

Cash-in on the opportunity sweet-spot with Intelligent Triggers

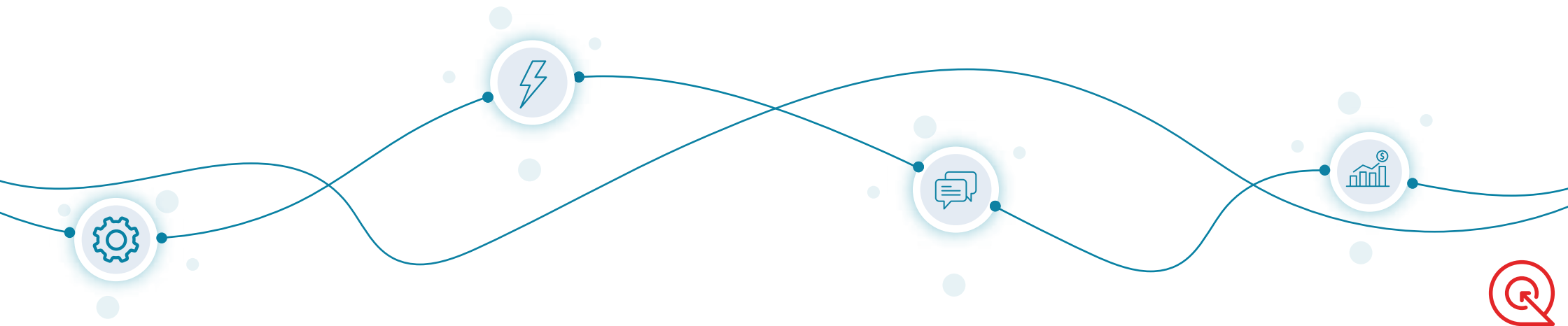


Zoho SalesIQ's Intelligent Triggers help your business

- 01 — **Greet** visitors to get them started
- 02 — **Engage** each customer with a personalized message
- 03 — **Qualify** visitors based on personas and custom pointers
- 04 — **Influence** potentials to convert them to paying customers
- 05 — **Support** customers before they bounce off
- 06 — **Retarget** for upselling and cross-selling



6-step approach



01 Greet

Welcome visitors to your website with a greeting

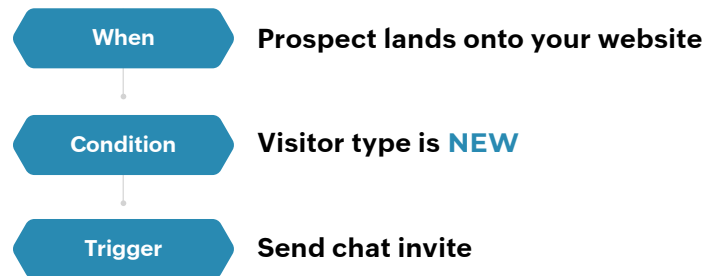
What:

A greetings pop up on your site, encourages visitors to talk to you. It's a gesture of approaching a customer and asking if they need any help.

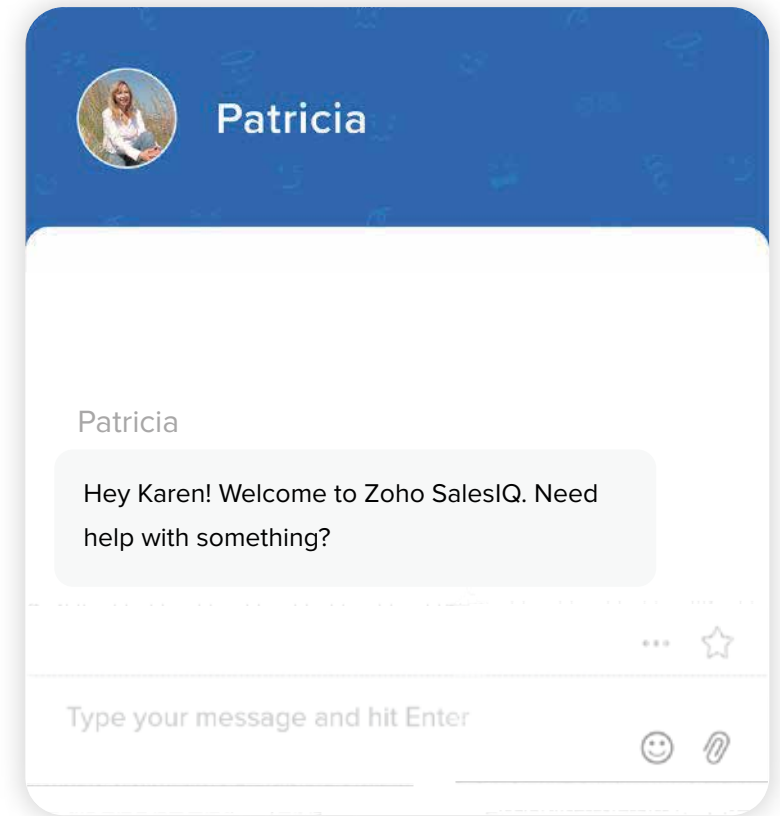
Why:

Visitors invited to chat are more likely to convert into customers than the ones who are not.

How:



Here's how it works:



Pro tip:

Personalize the welcome note with the visitor's name. Use % to fill the visitor's name fetched from a pre-chat form or via API.



02 Engage

Interact with your cold visitors to turn them warm

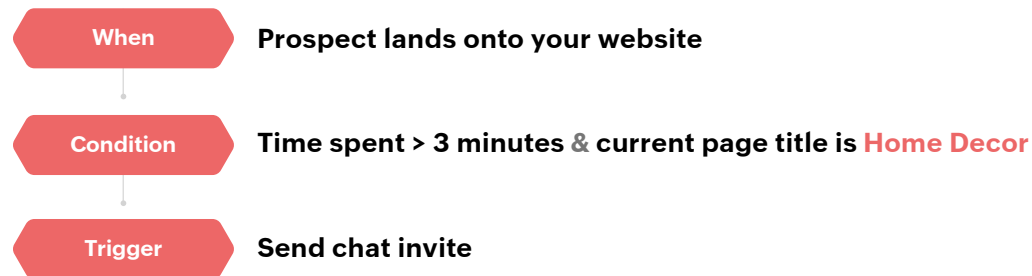
What:

Interacting with people who stick around your website pages for a little longer encourages them to share more details.

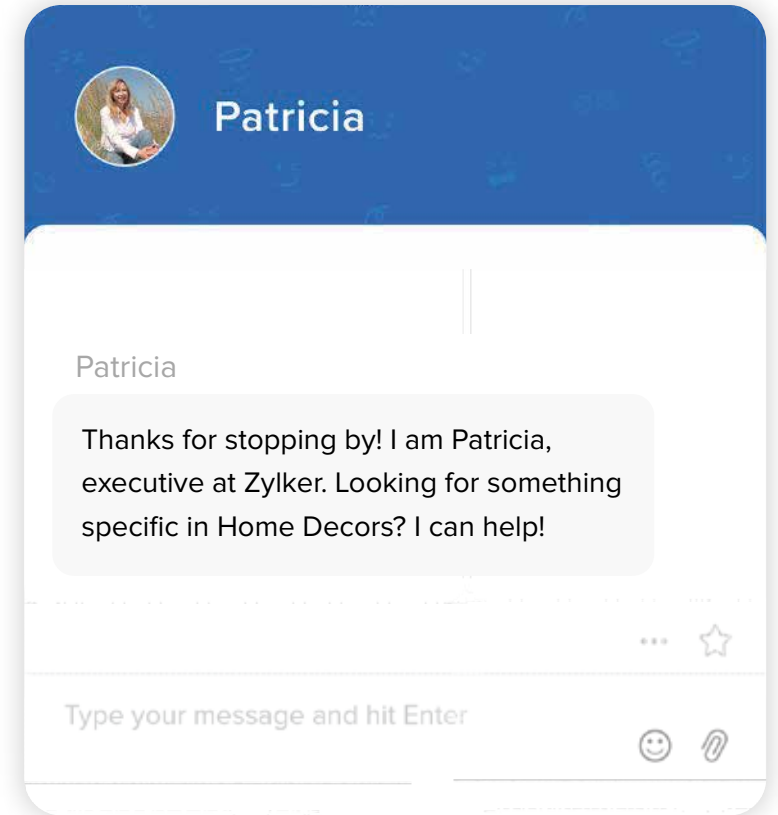
Why:

Engaging these set of visitors increases the likeliness of them converting into a paying customer.

How:



Here's how it works:



Pro tip:

Introducing yourself creates trust with your website's visitor and builds lasting relationship.



03 Auto-qualify

Group leads into segments with pre-set milestones

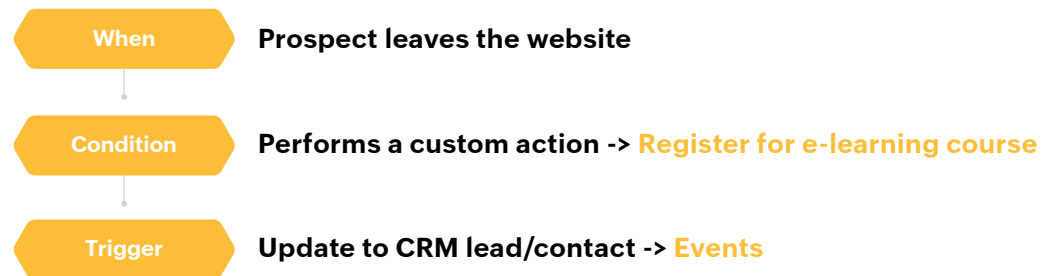
What:

Auto-qualify leads coming on to your website, performing specific functions in a way they're progressing.

Why:

Help your sales team save time from keying updates to your CRM manually.

How:



Here's how it works:

Lead	
Average Time Spent (Minutes)	05 hours 05 mins
Most Recent Visit	Feb 24,2019 06:21 PM
First Page Visited	https://zylker.com
Events	E-Learning Course

Pro tip:

For improved conversion, auto-update CRM fields based on specific actions your customers perform.



04 Influence

Gently nudge your visitors to make a purchase

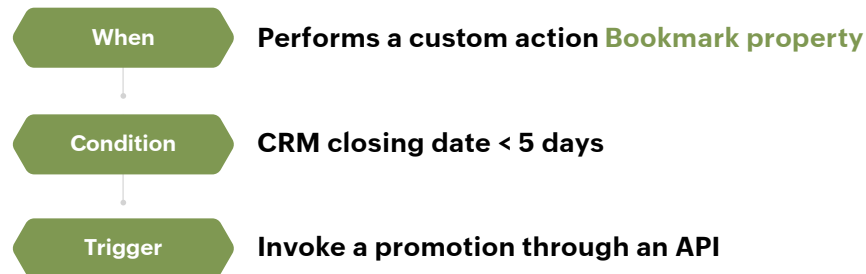
What:

Personalizing banners and promotions influences on-the-fence buyers to make a purchase.

Why:

Nudging customers towards a purchase helps accelerate the sales cycle.

How:



Here's how it works:



[Get 20% off](#)

1603 Arcilla St, Pittsburgh, TX 78197..
1978 SqFt House In Park East

[Book a Visit](#)

Pro tip:

Having appropriate CTA buttons and redirecting customers to an actionable page increases the % of sale completion.



05 Support

Offer proactive assistance to increase customer satisfaction levels

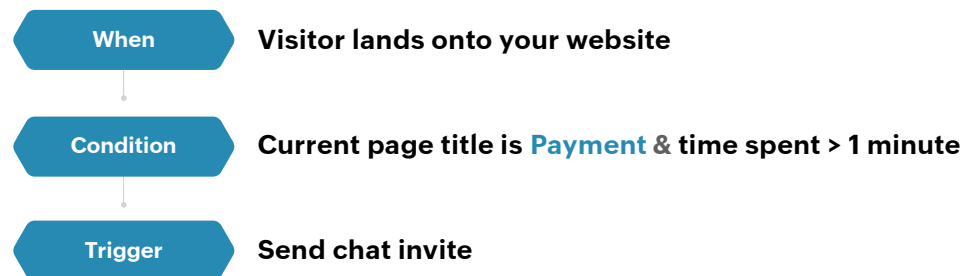
What:

Customers might look for some assistance, before deciding on making a purchase.

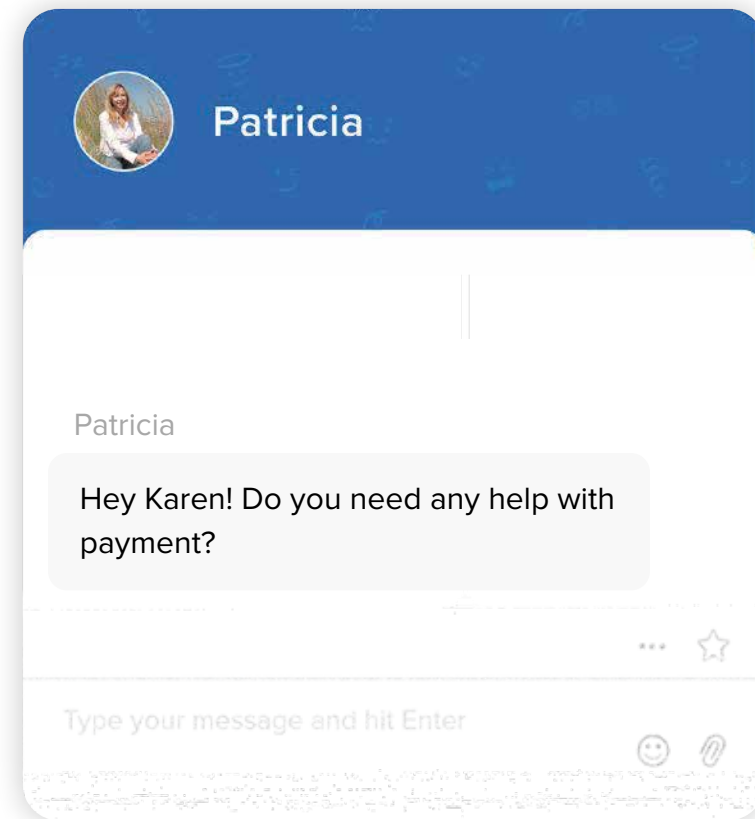
Why:

Proactively assisting those visitors trying to leave your website helps you win over them, making it easier to turn them into a paying customer.

How:



Here's how it works:



Pro tip:

Personalize your content for each customer to improve your customer retention rate.



06 Retarget

Retain returning customers with better retargeting and re-engaging

What:

Create or update visitors to your campaign list based on their information and action.

Why:

An updated mailing list is refined, giving you more open rates and better conversion rates.

How:



Here's how it works:

Add visitors to the Campaign Mailing List

Here, you can add the website visitors from SalesIQ to the Zoho Campaign mailing list.

Where to add the visitors? Add to existing list Create new list

Enter a name for the new mailing list

Would you like to set a periodic interval to update the mailing list? Yes No

Set a periodic interval to update the mailing list Weekly Monthly

Pro tip:

Having a mailing list grouped by customers action performed can be a great retargeting method to upsell & cross- sell.





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