

## 5 Ways To Turn Customer Inquiries Into Sales

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### Effective Automatic Responder Email Marketing

An email automatic responder is a very effective tool for improving your company's customer service, in addition it can be used to increase conversion rates. In fact, if you are not using one today, you should make it a goal to set up an email automatic responder by the end of the week (if not sooner).

Autoresponders can be used in a variety of ways. Examples are:

- General Customer Inquiries:
- "Thank You" for an order
- Confirmation of a newsletter sign up
- Thank you for registering
- Sales promotion after a customer has made a purchase.

In this article we will look at 5 ways to use email autoresponders to market more effectively to customer inquires

#### 1 - Follow up with your customer

The most basic reason to use an autoresponder is to follow up with your customer and to recognize that your customer has reached out to you. Think about it, if a customer were to call you and you weren't available to answer the phone, you would use an answering machine, you wouldn't just let the phone keep ringing.

Many companies use their outgoing message to let customer's know about:

- store hours
- current specials
- directions, etc.

#### You should do the same with your email autoresponder.2 - Let Them Know When You Will Get Back To Them

The main reason to use an autoresponder is to set appropriate expectations for your response time to the customer. Any successful sales person will tell you, that if you can manage your customer's expectations from the beginning, you will be more likely to have a satisfied customer. This holds true for emails. If a customer sends you an email and does not get an immediate response he or she will likely become frustrated, and in addition forget that they sent you an email.

In your autoresponders follow-up message state clearly when your customer can expect a response. Set a response time that you can meet. Do not promise 24 hours and then not respond within that timeframe. Responding within the timeframe that you state will demonstrate to your customer that you are dependable and a company of your word.3- Let Your Customers Know That They Are Important

In your autoresponse message be sure to let them know that their request or question is important to you. A statement such as "We value your patronage and make it a top priority to respond to your request in a timely manner" is all it takes. No one likes an email that just says "Your message has been received"4 - Humanize Your Autoresponse

The more you give your autoresponse a human personality the better. Format your message in a letter from your "Director of Customer Service", include a picture of yourself (or the appropriate person) and also a picture of the person's signature.

This type of "humanizing" makes the customer feel that someone is accountable for getting back to them. It increases the chance that your customer will feel a connection with your company.5 - Seize The Opportunity To Market To Them!

Take this opportunity to re-enforce your marketing messages to your customer. Be sure to re-enforce why you are better than your competitors (remember they are 1 click away). In addition, provide any information that may be of use to your customers.

If you have local offices, provide office hours, addresses and a link to your directions page. If you are running an e-commerce store provide a 1 day discount promo code. In other words, take the opportunity to convert them into a customer.