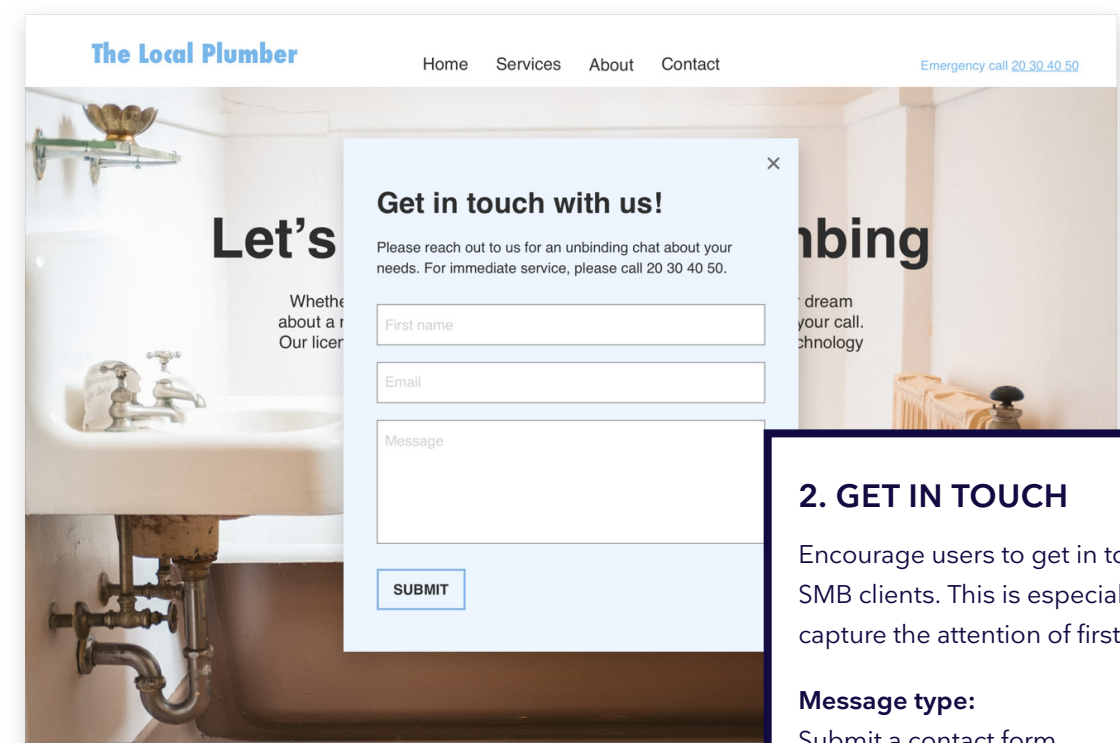


10 tips to engage SMB website visitors

Mono On-Site Engagements is a dynamic and free feature that your small- and medium-sized business (SMB) clients can use to personalize their website. We’ve put together 10 smart ways you can help your SMB clients deliver a more engaging visitor experience:

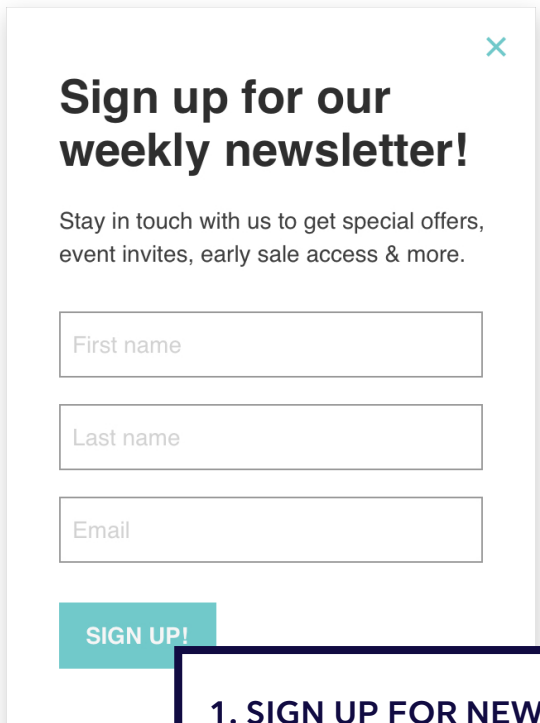


2. GET IN TOUCH

Encourage users to get in touch with your SMB clients. This is especially helpful to capture the attention of first time visitors!

Message type:
Submit a contact form

Suggested trigger:
On first visit



1. SIGN UP FOR NEWSLETTER

Prompt visitors to sign up for your SMB clients' newsletter by offering early access to sales, promotions and more. This is a great way to build up their database for email marketing.

Message type:
Sign up to newsletter

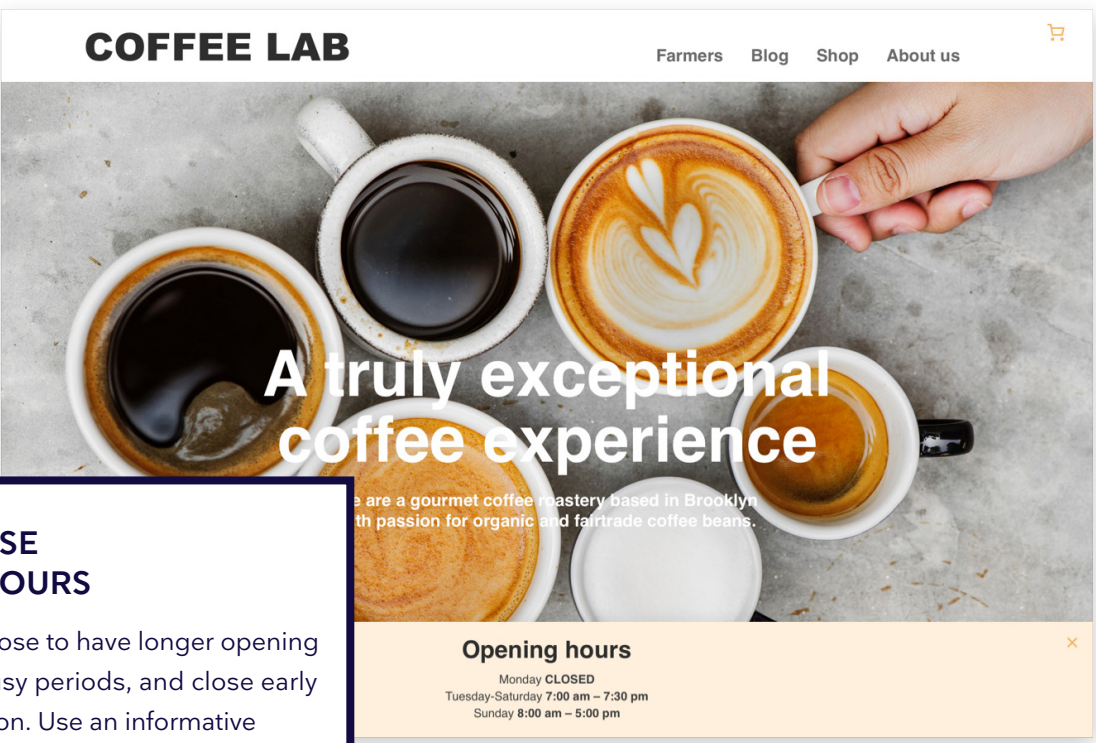
Suggested trigger:
After visiting 2 pages

3. FIND MY BUSINESS

Location, location, location. Entice customers within a close proximity to visit your SMB clients right away by showing the exact location of your SMB clients' establishment.

Message type:
Show location on a map

Suggested trigger:
When located within 2km

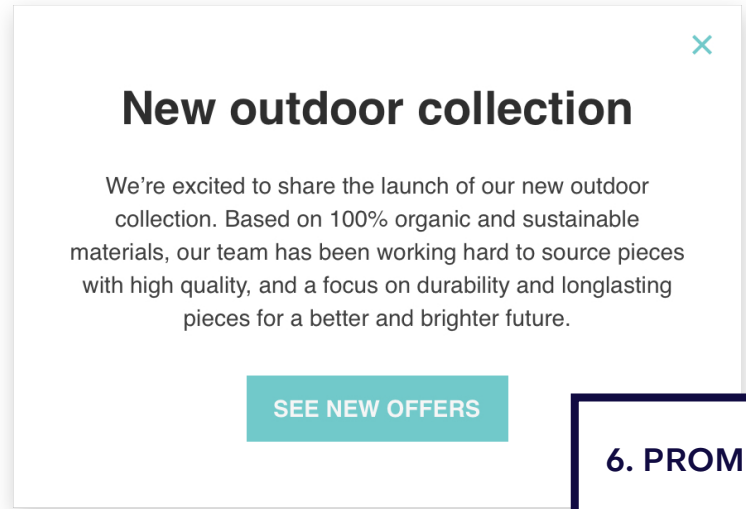


4. SHOWCASE OPENING HOURS

Many SMBs choose to have longer opening hours during busy periods, and close early during low season. Use an informative On-Site Engagement to showcase irregular opening hours!

Message type:
Simple message without button

Suggested trigger:
Scheduled for when opening hours are irregular



6. PROMOTE NEW OFFERINGS

Let repeat visitors know when offerings change. Highlight a new collection, new type of service or even a limited edition product with a promotional message.

Message type:
Simple message with button

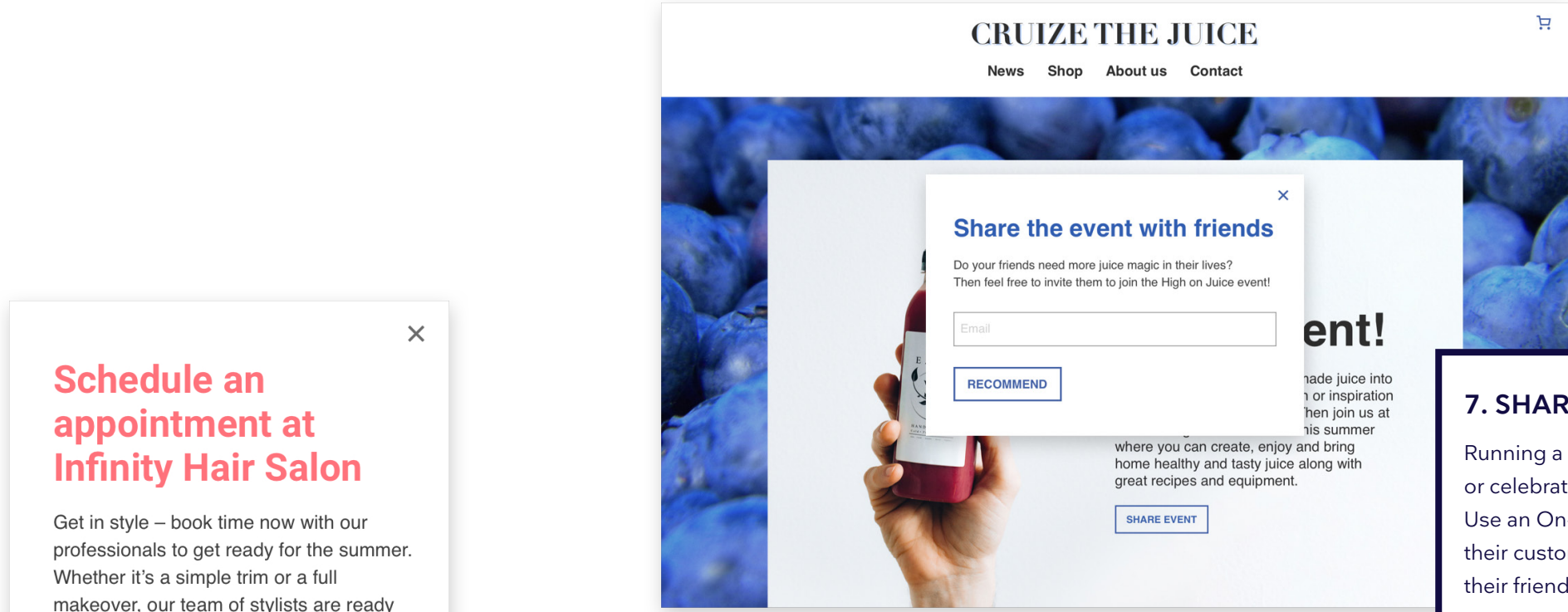
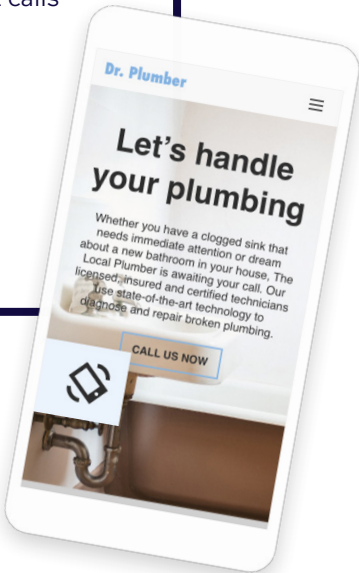
Suggested trigger:
Scheduled for the first month the offering is new

5. EMERGENCY HOTLINE

In some scenarios, visitors are looking to immediately get ahold of an SMB to solve their problems. Set up an emergency hotline for your SMBs to accept calls that are urgent.

Message type:
(Sticky) Click to call

Suggested trigger:
Persistent

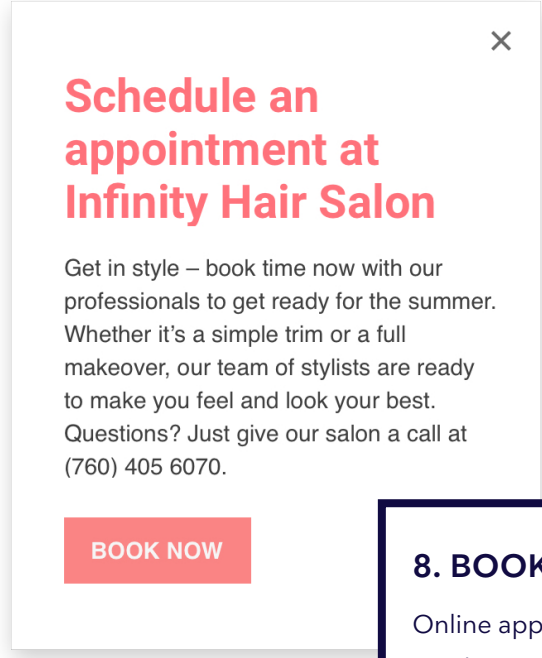


7. SHARE EVENTS

Running a workshop, special event or celebrating a business anniversary? Use an On-Site Engagement to encourage their customers to share the event with their friends!

Message type:
Send to a friend

Suggested trigger:
Referral from campaign link



8. BOOK AN APPOINTMENT

Online appointment booking is a great way to secure conversion for service- or experience-based businesses. Don't leave visitors hanging and prompt them to book right away!

Message type:
Simple message with button

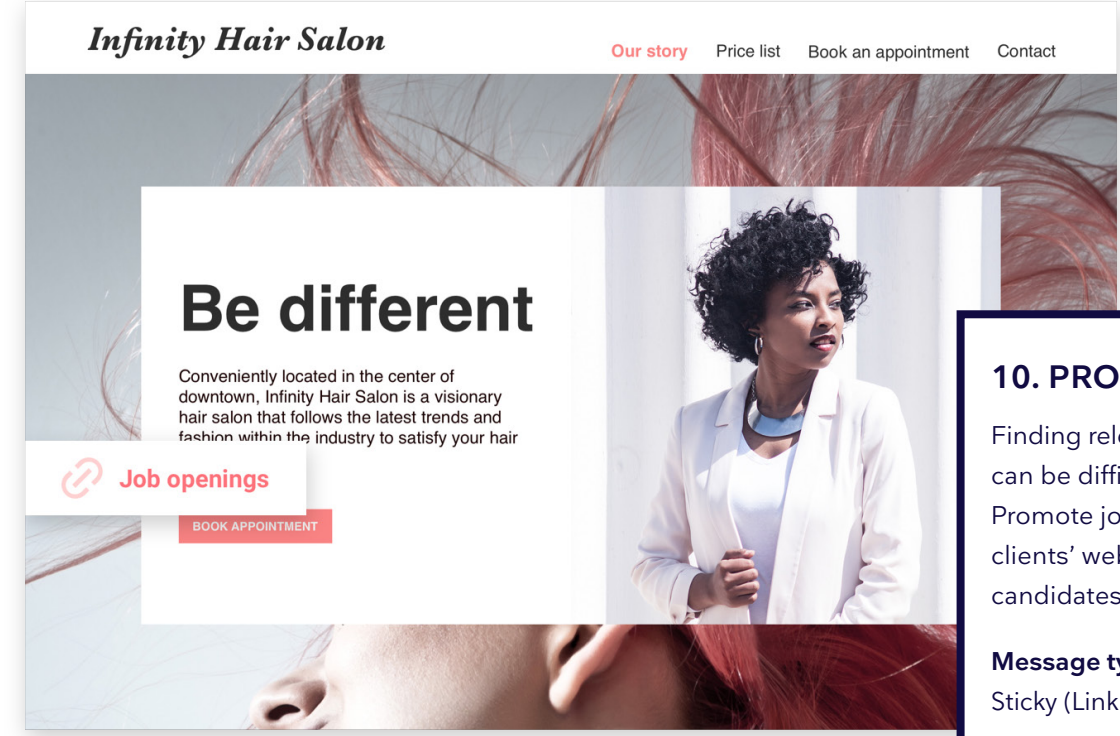
Suggested trigger:
Appears after 15 seconds

9. DOWNLOAD YOUR DISCOUNT

Offering an in-store discount? Give website visitors the option to download a coupon that they can use next time they visit your SMB clients' physical location.

Message type:
Download a file

Suggested trigger:
Scrolling on page



10. PROMOTE JOB POSTINGS

Finding relevant and qualified employees can be difficult for small businesses. Promote job openings on your SMB clients' website to entice relevant candidates to apply.

Message type:
Sticky (Link to a page)

Suggested trigger:
Referral from LinkedIn or other local job sites

Want to learn more about Mono On-Site Engagements?

Please feel free to reach out to us at sales@monosolutions.com to learn more about how the Mono Platform can help you drive more business to your SMB customers.