

## 6 Tips on Leveraging Offline Efforts for your Website

One of the main goals in online marketing is to increase traffic to your website. However, offline marketing efforts are often overlooked as a way to increase your number of online visitors. Peter DeLegge, publisher of *Marketing Today* believes that, “One of the most crucial elements of successfully leveraging your off-line communications to drive your customers and prospects to your company’s Web site is providing them with a compelling reason to visit”. Thus, give your offline community a reason to join and participate in your online community.

Here are 6 tips for leveraging offline efforts for your website:

- 1. Have clear objectives**

When communicating to your customer, be clear and concise. Make sure they understand your message whether you are offering online rewards or more in-depth information about a product. Let them know why they need to visit your website.

- 2. Integrate your campaigns**

An aggressive online campaign should be accompanied by an aggressive offline campaign. Your online approach should complement your offline approach rather than oppose or contradict it. Incorporate the same look and feel for all campaigns, generating a positive brand experience for your audience.

- 3. Create the customer experience**

Make customers feel that they are getting the same quality experience online that they would get if they walked into your storefront. Although you can’t offer them a cup of coffee online, ensure that they can be helped, have questions answered, and receive great customer service.

- 4. Relate your website to your campaigns**

Once you have marketed to your target audience and get them to your website make it easy for them to find what they came for in the first place. If they want a coupon or to become a member let them find it, but also have useful content that will make them return to your site.

- 5. Form partnerships**

Contact your business partners and discuss linking opportunities. It is very likely that your suppliers or other partners will be willing to set up link strategies between your site and theirs. Thus, once your community arrives online they can see your partners, clients, or businesses you recommend and likewise for your partners’ community.

- 6. Create a community**

Collaboration is in! Find a way for offline and online to interact. Post pictures of in-person interactions online to help develop a feeling of community. These could be photos of an internal meeting, or of you and a customer. This strategy can get people talking and building community around your brand.