

Article for a small e-marketing company for luxury goods:

Giving Your Online Customers an In-Store Experience

Imagine this: A customer walks into your store wanting to see a specific ring they saw online. You pull it out of the case and place in front of the customer. You tell them the price. And then you put the ring back in the case and walk away.

If you do this, would you expect a sale? Of course not.

But this is exactly how many treat their online customers. Five years ago, I was one of these people. I worked for an antique jewelry store, and we had just launched our website, excitedly anticipating how it would boost our sales. A week later, disappointment— the inquiries from the website hadn't gone anywhere. We couldn't figure what had gone wrong.

What had gone wrong was that we weren't treating our online customers like our in-store customers. We thought it was enough to have a website that displayed our jewelry line. But a website is passive. It's a showroom with no expert present to offer guidance. And when we respond to a customer's online inquiry with only basic information, it's like turning our back on them.

Sales are made through human attention. Your online customers need you, the trusted expert, to help them navigate your extensive inventory. They need you to guide them from browsing to purchase. They need you to help them feel good about the transaction, to turn them into a returning customer.

So, when a customer contacts you by email or through messenger or Instagram, treat them like you would someone in your store.

Here are **7 Ways** to make your online-communication customer friendly and sales successful:

1. **Keep track of your leads.** Don't just respond to an inquiry. Look to secure a new customer. By entering the specifics from an inquiry into your database, you have the information to build a relationship.
2. **Follow up.** Sales don't just happen. Reconnect with an interested, online customer just like you would with an in-store one. Let them know you remember them and know what they're interested in.

3. **Make it human.** Your customers want to feel seen and heard, especially online. Make sure your online communication with customers is friendly and reflects your understanding of their wants and needs.
4. **Be prepared.** Develop a template that will help you follow up in a prompt and personal way with a customer.
5. **Be specific.** In your follow-up email, don't just relay information: Here's the ring and the price. Instead, reflect your appreciation for your customer's taste: *Oh my gosh, what a beautiful art deco piece and one of my favorites here in the shop. The aquamarine is just stunning. The original filigree is amazing and in such excellent condition.* Being specific demonstrates you know the piece, which builds trust with your customer.
6. **Give them a reason to return.** Help your customer identify other possibilities: *You might like this other art deco piece for price point A and then this other art deco piece with a sapphire in it for different price point C.* Doing this establishes you as a trusted advisor.
7. **Continue the connection.** Let your customer know you are ready to be of service: *Feel free to email, message, or call me at (phone #) with any questions.* Remind them that they are communicating with a responsive human.

More and more, business is happening online. But don't forget, building your clientele and making sales from online leads requires the human touch.

Content created for a large green technology company website:

Tagline: Our science. Your business. Better world.

Simple, but significant.

█ takes a fresh approach to producing hydrocarbons from renewable sources. We have developed a patented technology that stabilizes organically produced oils by removing the oxygen and recombining the molecules. This electro-chemical process is designed to minimize environmental impact and adhere to the 12 principles of Green Chemistry while creating products superior to petroleum-based products.

Innovative. Responsive. Future-focused.

At [REDACTED], you have a collaborative partner committed to your success. Our science delivers the solutions to improve your business and create a more sustainable world.

Our team is our core asset, our competitive advantage. They have the flexibility and autonomy to innovate.

Recognizing that we are part of a larger community, our employees share their talents to benefit others around the world.

Portion of a promotional video script for a mental health provider:

Thank you for your interest in the [REDACTED] with [REDACTED]. Our [REDACTED] are designed to offer you and your child guidance and support for your child's healthy social-emotional development. We recognize that, for even stable families, our world poses significant challenges for kids--video games, social media, increased anxiety, and a constant on-the-go pace. Helping your child develop their social-emotional skills is vital to their ability to handle the stresses of today's world. And will contribute to their becoming more resilient adults.

At [REDACTED], *we know*--and the research supports--that early intervention makes an important difference. Our [REDACTED] are a unique, collaborative, and research-informed process. Their founding purpose is to identify social-emotional developmental challenges *before* they become more ingrained and complex, and more challenging to treat. At [REDACTED], the [REDACTED] team will help identify and address early signs of distress in your child. We will support your child in building skills because prevention is key. If your child's needs are more complex, [REDACTED] can help coordinate and provide for more comprehensive services, such as psychotherapy.

The [REDACTED] fills in the gaps of the traditional [REDACTED]. It provides earlier mental health checks. For [REDACTED] the first required mental health assessment is not until age 12. And that assessment is only for depression. But we know that anxiety begins to appear in children at age 6. And Attention Deficit Hyperactive Disorder at age 11. Without earlier mental health checks many signs and symptoms can be missed. We look to combine medical and social-development monitoring to serve your *whole* child.

A sample of content written for a large regional medical company website:

Centers of Integrated Care

At [REDACTED], we know you have many choices for medical care. To earn the right to be your healthcare partner, we:

- provide integrated, innovative, and responsive care
- hire outstanding medical professionals
- invest in the best, most current diagnostic and communications technology
- work to create a comfortable, supportive environment for our patients
- take the time to understand and meet your needs
- feel invested in being a part of the local community
- continually aim to provide excellent service

■■■■■ combines medical expertise and state of the art technology with empathetic, patient-centered care. We appreciate the opportunity to serve you!

■■■■■ knows that effective medicine is a *team endeavor*. Our integrated practice not only provides primary care but also gives you easy access to the specialists you might need. Our convenient on-site Diagnostic Center which includes X-Rays, CT Scans, MRIs, and Ultrasounds allows you to get preventative screening and diagnostic tests you need without having to go to an outside hospital. Faster results allow for more responsive care. Our efficient, cost saving Electronic Medical Record (EMR) enables everyone involved in your care to have the latest information about your health, test results, and medications.

Primary Care includes the physicians, physician assistants, and nurse practitioners who provide you with the first level of medical treatment, including routine physicals and preventative care strategies. From your primary care team, you receive consistent, personalized attention to help you maintain your general well-being, understand diagnostic tests, and direct any specialized treatment you might need. In building a trusting relationship with you, we want you to feel heard, supported, and empowered to have greater control over your health.

Our primary care team provides a full range of care:

- Pediatrics
- Adolescent Care
- Internal Medicine
- Family Practice
- Senior Care

Because we value excellence, ■■■■■ has chosen to offer specialties only in those areas where we believe we can really offer a meaningful difference. We have an established history of hiring top-notch experts in these core areas. Our multi-disciplinary approach is key to the effective treatment of many diseases such as cardiac problems, diabetes, allergies or digestive disease. Within these areas of focus, a collegial atmosphere that encourages a ready exchange of information, coordinated teamwork and clear communication ensure the best possible outcomes for our patients.

Our Specialists support our [REDACTED] Primary Care Physicians, as well as hundreds of other doctors outside [REDACTED] throughout Massachusetts and New Hampshire. If you have a medical problem or concern that requires a higher level of expertise, ask your Primary Care doctor to refer you to one of our specialists:

- Cardiology and Vascular
- Pulmonary
- Diabetes Care
- GI & Digestive Care
- Allergy & Immunology
- Infectious Diseases