

Special Offers

Special offers that are only made on your website are a good way of welcoming people and thanking them for finding you on the web. They can help to form a connection with your website visitor and encourage them to follow a call to action (see separate worksheet).

Special offers do need to be relevant to your business and something that you can realistically deliver, even if thousands of people sign up. There are stories of companies offering deals that have not been thought through and have ended up costing the company a lot of money. None of us can afford costly mistakes, so consider your special offers carefully.

My Special Offers

Do you have special offers on your website? Yes No

Are these offers exclusive to website visitors? Yes No

How would you rate the take up of your special offers?

Good, they have brought us lots of new customers O.K. a few new customers Poor

What would be a relevant and realistic offer that you could make on your website?

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If a thousand visitors took up your offer next month, how would you manage this?

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If a thousand visitors took up your offer next month, would you still be able to make a profit?

Yes No

What positive impact could a special offer have on your business?

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