

Web Surfers Will Buy from You with the help of ZoomerOne

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1. Start a Fire

How do you start a campfire? There are three steps: prepare, light, and feed. You need to prepare the campfire with three kinds of material: tinder, such as dry pine needles, small twigs, wood shavings, or dried weeds; kindling, such as dry wood of thickness between a pencil and a thumb; fuel, those larger wood to keep the fire going. Then you light the tinder with match/lighter, tinder lights up the kindling and finally, the fuel catches fire and keeps it going. Now, you can just keep feeding the fire with fuel and enjoy your campfire.

How do you start a burning desire of your products in the market? You can start with small-scale trials, then more and more customers will come on board. If you are lucky, before long, you will see a strong fire. Customers embrace your products like the oxygen consumes the fuel.

2. The Temperature

You know you have good products or services, you have done your market research, you know there is a need for your products or services. How do you start the actions? How do you sell more and make more profits?

Think about lighting that campfire. You have the material to burn, i.e., your products and services. Your market is ready and available like oxygen is around the fuel. But, just by putting your products in front of the market, does not start the fire! You need to provide the temperature! The right temperature is what starts a fire and keeps the fire burning. Do your customers feel warm toward your products or services? If no, how do you supply the warmth?

One way to supply the warmth is by showing your respect. Show your potential customers your company has a character. People want to save time and save money, you can show your respect by providing efficiency improvement and over-all cost reduction. People do not want to be bothered, you can show your respect by providing products and services only as needed, and respecting their privacy.

You can also generate the warmth by building goodwill. You can give customers goodies, useful information, tips, and giveaways. In doing so, you can show your appreciation to possible customers. At the same time, you can make your products and services very visible to them. Showing your products and services to people feeling positive toward your company is certainly a good start.

People do not buy for the features, benefits, and even price of your products and services. They buy to satisfy needs. You need to provide products and services in the shape and form that meet customers' needs. Different customers do have different needs, you need to identify the differences and supply customized solutions.

Do not expect customers to come out of their way to find your products and services. Make your goods accessible instead. Make your products and services easy to find, easy to get, easy to use, and if necessary, easy to get rid of after use. Convenience and time-saving, definitely warm up your potential customers.

3. The Wrong Way

Unfortunately, many companies are taking the wrong way in e-commerce. Some company thinks that putting firewood in oxygen will start a fire. They keep pushing their products and services in front of users with banner advertisements, and pop-up windows. Companies who benefit from the paying commercial promote this concept. However, those web-based commercials have become a nuisance. Some people hate them. Some people ignore them. Sadly, while the effectiveness of those pop-ups and banners went down, companies put on more instead of less of them. Companies that went the wrong way, show no respect of potential customers' time, convenience, and wishes. Not only they are wasting money in doing so, they are not building good company images, not warming up their potential customers.

Some other companies believe that sending the right message to the right people is the only way to make sales. They paid for expensive personalization systems, to generate individualized web pages to potential customers. They believe it can warm up customers' heart by calling customers' first name, and showing their extensive knowledge of who the customers are. The problem is the e-commerce is very different from the traditional small community commerce. There is no mutual trust between the merchant and potential customers. In constructing personalized web pages, companies have to monitor, record potential customers' behaviors. "Cookies" is one of the famous tools used. All those techniques implemented in targeting products and services to users cause great privacy concerns. Again, they are not respecting customers' wishes, not warming up customers' heart.

Even worse are those companies sending out millions of pushy emails. Worse than showing up in a web browsers when people surf, pushy commercials, or junk emails show up in people's personal email incoming box. People have to read or delete, and dig out emails they really want to read. There is no respect of the needs of convenience, time-

saving, and no respect of privacy. How can these companies warm up a burning desire of their products and services?

There is another common mistake made by companies trying desperately to be seen. They pay for the positions on search engines' list. Some search engines do not tell users that merchants pay for the order of item-found list, however, most people have already figured that out. Some search engines give spaces for paid listing and shows them just like banner advertisement. Most users are treating them as banner ads, they are ignored. When people lose faith in search engine effectiveness, they find other ways instead of being manipulated. People can put in more keywords to get to exactly what they want and get around those paid listings. People can use other directories or tools to locate web sites. In fact, the only real way to show up high on all search tools is making your company a good image, making your products and services meet specific needs, warming up people to use and mention your products and services. The more you can warm up people, the more they will attract other people to come.

4. Let the Show Begin

ZoomerOne is a software solution created to help users use the Web more efficiently and more effectively. ZoomerOne contains a family of products, each one is customized for a specific purpose and a specific audience. For example, a product for social studies for grade 3 to grade 6 students, or a product for health information for baby boomers. Based on experts' recommendations, ZoomerOne only look for information from web sites of superior quality. ZoomerOne proves to be a great educational and informational tool.

You can create a ZoomerOne solution for your customers, which can gather useful information for their benefit, and mention your products and services in the presentation. There are many advantages in this approach. First of all, in helping your potential customers locating good information you are doing them a favor. You bring in expert knowledge, you create value in customers' mind, and you warm up their hearts. Since the web is huge, and ever changing, everyone needs some help to make full use of the web. While customers are enjoying the goodies, your products or services are also visible to them. They will have a positive view toward your products or services.

Second, since ZoomerOne is easy to use, people will use it often. Users can simply click to start ZoomerOne then read the file with information gathered by ZoomerOne in a couple minutes. People will come back to ZoomerOne from time to time to check new development of those information sources, at the same time, refresh their memory about your products and services. Users feel they are better off using ZoomerOne than surfing those web sites one by one, again and again. They will not object seeing your company, products, and services. Do you believe that people need to see your goods for 7 times before they buy from you? How do you keep them happy seeing your goods for 7 times? ZoomerOne could be the answer you need.

Since ZoomerOne is designed for one purpose and one audience, when it is used, most likely it is used by its targeted users. For example, an accountant is not going to use a product designed for a middle school teacher. Therefore, only your target customers will see your business messages. You do not have to guess who is looking at your business message by cookies or other monitoring tools, you know who they are! You can then make the most effective push for your products or services, without annoying anyone potentially. Your message will be more acceptable, and appreciated. Your company image is increased dramatically.

In addition, since you do not need to monitor users, you demonstrate that you respect users' privacy. Users will visit your site more often when they know that you are not watching them. You will have less to worry about losing users' private data and legal issues. You do not need to spend lots of money in systems that generating real-time personalized web pages. You can become more cost competitive with this cost reduction.

With the help of ZoomerOne, you can provide the needed temperature to the market. You build goodwill for your company, you add value to your products or services, you help users save time, gain freedom, protect privacy, and you warm up their hearts toward your products or services. Let your competitions be pushy and ineffective, you, on the other hand, will make the show start!