

## Are your communication sales effective?

The communication on your website is one of the most vital factors to retain and motivate your users to become customers.

What's a landing page?

The preliminary analysis of user needs, interests, priorities and needs is the basis for creating the online communication strategy. The analytical basis ensures the right communication to the specific target groups.

### 8 steps to communication that creates value

Your users are not visiting your website to look at your design - but to find what they search for (content); therefore -

1. Short and clear communication is vital - users rarely read long and complicated texts on the Internet
2. Emphasize what makes your company and products unique (USP's)
3. Emphasize customer benefits from using your company and your products
4. Use headers, sub headers, small sections and especially bullets in your text
5. Tell the facts in bullets - not too many just enough to have the best effect
6. Communicate precisely to your target groups
7. Use storytelling about your business and products
8. Create trust with testimonials

Most cooperate websites communicate the company's own qualities, strengths and services. In order to create the most effective communication, the text should actually transformed into customer benefits. For example like this:

*Typical text:*

InFlow are experts in preparing the right targeted communications to the Internet.

*Promoting text:*

Get communication on your website that creates more sales by motivating users to purchase.

[Contact Inflow](#) and find out more about optimizing your online communication.