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How to Sell Personalizations: A Game-Changer in the World of Static Websites

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First, A Few Words about Personalizations

Before you start selling personalizations to your clients, let's talk a bit about the what, why and how of personalizations.

What are they?

Why should you add them?

How can you get started?

Once you've got these basics in hand, you'll be ready to sell your clients on Personalizations, a real game-changer in a world of static websites.

What are Personalizations?

Personalizations make elements on your site change according to triggers that you set, so they aren't the same for each and every person that comes to the site.

Sure, the site basics may stay the same. Services. About Us. Vision. But things like special sales, maps, coupons and welcome videos are customized according to who is visiting your site.

By changing the messaging on your site according to who is visiting it, you can make an otherwise static website dynamic, vibrant and relevant.

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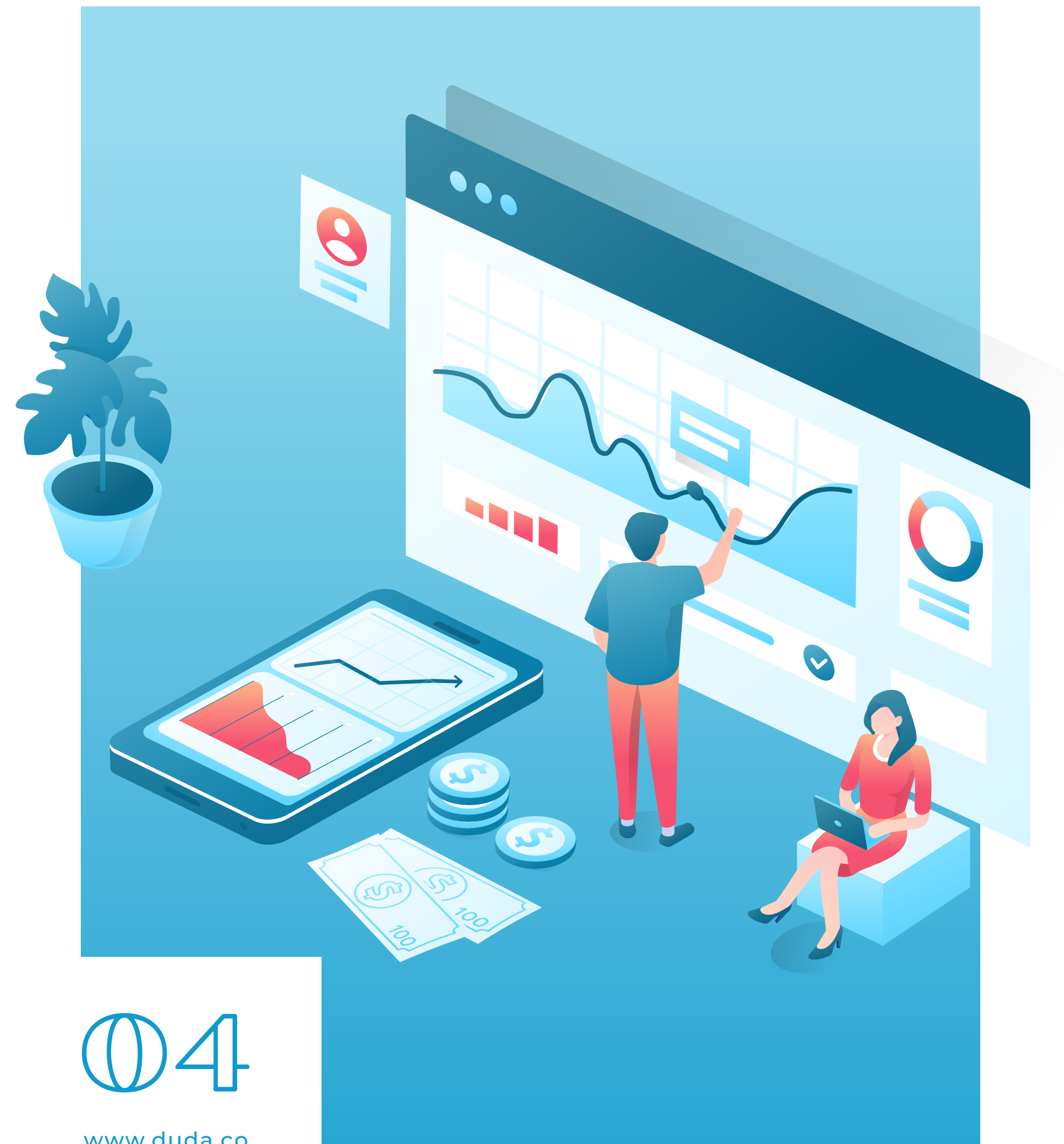www.duda.co

Personalizations are great. Here's why.

Personalizations increase conversions. They are easy to implement and help your sites stand out from the rest.

A few stats that prove it:

- 80% of consumers are more likely to do business with companies that offer personalized experiences. (Epsilon 2018)

- Personalized CTAs convert 202% better than default versions. (HubSpot 2018)

- 94% of companies report an uplift in conversion rates after implementing personalization. (RedEye 2017)

- 44% of consumers are more likely to purchase again if their online shopping experience is personalized. (Econsultancy 2018)

- 78% of consumers say personally relevant content increases their purchase intent. (OneSpot 2016)

Here's how you start

Open any site that you've built, click Personalization in the left side panel, and define the triggers and actions that you want. (You can use predefined personalizations or create personalizations on your own.)

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Personalizations – Make Your Sites Dynamic

Websites are often quite static. Elements such as social integrations, animations and blogs make some content dynamic, but the sites look the same for every visitor, regardless of when they visit, what device they visit from and in what geographic location.

Site Personalizations enable you to make your sites dynamic by changing the content that visitors see according to when they reach the site, where they are, from what device, etc. The core elements stay the same, but the individual visitor's experience is dynamic.

With personalizations, visitors feel that the site they are visiting is uniquely relevant for them.

This kind of experience has fantastic benefits for your client's business, enabling your clients to customize messages for visitors.

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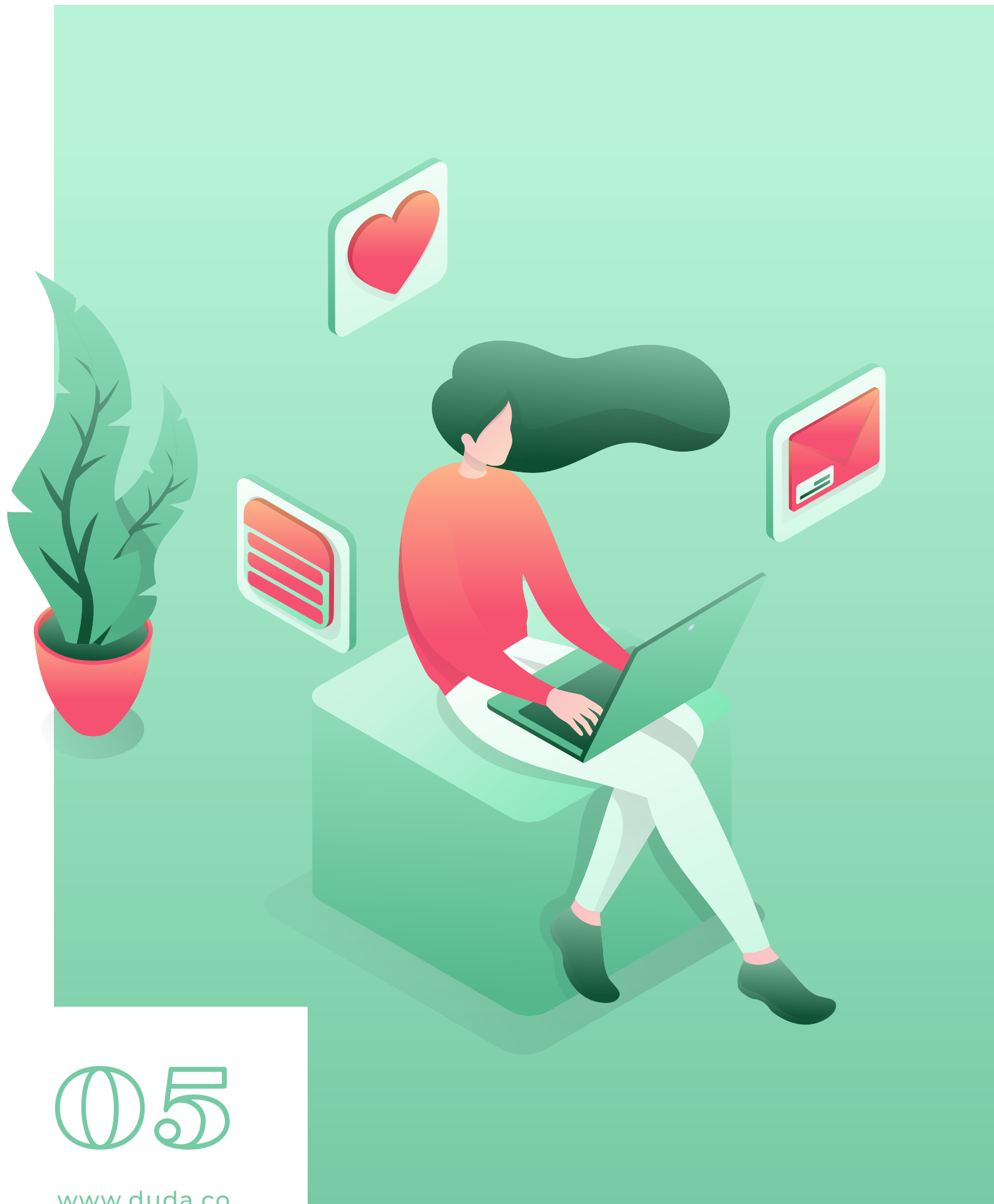
An Easy Way to Customize Your Sites

With Duda's Site Personalizations, you can customize sites, quickly, smoothly and without compromising functionality. The personalization tools you have enable you to make use of information about the user (for example: visit history, browsing patterns, proximity, time of day/week/ month, device type, etc.) and adapt the site content to offer the most relevant information. This provides site visitors with the most tailored experience possible, increasing the likelihood that they will convert. Personalization allows websites to present information that is most likely to turn a visit into a sale. For example:

A restaurant can display lunch specials to visitors on mobile at noon

A store can present a coupon to first-time visitors

A pet grooming salon can present a coupon to first-time visitors

A flower store can present a special sale notification on a holiday

Set Up is Easy

Setting up personalizations is easy. Click New Rule and choose the event or action that you want to occur when a visitor comes to your site according to the trigger you'll set in the next screen. The Rule may be a popup, banner, Click to Call button, map widget and more. Once the Rule is ready, you'll set the Trigger. This can be based on one of five things: device, location, time number of visits or campaign URL. There can also be no trigger at all, which means the action will occur whenever a visitor comes to the site.

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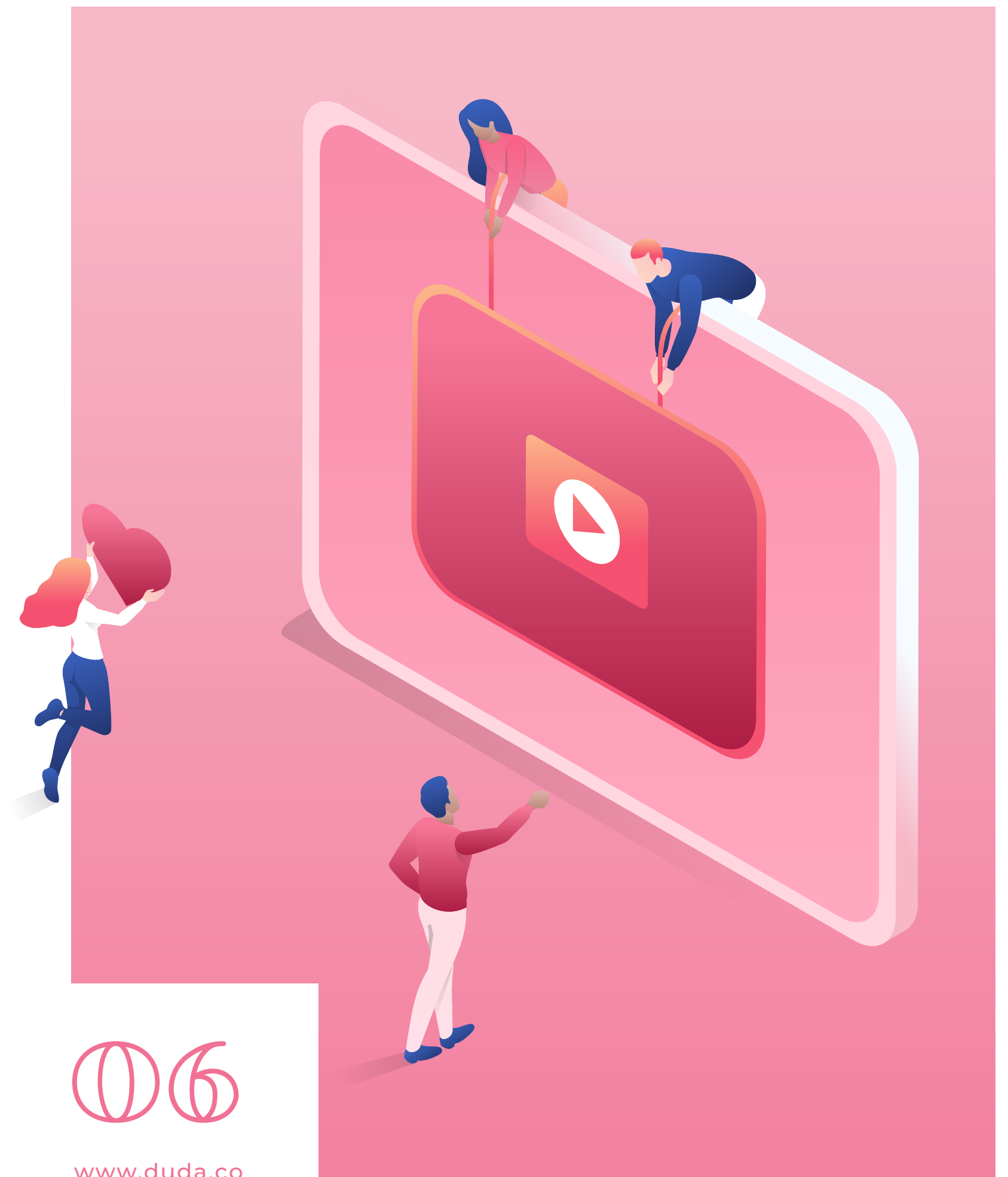
Earn More with Personalizations

Personalizations give you the opportunity to increase revenues by offering clients a feature that doesn't exist on other web design platforms. You can start selling personalizations as soon as you're ready to set them up. You'll find some ideas for triggers and actions in the upcoming pages, but the possibilities are limitless. Do whatever brings value to you and your clients.

Holidays and special events — Personalizations during sports games and at festive times of year encouraging people to shop, come to a special event, buy team gear and more.

Slump days or low seasons — With Personalizations, clients can offer a special promotion on a certain time of day or during certain seasons.

Added value of working with you — Create added value for your customers by building a landing page that behaves uniquely according to visitor's behavior or profile.

Impress potential clients — Create a conversion-oriented landing page that's customized for a specific campaign.

Not only are personalizations useful and unique, you can charge a premium for them. What you charge will vary from market to market, and you're the best judge of what works with your customer base.
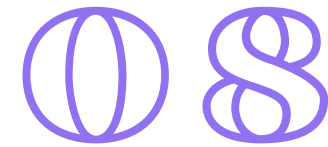
Personalizations - Triggers & Use Cases

You've got 5 personalization triggers to choose from:

Device   **Location**   **Time**   **Visits**   **Campaign URL**

You can also choose no trigger, so that the personalization rule is active for every user, regardless of time, device, location, etc.

Device

When implementing dynamic content on a client's site, it's important to keep in mind that, though the site works on all device types, each type may have slightly different needs. For example, different screen sizes and functionalities mean that an element or widget that works perfectly on one device, may not be a good fit on the others.

Use Cases for Personalization according to Device

Highlight a Bestseller on Desktop

According to HubSpot, there's a good chance that visitors on desktop are looking to start a more complex task, like researching a product, than visitors on mobile. Since these potential customers may not be looking to take immediate action, setting up a personalization for visitors on desktop that displays a best-selling product with an in-depth description might be the way to go.

Maps on Mobile

If a visitor is on mobile, and in the same zip code as your client's brick-and-mortar shop, displaying a map that includes step-by-step directions makes perfect sense.

If a visitor is on mobile and not so close, showing an informational video about the business may be more appropriate, because the potential customer is less likely to take the immediate action of coming to your client's location.

Location

Being in the right place (at the right time) is crucial for many things in life; website success is no exception. You can offer the online version of this with the Location-based trigger, which enables your site to show content that's most likely to convert when a potential customer is nearby.
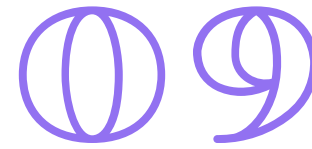
Use Cases for Personalization according to Location

Branches

If your client's business has more than one location, each branch has its own staff, offers, phone number, address and contact details. Why show all site visitors the same information when you can personalize what they see according to their physical location. This allows visitors to engage with your client's business quickly without hunting through the entire website.

Special Sale in San Francisco

Let's say you have a client with multiple locations, and their San Francisco location is overstocked on a certain product. Use website personalization to display a special sale on that product for the San Francisco location that will only be seen by visitors coming to the website from that area.

Nearby Offer

Part of being in the right place at the right time is to entice potential customers that are physically nearby and looking for your client's type of business. If someone visits a site on their mobile phone and is within six blocks of the business, the site can display a discount coupon, map and note saying, "Hey! Looks like you're right around the corner. Come on in and enjoy a special deal."

Time

Whether it's a morning greeting, a special during your customer's slow hours or a contact form during clients' off hours — personalizing websites and presenting the right offer at the right time can make a world of difference in increasing site conversion.

Use Cases for Personalization according to Time

Open for Business

Most brick-and-mortar businesses have hours when they're open for business, and hours when they aren't. If site visitors reach a site during business hours, why not greet them with a button that invites them to get in touch? It's a great way to invite customers to book a table, make an appointment, and more.

Off Hours

Just because a business is closed for the day, that's no reason for them to lose potential business. With personalization, you can use off-hours as a trigger to display a contact form, so potential customers can leave a message. For example, if your client is a plumber, their site can show a form during off hours that invites visitors to leave a detailed message and promises to get back to them first thing in the morning.

Personalizations don't need to demand immediate action from the site owner. A personalization can also be a coupon that appears to first-time visitors, a map that appears to visitors on mobile, or a video that appears to visitors from a specific URL.

Happy Hour

If you have clients with restaurants or bars, they may well have a happy hour special during the times of day that are slower. However, it doesn't make a lot of sense to include a message on their homepage at 8 a.m. saying "Come in right now for our world famous happy hour."

With Personalization, you can use the time of day (between 6 p.m. and 8 p.m., for example) as a trigger to display that message only at the appropriate time.

Daily Specials

Your clients may well have a daily special. Perhaps a dish at a restaurant, a discount at a spa on slow days, or an item of clothing that's only on sale on a given day.

Using website personalization, you can add the daily special to the homepage and set the day of the week as a trigger. Once you set it up, it runs itself.

These are just some of the ways you can use the time trigger for personalizations. You could also show:
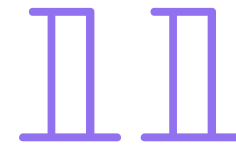
- Lunch specials
- eCommerce promotions
- Flash sales
- Holiday promotions

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Location & Time

You can also combine two triggers (such as location and time) in a single personalization.

Celebrate an Event

For example, set up a restaurant website to post a great offer after a big game for people visiting the site from near a stadium. Add a compelling message with support for the team and even add the team colors to the site background. Fans will be happy to come share their team spirit (and cash) with your clients.

This type of website personalization can be leveraged with any event happening near your client's place of business, and you can certainly charge a premium for them.

Visits

Beyond time of day and physical location, the number of times someone has visited a site can have a substantial impact on what their best website experience would be. For example, if a potential customer lands on your client's site for the first time, they may not be familiar with their full range of services. In this case, it's probably best to display something on the site that would help give visitors an overview of what the site is all about.

However, someone who has visited the site on several occasions may be looking for something specific; for example, Business Hours or a map. In such cases, showing off a best-selling product, coupon or reservation widget may be best.

Use Cases for Personalization by Visits

Welcome Video

Videos are a great way to introduce site visitors to your business. A video with a personal message from the business owner puts a face to the company and enables you to direct the conversation with the visitors. Instead of having visitors clicking aimlessly around the site, possibly missing critical parts that you want them to reach, a welcome video puts them into a funnel, directing them towards the experience that you want them to have.

Welcome Back!

Have you ever logged into an online service and there was a message up front welcoming you back? Showing a Welcome Back message to visitors is more than just a friendly greeting. It really shows a customer (or potential customer) that the site owner appreciates their business.

These are just a few examples of how you can use the number of previous visits to determine what kind of content you show visitors. Furthermore, you don't have to choose one method and stick to it. Depending on the needs of your customer, and how in-depth you want to go, you could create a personalized experience on the same site for the first, second, third, tenth or even 100th time a customer visits.

Each client is unique and a different strategy works best for each of them.

Campaign URL

This trigger enables you to customize a web page for visitors who reach the site from a marketing campaign. This gives visitors a consistent experience and enables you to reinforce the message in the campaign all the way from the email / banner, etc., to the site itself.

For example, if your client has a banner promoting a holiday sale, clicks on that banner that lead to the site can trigger the site to show a Holiday message that welcomes visitors to the site, highlights a discount and more.

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Putting It All Together

We've only scratched the surface of what's possible when you use dynamic, personalized content to improve your clients' websites.

With Duda's Site Personalizations, you can create any kind of personalized experiences that you think will improve site visitors' experience and boost conversions.

About Duda

Duda is the leading web design platform for companies that offer web design services to small businesses. We serve all types of customers, from freelance web professionals and digital agencies, all the way up to the largest hosting companies and online publishers in the world.

Loaded with powerful team collaboration and client management tools, the Duda platform enables users to build feature-rich, responsive websites at scale. Every Duda website is automatically optimized for lightning-fast loading and great out-of-the-box SEO. More than 14 million sites have been built on the Duda platform.

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