



20 Proven Techniques

to engage and convert
website visitors



The Ultimate WordPress Plugin to
Capture Leads & Call Visitors to Action

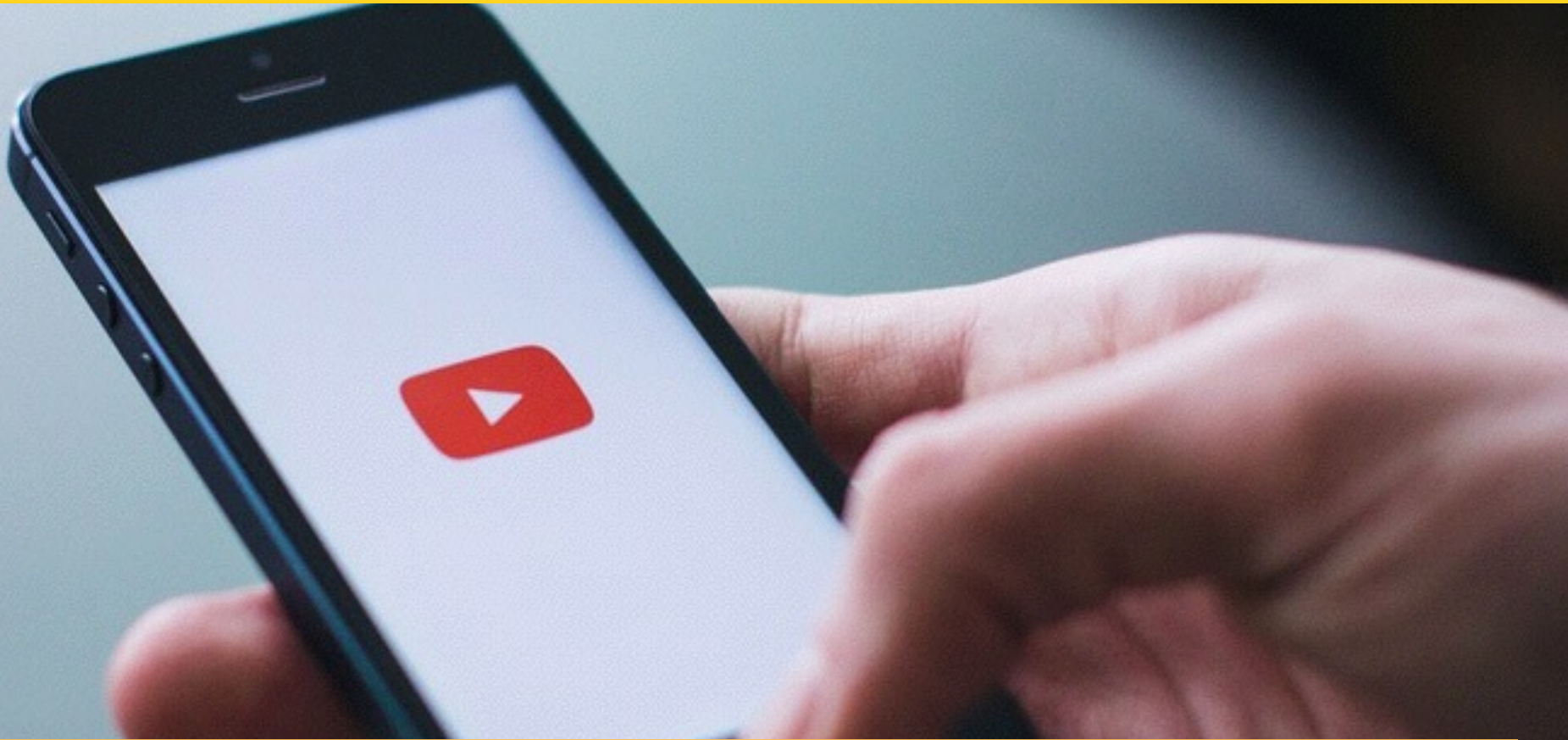
Go Beyond Popups



Popups are great. But they are also overused. Showing your message or subscription form in a different way can boost conversions.

Experiment with Icegram's different message types - messenger / inline / action bar / overlay etc.

Social Media Invitations At Right Time



A static, always visible call to action is less effective. People will take action if an invitation shows at an appropriate time. Time when they feel they "should" reciprocate!

Add your social icons in an Icegram message using the "Shareaholic" free WordPress plugin. Trigger that message based on scroll location or time spent on a page.

Inspire Visitors With A Quote



Motivational quotes set a tone for the content that follows and even for the website. Showing a quote relevant to your visitors can get you off with a great start.

You can put quotes in any Icegram message, but try a Toast Notification for that and schedule it to show couple of seconds after user lands on the page.

Express Your Gratitude



People feel good when their efforts are appreciated. A specific, personal thank-you message makes them feel connected, satisfied and special.

Use Icegram to share positive results of their action after purchase or mailing list subscription etc. Answer this: what good does their action do for others?


Gift Something Valuable



Visitors are more willing to give their email address if they get something in return instantly. Try giving away a PDF report, useful software or an educative course delivered over a sequence of emails.

Put your downloadable giveaway's URL as redirect link in Icegram's CTA Actions, and it will download on submission. Or subscribe to a mailing list and deliver a course via auto responder sequence.

Create Scarcity With A One Time Offer



Scarcity is a proven conversion tactic. Everyone carries "fear of missing out". A One Time Offer - which clearly mentions it won't be shown again, gets higher conversions.

Choose "Never Show Again" in retargeting rules for an Icegram campaign. Ensure you create scarcity in your message content and call to action. You can also target the campaign to specific pages / users.

Address Objections With A Testimonial

Testimonials and case studies reinforce trust in visitors' minds. A two line review from another human that addresses a common objection can create higher credibility than a full sales page.

Show testimonials that answer questions visitors may have at strategic places and times. Use an Icegram Messenger (or another message type) to draw attention and invite action.

Direct Customers To An Affiliate



Strategically placed affiliate promotions can raise conversions. Testing different affiliate offers, positioned at different locations will help you maximize returns.

Use split testing and inline message to test different locations and offers. Or use Interstitials to show affiliate products before visitors see particular content.

Showcase Influencers



Have famous customer base? Create a gallery and show all the influential people or well known brands that use your service / product.

Use an Icegram's inline message along with a slider to display celebrity customers / testimonials. Split test different designs and find a winner.


Entice Them With Coupons



Customers love getting discounts. Getting a special deal creates both scarcity and urgency - both great motivators to close a sale. Coupons drive results, always.

There are a number of ways to show coupons with Icegram. Use a Sticky message, or show coupon to abandoning visitors, or to logged in users.

Remind Something Important



Visitors may forget things that may be important to you / your website. Don't assume they know. Remind them about a deadline or event time. You can also remind them about a special offer.

Put up such reminders in Icegram campaigns and display them throughout your website. If you have multiple websites, you can also use Icegram Remote to show these campaigns on other sites.

Promote A Good Blog



If your business provides valuable resources, you are automatically seen as a good source. This affiliation bias boosts your credibility.

Promote good content from other blogs as "you may also like to read" after your blog posts using Inline messages. Include avatar or logo if possible.

Run A Buy-One-Get-One Offer



Slow moving goods that don't sell much are every retailer's headache. You can clear such inventory with a "buy one get one" offer. Especially beneficial when you give away slow moving items with fast moving items.

Promote your offers with various Icegram messages and powerful display rules. Use exit-intent, time on site, pages visited or user targeting. Use animation effects to grab attention.


Celebrate Your Victories



Celebrate your milestones and victories - anniversaries, product launches, media coverage, customer success story... Let visitors know what you've achieved and let them join you in the celebrations.

Create an Icegram action bar and announce your achievement. Involve your visitors in the celebrations. You may even invite people to share this on social media.

Take A Yes/No Poll

A photograph of two young children standing outdoors. The child on the left is a boy with curly hair wearing a green jacket. The child on the right is a girl with long hair wearing a red coat. They are standing in front of a stone wall with a wooden fence in the background.

Feedback is invaluable. The trick to get feedback from visitors is to make your survey quick and simple. A "Yes / No" survey fits this sweet spot perfectly.

Either use a plugin to run such a survey and embed it within an Icegram message. Or use custom CSS within Icegram to create these buttons. Add your photo to make this feel more personal.

Invite For Skype Call



Offering different ways to connect to you increases confidence and convenience for customers. Show your Skype ID on your site, along with your timezone and available hours.

Put a Tab, Sticky or Messenger on your contact us page with your Skype and phone number. Also put a photo of some people from your team. This makes it real and human.

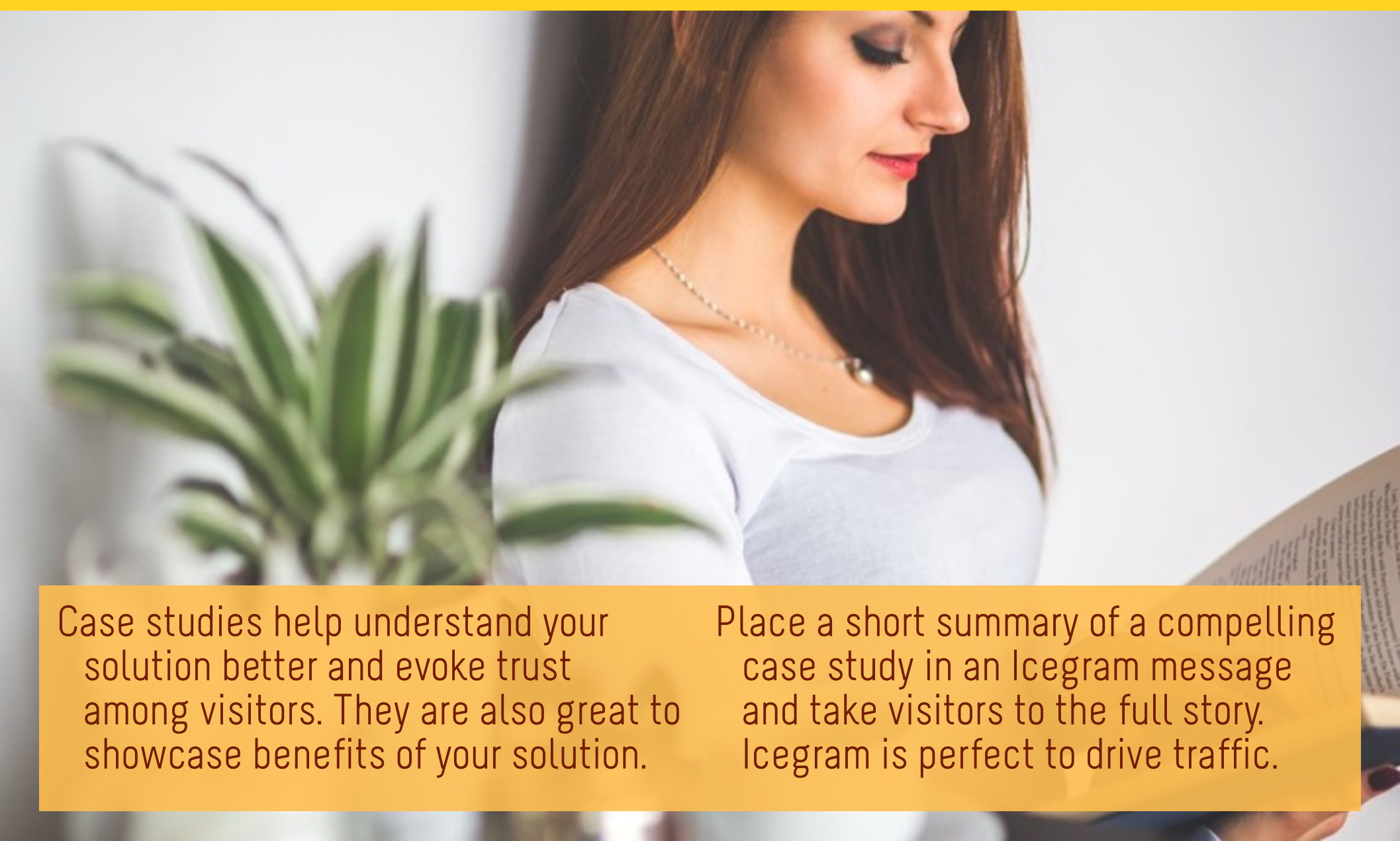
Throw A Flash Sale



Flash sales, time limited offers and one time offers have tremendous power. Simply because people don't want to miss out on something scarce.

Add a countdown timer to an Instagram message. Or remind people about scarcity of an offer. Create urgency and provide a clear call to action.

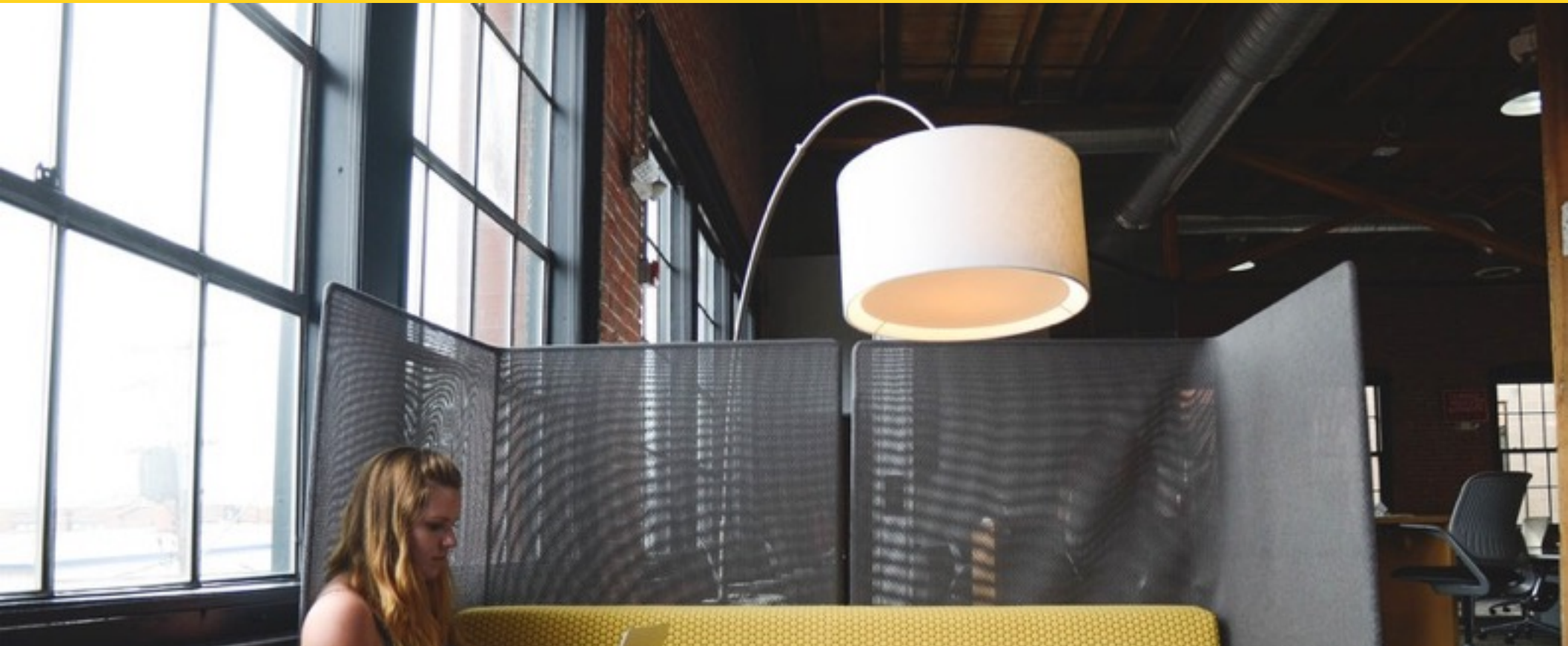
Showcase An Inspiring Case-Study

A woman with long brown hair, wearing a white t-shirt and a necklace, is shown in profile reading a book. The background is a bright, indoor setting with a green plant visible on the left.

Case studies help understand your solution better and evoke trust among visitors. They are also great to showcase benefits of your solution.

Place a short summary of a compelling case study in an Icegram message and take visitors to the full story. Icegram is perfect to drive traffic.

Drive Traffic To Blogs



13% of visitors get inspired to purchase after reading a good blog article. Promote good articles on your blog so visitors get value and you build trust.

Show "You may also like to read this..." recommendations once the user has read more than half of current article - using Icegram's Messenger. Add a nice image to strengthen your call to action.

Ask For Customer Feedback



Feedback is a great way to gauge satisfaction and discover improvement and new product ideas. It also creates a loyalty loop and keeps people engaged.

Use an Icegram Sidebar to pop open a quick survey after a visitor has reached a certain point. Keep questions limited, but collect their emails. Then stay in touch.

Thank You!

**Inspire, Convert and
Engage your traffic with
Icegram today!**



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