factor for Google



Up to 85% of users will not continue to un-secure website, so you are safe

Most website providers are pricing SSL installation at £50-70/year on its own.
With our package, SSL encryption is included with every website we build!



INCREASE SALES WITH **eCommerce**

Online shopping revenue has significantly increased over the past years. Customers are spending more time online, hence online shopping has become a new, more convenient method to shop.

If you are selling any type of product, you can generate significant revenue by simply adding our eCommerce solution to your website. You will receive a fully-customisable store, optimised for mobile, with the ability to add an unlimited number of products.

75% of people shop online at least once a month*

78% of eCommerce sales are made through mobile devices in 2020**

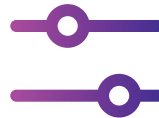
2.05bn There were 2.05 billion online shoppers in 2020***

What are the benefits?

Online store is an amazing opportunity to increase revenue and grow your business. By adding a store to your website, you can generate more sales with minimum effort and without having to physically serve the customers.



We can create and manage an online store for your business



Offer unlimited products with different sizes and variations



Upsell your products with website personalisation and discount coupons

TAKE YOUR WEBSITE TO THE NEXT LEVEL WITH

Custom Built Widgets

We have a large selection of widgets that can be used to drive more engagement for your customers.

Here are some examples of widgets we can offer with your website:

Advanced Analytics

View your website performance via detailed stats, including data such as mobile and desktop views, traffic sources, user location, pages visited sand more.

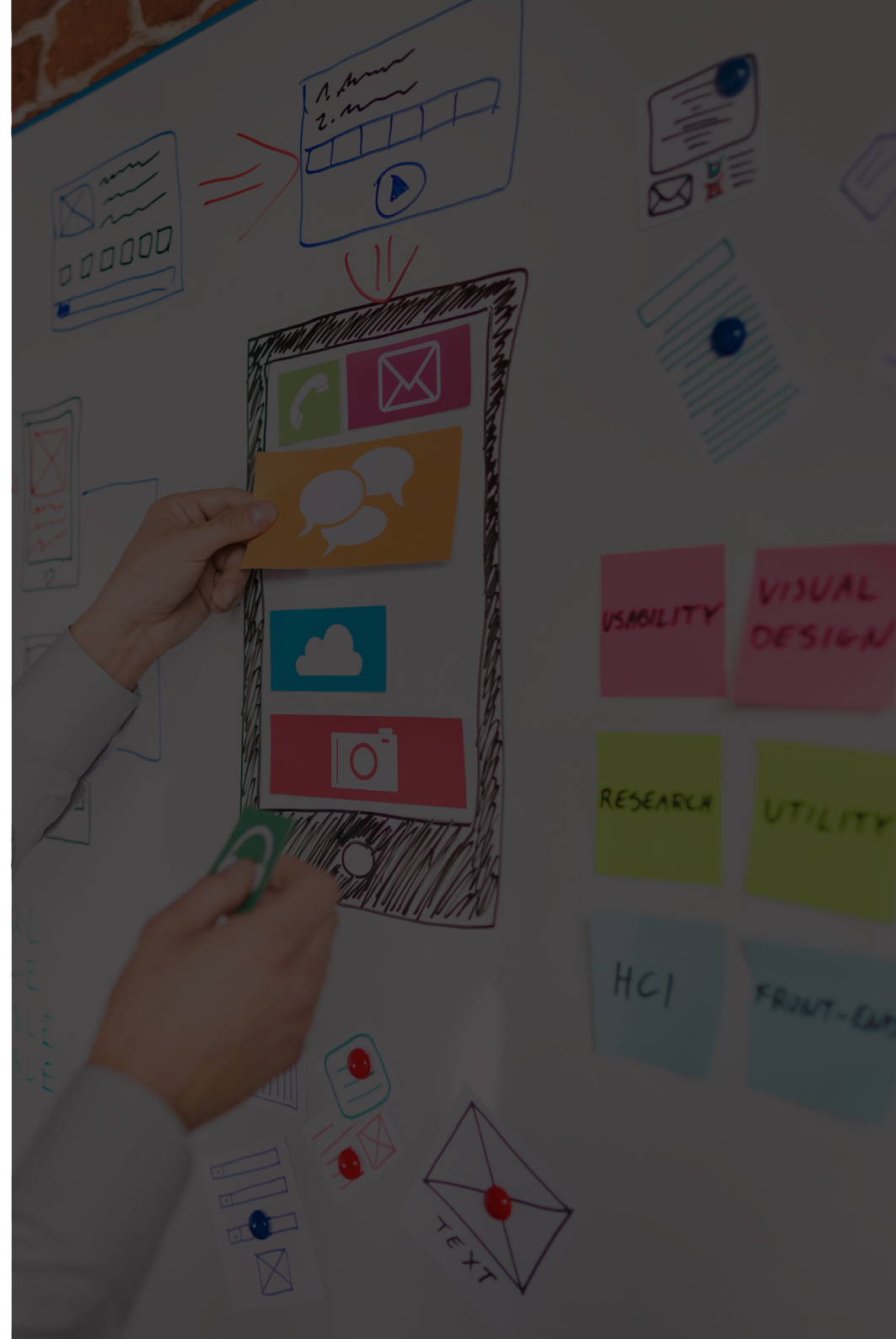
Stock Countdown

Create a sense of buyer urgency within your online store by limiting the number of products for sale.

Dynamic Pages

Create and manage multiple pages within your website via the Google Sheet where you can add relevant titles, paragraph text and image URLs.

There are a lot more available customisations available to suit your business. Reach out to us and explore how we can increase your business revenue.



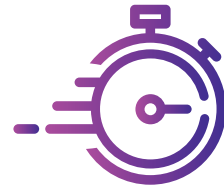
What are the benefits?

With our website management platform, we can help you to and manage truly custom user experiences leading to increased sales and website conversions.



Featured Products

Use Dynamic Pages in order to create multiple featured product pages. All managed and updated via Google Sheets.



Limited Stock

Limited products are more valued and create a sense of urgency to buy them. Add limited number of products, tickets to events and upsell them fast to your customers before they are sold out.



Website Insights

Review your marketing and sales performance with Advanced Analytics. See what works best and tailor your marketing to reach your sales goals.

Conclusion

In this ebook, we have explored 4 standout features within our platform, which you can use to generate more sales.

Contact us today if you would like to discuss how **Dazzler** can help your business reach new levels of success.





Thank you!