

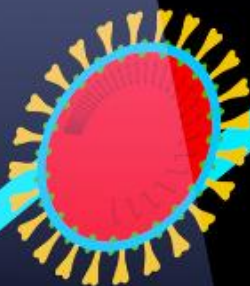


Oifig Fiontair Áitiúil
Local Enterprise Office

Local Enterprise Week 2026

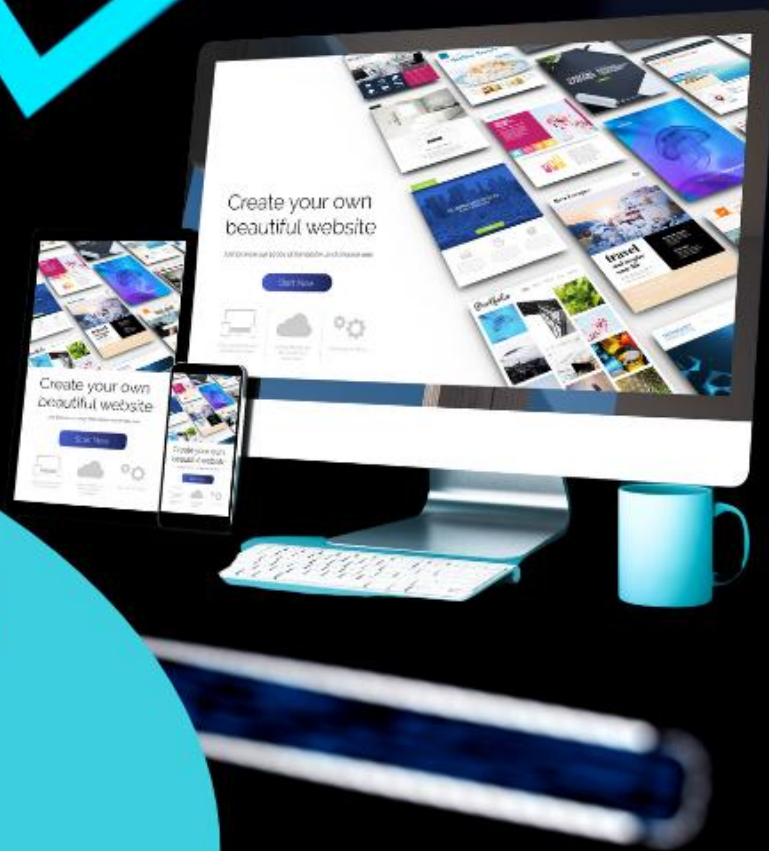
Making it Happen



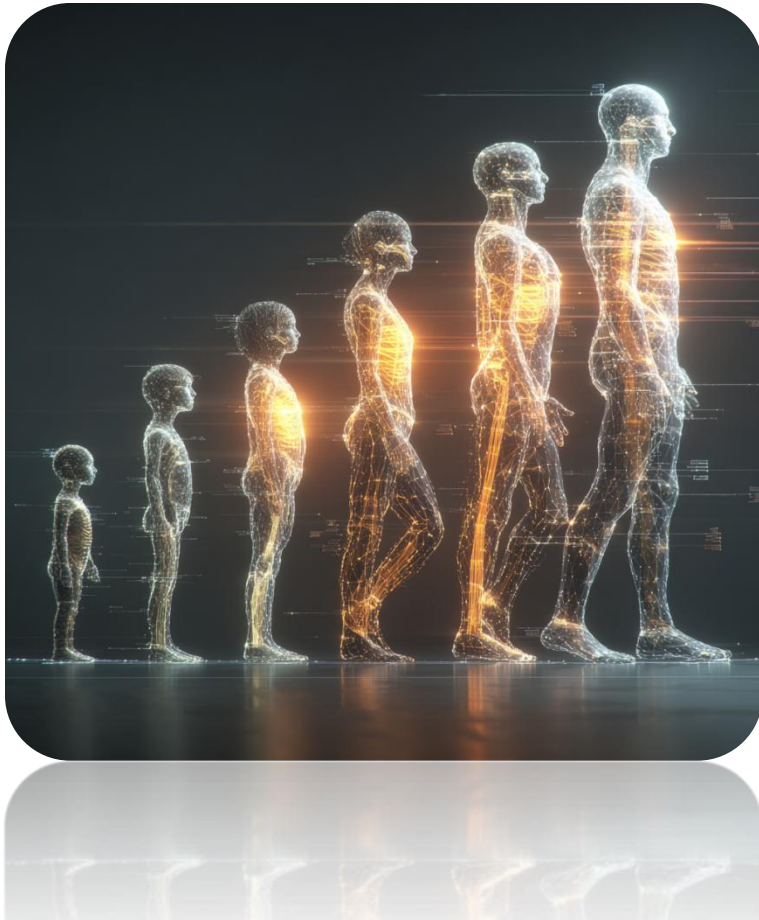


HOW TO GET MORE ENQUIRIES AND SALES FROM YOUR WEBSITE

Using AI Tools



Since the launch of Chat GPT 3 years ago AI has evolved quickly



Since the launch of Chat GPT and Gemini they have consistently improved the models and their features with the result that there are now basic and advanced ways to use these tools.

It's important to understand whether you are using the basic features or advanced ones in order to get the best results.

AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd

1

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

AI FOR DIGITAL MARKETING

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Crowd



2 Tailored Answers

Custom instructions. Now answers take your business details into account.

1 Quick Answers

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3 Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

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4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

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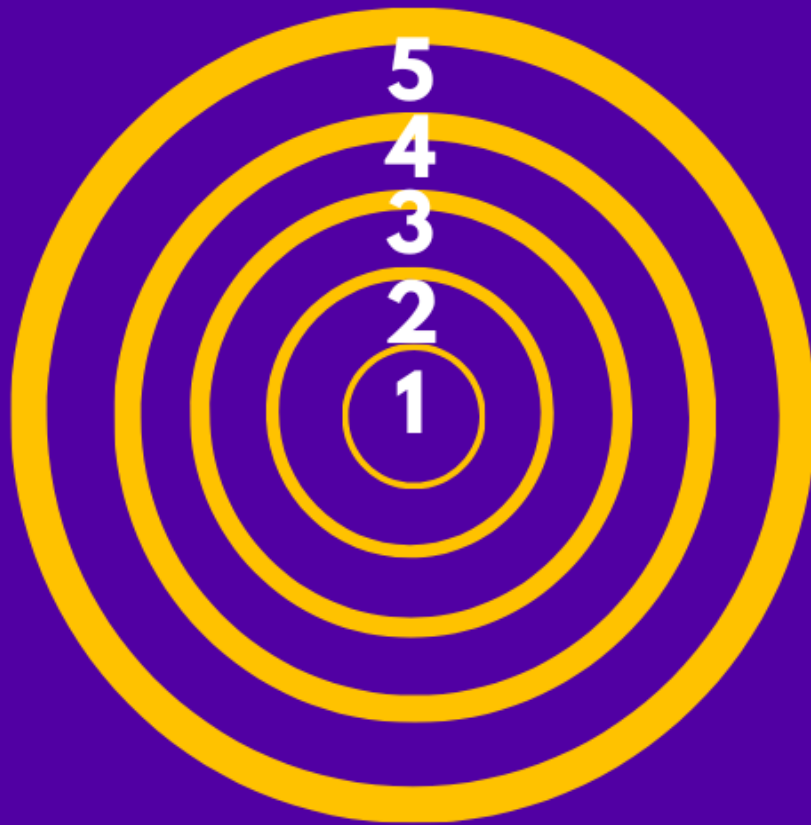
1 Quick Answers

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5 Highly Tailored Answers

Projects/Gems. Combine custom instructions + your files + research sources to make the AI highly specific to your business

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AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd



6 Agentic Answers

Goal-driven AI. You tell it what you want to achieve, and it works out the plan, pulling in reasoning, research, and tools to execute

5 Highly Tailored Answers

Projects/Gems. Combine custom instructions + your files + research sources to make the AI highly specific to your business

4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

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Reasoning models. Deeper thinking, more logical, step-by-step answers

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Custom instructions. Now answers take your business details into account.

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

Most businesses are only using the basics



Most businesses are using AI at the first or second stage (Quick answers with custom instructions)

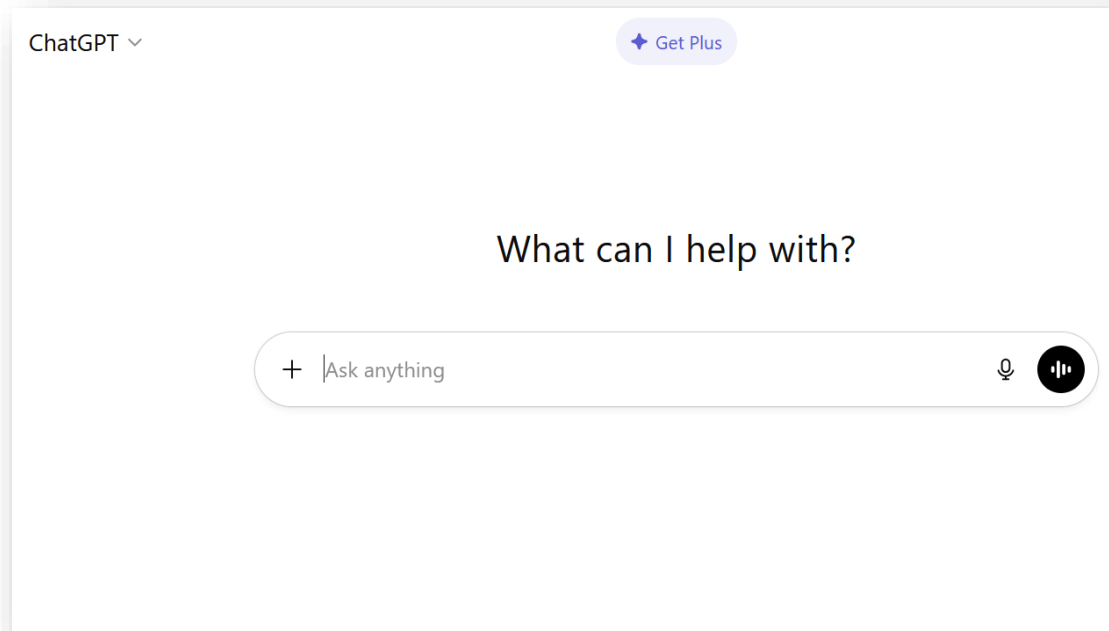
It is when you progress and use

- Reasoning / thinking models
- Deep research
- Projects or Gems

Then it becomes far more powerful for your digital marketing

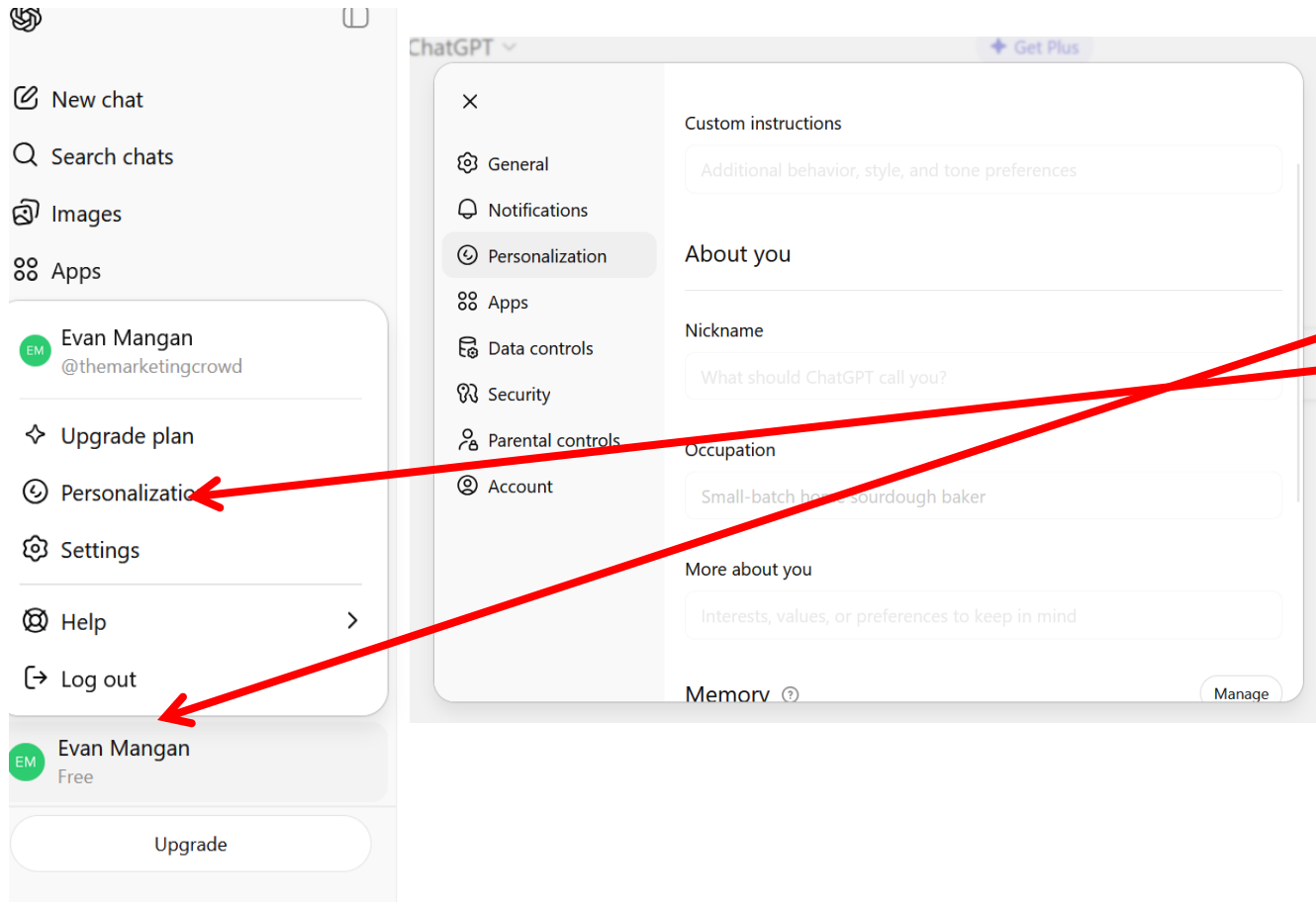
Agentic AI is still in its infancy and isn't very reliable but this is where AI is going and will become very common

Chat GPT for Level 1 – Fast Answers



By default, in Chat GPT you are getting a quick answer

Chat GPT for Level 2 – Tailored Answers (personalisation)

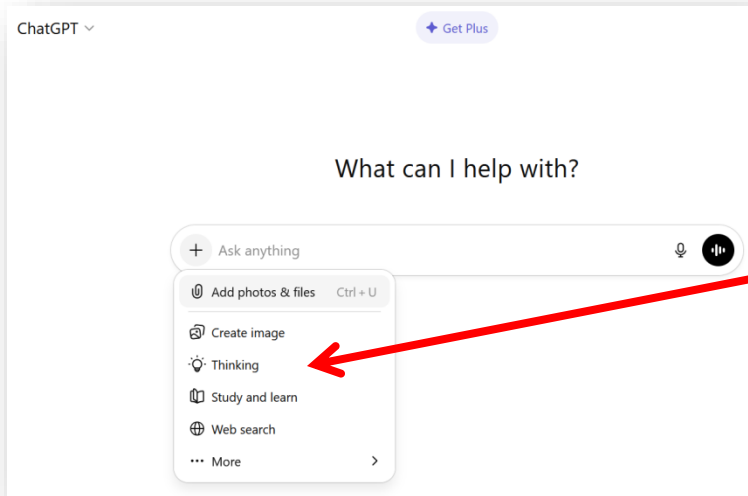


You can provide lots of context and custom instructions in the personalisation section

Click on your name
Then personalisation

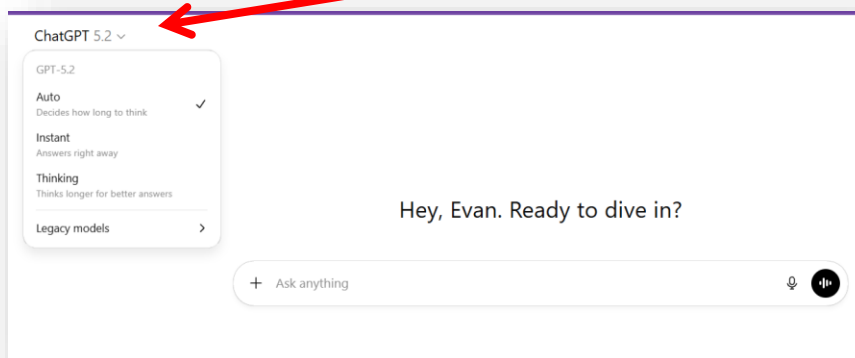
Then fill in the custom instructions and about you boxes.

Chat GPT for Level 3 – Thinking Model



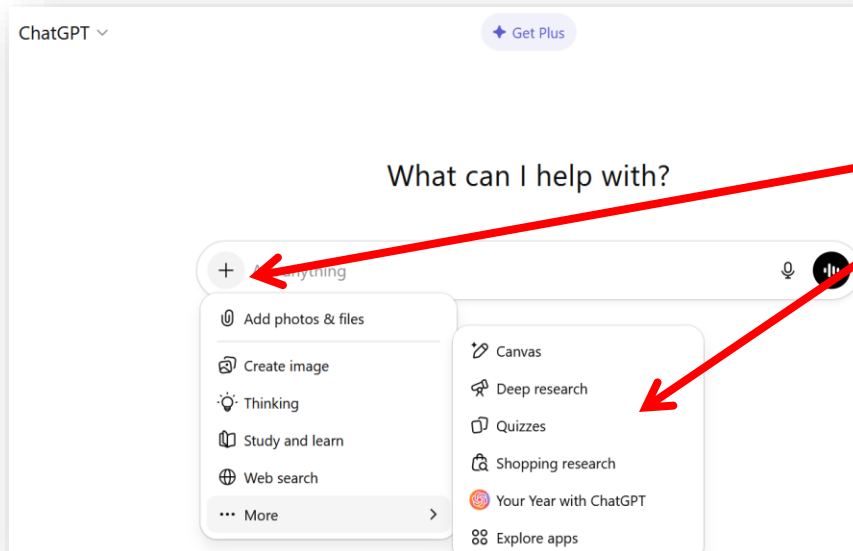
In the free version of Chat GPT click on + and select Thinking

In the paid version of Chat GPT click on the model name and in the dropdown select Thinking



On version free / paid version, in your prompt include phrase like “When you are answering think slowly about this”

Chat GPT for Level 4 – Deep research

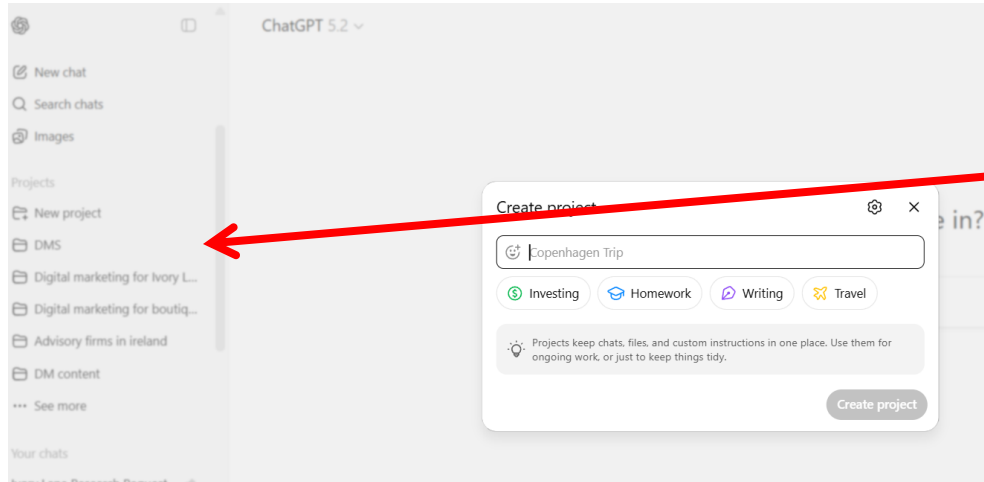


To conduct Deep research click on + icon, then more and then deep research

In the free version you get 5 deep research reports a month

In the Paid version (€20 a month) you get 25 deep research reports a month

Chat GPT for Level 5 – Highly Tailored Answers (Projects)



You can create projects on the free and paid version of Chat GPT

Click on New Project under projects and create your project. Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the project

There is no limit to the number of project you can create. However there is a limit to the number of file attachments (5 for free, 25 for Plus)

Create an AI that will become an expert in marketing your business



1. Get a deep research report on your business
2. Also, conduct deep research report on your industry
3. Setup a project for your Digital Marketing
4. Attach the deep research reports to the Gem or project
5. Setup custom instructions in Project asking it to act like a Digital marketing expert for your type of business

Then use this Project whenever you want to develop tactics or ideas or content for any part of your digital marketing

Create an AI that will become an expert in marketing your business

Create a deep research on your business

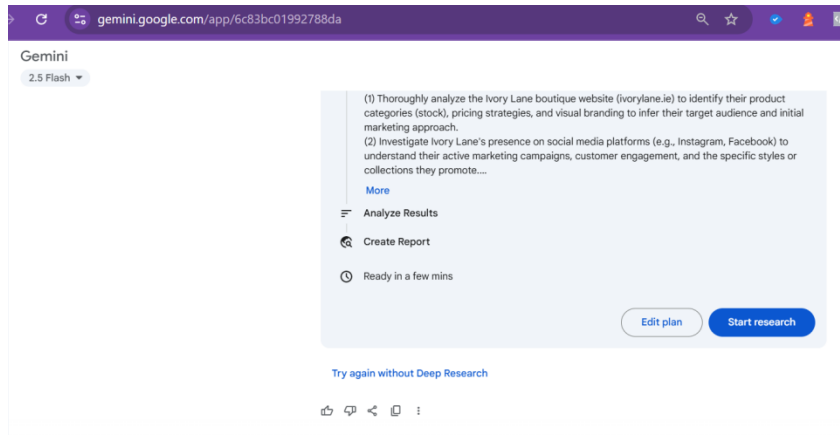
ChatGPT 5 ▾

What are you researching?

Conduct deep research on the business Ivory Lane boutique whose website is here <https://ivorylane.ie/> . The business has boutiques in Galway and Limerick. Provide information on their stock, target audience, marketing . Also include in the research how the ladies boutique marketing in ireland is doing. What are the recent and future trends that this business will need to prepare for.

+ 🔗 **Research** 🌐 Sources ▾

🗨️ 🎤 ⬆️



Use a prompt like this for deep research on your business. Adapt this to your business.

Conduct deep research on the business (Insert your business name) whose website is Here <https://iyoururl.com> . Conduct a SWOT analysis on the business.

Note: You can generate a deep research report using Gemini and Chat GPT. Why not get both

Create an AI that will become an expert in marketing your business

Create a deep research on your business

Gemini

2.5 Flash

Hello, The Marketing

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and Tiktok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social media marketing well and explain why. Also, compare the Irish market with the UK market and identify if there are any social media marketing tactics in the UK that Irish boutique could benefit from knowing about. Finally, list in priority order the main ways boutiques can use these social platforms to increase their sales.

+ Deep Research

ChatGPT 5

What are you researching?

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and Tiktok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social

+ Research Sources

Use a prompt like this for deep research on your industry. Adapt this to your industry

Conduct deep research on (insert the name of your industry) in Ireland . Include an explanation on how businesses in this industry are using digital marketing and give examples of successful strategies.,

Also, compare the Irish market with the UK market and identify if there are any digital marketing tactics in the UK that Irish Businesses could benefit from knowing about.

Finally, list the major trends that a business owner should be aware of and what we should prepare for over the next 2 to 5 years.

Why create a Project?



1. Better context.

Instead of the AI reading a few paragraphs about your business in custom instructions/ personalisation, you can attach the deep research files. Now, before it answers you it will read everything there is to know about your business and industry so you always get expert level answers tailored to your business

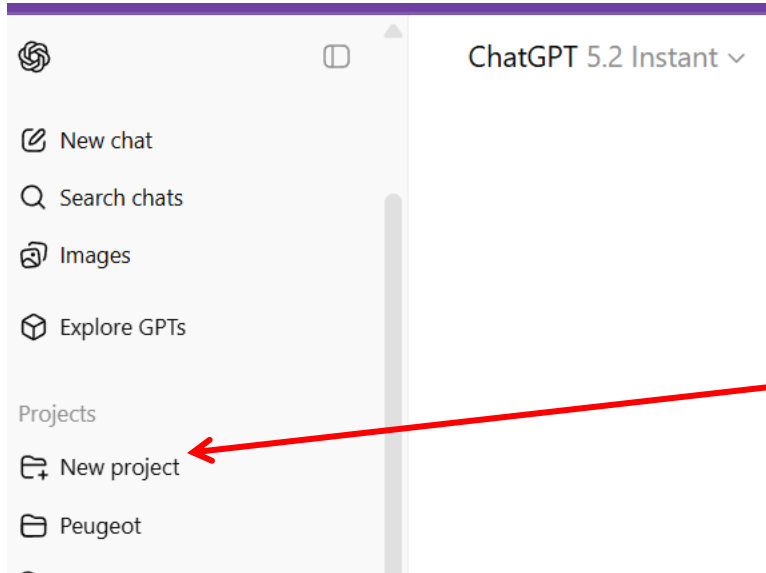
2. Better memory of previous chats

It also reads all the previous chats within a project / gem before it answers. This means it has excellent memory of everything you have discussed about this topic so the answers will be even more relevant

Overall, the AI becomes an expert in your business and industry and you get better answers.

Create an AI that will become an expert in marketing your business

Create a Project in Chat GPT



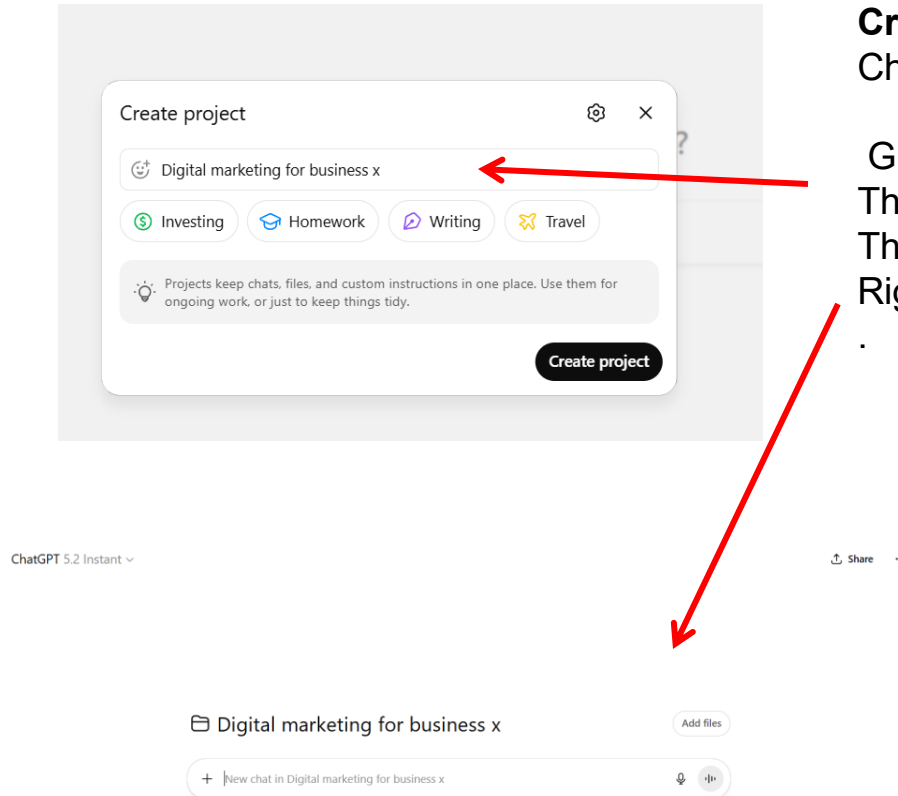
Create a project using the Free version of Chat GPT

1. On the left-hand menu click on New Project

Create an AI that will become an expert in marketing your business

Create a project using the Free version of Chat GPT

Give your Project a name
Then click Create Project
Then on the new page click the 3 dots top Right and then click Project settings



Create an AI that will become an expert in marketing your business

Create a project using the Free version of Chat GPT

Write custom instructions for this Gem e.g.

Act like a digital marketing expert for
(insert your business name).

Use the attached research about my business and
industry when giving advice.

Always provide creative, practical and easy-to-implement
tactics that fit a small business budget.

Tailor every recommendation to help us:

- Increase sales
- Grow the right audience
- Improve engagement
- Strengthen our brand positioning

Avoid generic advice. Be specific to our situation

Project settings

Project name

Digital marketing for business x

Instructions

Set context and customize how ChatGPT responds in this project.

e.g. "Respond in Spanish. Reference the latest JavaScript documentation. Keep answers short and focused."

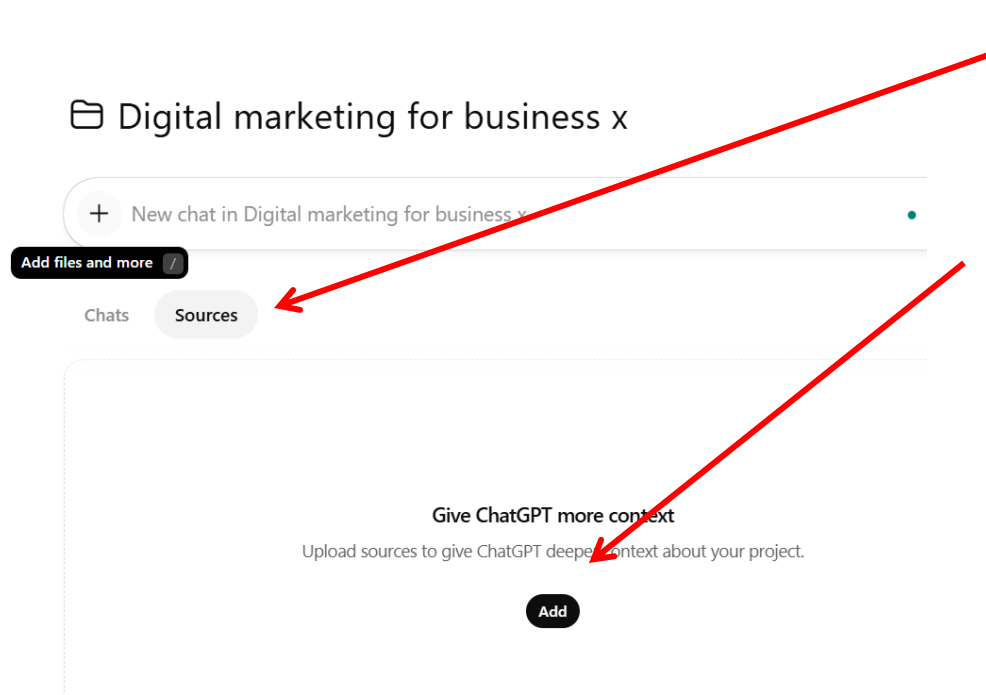
Memory

Default

Project can access memories from outside chats, and vice versa. This cannot be changed.

Delete project

Create an AI that will become an expert in marketing your business

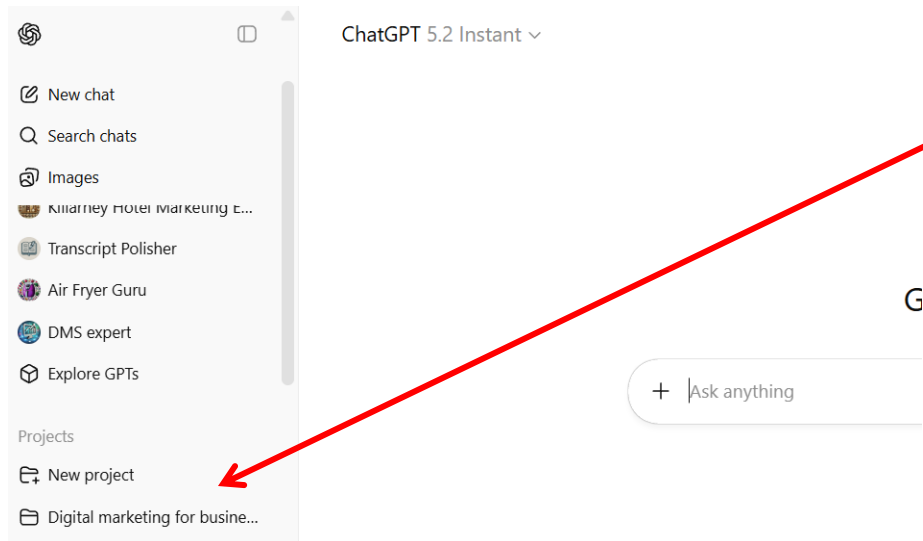


Then click on sources to attach files as context. The AI will read these every time before answering you

Attach the deep research pdfs as files
You could also attach some of your company / business files about your marketing

Then click on Save

Create an AI that will become an expert in marketing your business



From now on, when you want to get the AI to help with your digital marketing DO NOT use the normal chat box in ChatGPT

Instead, always go to the left-hand menu

- Click on the name of your project
- And then have your chat

All your social media related chats will then appear in this Project

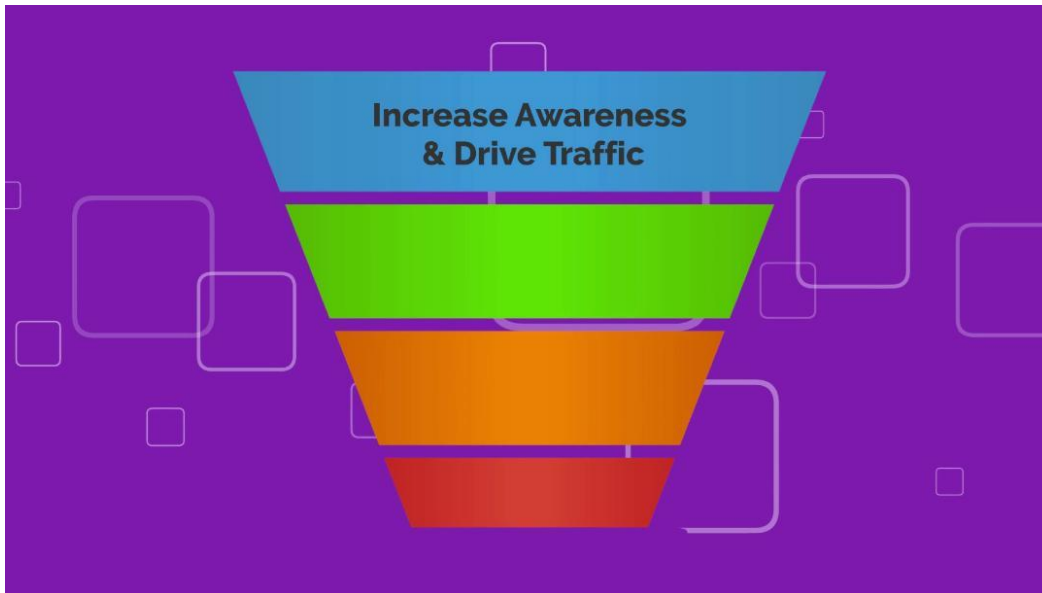
And the AI will always refer to the custom instructions, attached files and previous chats in the Gem before answering

Your website is at the centre of your digital marketing



You want to use these platforms to drive traffic to your site – into your sales environment

Use the sales funnel as the structure for your Digital Marketing Plan



All of our businesses have a sales funnel whether we realise it or not.

At the top of the funnel there are millions of people who have never heard of us. We need to use digital marketing to get discovered and drive people to our website.

This involves getting found through Google, social media, advertising etc.

Use the sales funnel as the structure for your Digital Marketing Plan



When people land on your website you need to work hard to get them to engage or else they will bounce off.

Therefore you need to ensure your website employs a range of tactics that makes visitors think:

- This website looks secure and is fast to load.
- This is what I am looking for.
- This company looks interesting and trustworthy.

Use the sales funnel as the structure for your digital marketing plan

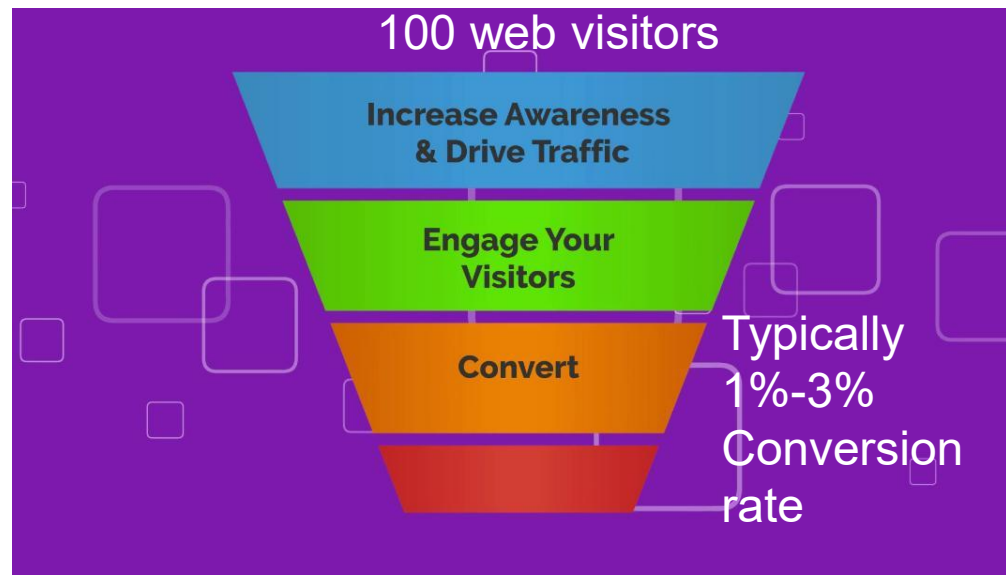


Once people engage and start browsing your site you now have a greater chance of converting them.

You need to employ a range of tactics that will make people think:

- This product service is exactly what I was looking for.
- Other customers say it's great.
- Now would be a great time to buy it.
- I should enquire and ask a few questions about it or I should order it now.

A typical conversion rate is 1%-3%



What we will cover

A marketing framework that you should follow

Middle of the funnel: Increase engagement

Don't immediately scare or frustrate

- Ensure you have an SSL cert
- Ensure the page loads quickly

Immediately resonate

- Write compelling headlines that quickly engage visitors who land
- Bullet point key features / benefits
- Embed Videos that will engage visitors

Build credibility & Trust

- Highlight any media coverage you have received.
- Use statistics for number of customers, years in business etc.
- Highlight blog posts on key pages to engage and build trust

Encourage Browsing

- Have image and text links to tempt visitors to browse around
- Make it easy for visitors to find what they want - Have a simple navigation
- Make it easy for visitors to find what they want Have site search

Measure whether people are engaging or not

Some digital marketing stats and realities



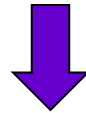
- On average, across most sites, 70% of traffic comes from search engines.
- Typically, searchers will look at three to four sites that have appeared in their search results. This means you are competing with three to four other sites, you are constantly being compared and you need to quickly differentiate your offering.
- On average, users will look at three web pages so you need to make a quick impression and you need to convey the key benefits quickly.
- The first page a user sees isn't always your homepage.
- **You have to ensure the content the visitor sees is**
 - a) **what they were expecting/were searching for and**
 - b) **is compelling.**

How to visualise our task when it comes to engagement

Don't scare or frustrate your visitor as they arrive



Your page should immediately resonate

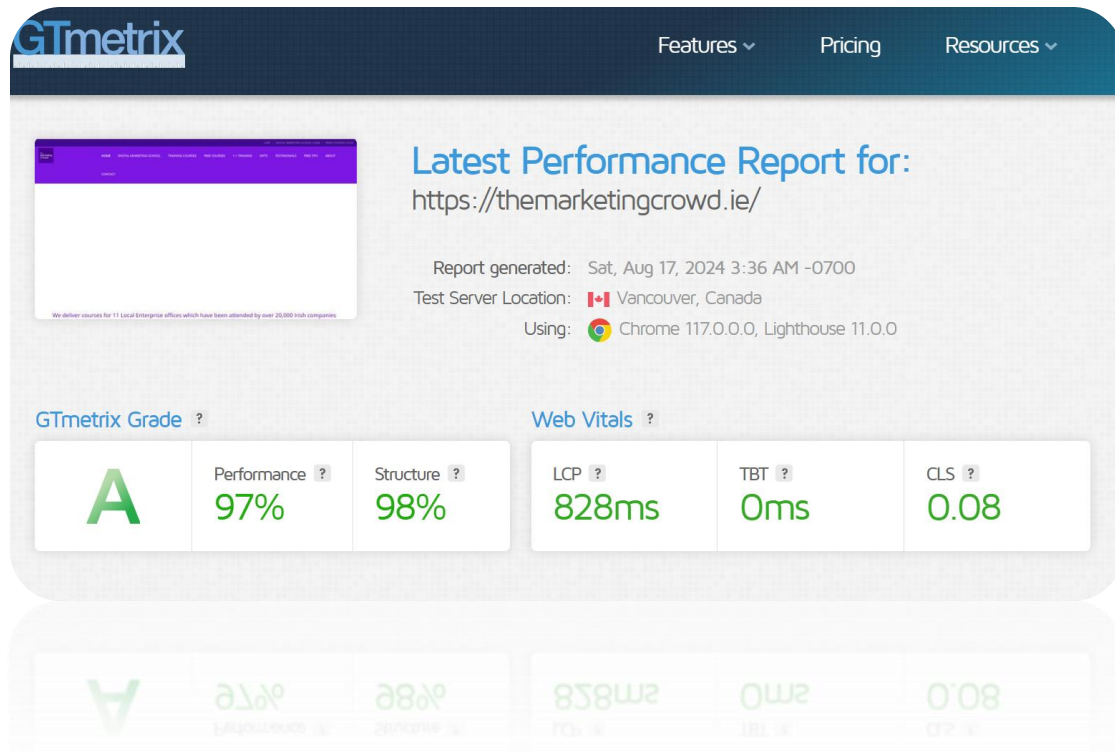


Then build credibility & trust



Encourage more browsing around your site

Don't scare or frustrate: Ensure the page loads quickly



You do not want people to abandon visiting your site because it's slow.

Facebook conducted a study of posts that linked to website and found that 40% of people abandon if it takes more than 4 seconds for the page to open.

You can easily evaluate and improve your site's loading speed using a tool like GT Metrix.com

<https://gtmetrix.com/>

Immediately Resonate

Write a compelling headline for each important page

The screenshot shows the eMove website homepage. At the top, there's a navigation bar with links: Home, Removalists, Utility Connections, Moving Checklist, Address Change, FAQs, About Us, and Contact Us. The eMove logo is on the left, and a 'Call Us Today: 1300 306 522' number is on the right. The main headline is 'Looking for good, reliable removalists?' followed by a sub-headline 'We can get you great prices from eMove approved providers'. Below this is a form with two input fields: 'I Am Moving From' and 'I Am Moving To', both with placeholder text 'suburb or postcode'. A 'Next' button is below the form. At the bottom, there are three sections: 'Free Moving Checklist' with a download link, 'Connect utilities' with an 'Arrange It' link, and 'Why eMove?' with a 'Learn More' link.

Five times as many people read the headline as read the body copy.

David Ogilvy, the founder of the global marketing firm Ogilvy,

Use Chat GPT or Gemini to write a compelling headline for each important page

ChatGPT 4o



Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product



Here are five headline ideas tailored to the top customer needs for this type of garden kneeler and seat—comfort, durability, and convenience:

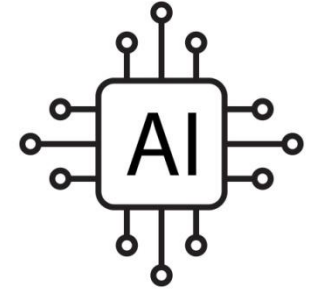
1. "Ultimate Garden Comfort: Cushioned Kneeler & Seat with Tool Pockets for Effortless Gardening"
2. "Durable & Versatile: Your All-in-One Garden Kneeler & Seat with Built-In Tool Storage"
3. "Say Goodbye to Garden Strain: Ergonomic Kneeler with Tool Organizer"



Message ChatGPT



ChatGPT can make mistakes. Check important info.



Either attach an image or tell Chat GPT or Gemini what your product is

If attaching an image, adapt this prompt

Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

Use Chat GPT or Gemini to write a compelling headline for each important page

T I sell washable dog sofas. Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

Show drafts ▾ 🔊

✦ 5 Headlines for Washable Dog Sofas

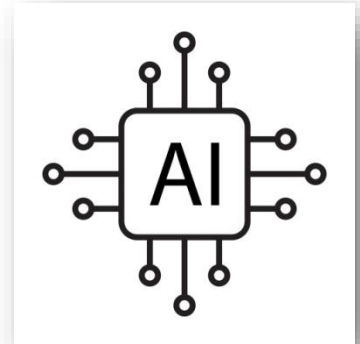
Understanding the Top 3 Customer Needs:

- **Comfort:** Dogs deserve to relax in style and comfort.
- **Cleanliness:** Maintaining a clean home with a pet shouldn't be a hassle.
- **Durability:** A dog sofa should withstand even the most energetic pup.

Headline Ideas:

1. **Ultimate Comfort, Effortless Clean Up, Built to Last: The Dog Sofa That Has It All.**
 - This headline directly addresses the three key customer desires.
2. **Indulge Your Pup: Our Washable Dog Sofas Blend Luxury and Practicality.**
 - Focuses on the comfort aspect while highlighting the easy-to-clean feature.

Enter a prompt here



If you are not attaching an image, adapt this prompt

I sell washable dog sofas. Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

Immediately Resonate

Focus on the key benefits that customers are looking for



Consider the triggers to purchase

When designing your website you need to make a list of the Key triggers to purchase and then make them prominent on the site

What are the key benefits that people are looking for? E.g..
Cheap, quality, guarantee

What are the key features?

Ensure you know these key triggers and then make them very prominent on your page. Don't hide them in the middle of paragraphs of text.

- 1. Incorporate some of them into the headline**
- 2. Have them as clear scannable bullet points.**

Use Chat GPT or Gemini to help figure out the top 5 things customers are looking for when choosing to buy your type of product or service

Gemini ▾

T I have a dog grooming business in Dublin, Ireland, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

Show drafts ▾ 🔊

◆ **Top 5 Things Customers Look For in a Dublin Dog Grooming Business**

As a marketing expert, I've identified the following as the top 5 factors that influence a dog owner's decision when choosing a grooming service in Dublin:

1. Expert Care and Safety:

- Above all, customers want to know their beloved pet is in safe hands.
- Highlight your groomers' qualifications, experience, and any certifications.
- Emphasize a calm and gentle environment, free from stress for dogs.

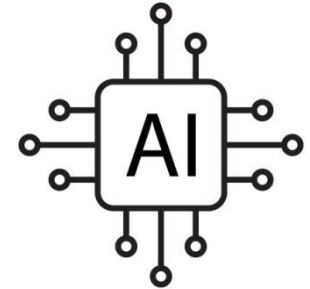
2. Quality Grooming Services:

- Offer a wide range of grooming services tailored to different breeds and coat types.

🗨 Enter a prompt here



Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Apps](#)



Adapt this prompt or your business

I have a product which is a garden kneeler, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

Immediately Resonate

Have a video on key pages – it increases engagement



<https://outdoorcanopies.ie>

<https://outdoorcanopies.ie/clothesline-canopy/>

Increased website engagement:

Video generates a 400% - 700% increase in website visitor engagement and response rates compared to static text & graphics. (Source: Google / Double click)

What type of videos work best for engagement?

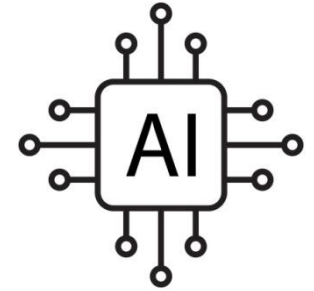
On homepage:

- A 60 second (max) company promo video
- A 60 second (max) product video
- A “How to” video sharing expertise
- A “behind the scenes” video

On a product page:

- A product video
- A testimonial video

Use Chat GPT or Gemini to help figure out what type of videos you could create



ChatGPT 4o ▾

I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion



Creating videos for a guest house or B&B business that drive engagement and increase conversions requires a thoughtful approach to storytelling, authenticity, and showcasing what makes your place unique. Here's a breakdown of ideas categorized into two key objectives: **Engagement** and **Conversion**.

Videos Best for Engagement

These videos are designed to capture attention, foster emotional connection, and encourage sharing, commenting, and repeat visits to your site.

1. Guest Experience Storytelling

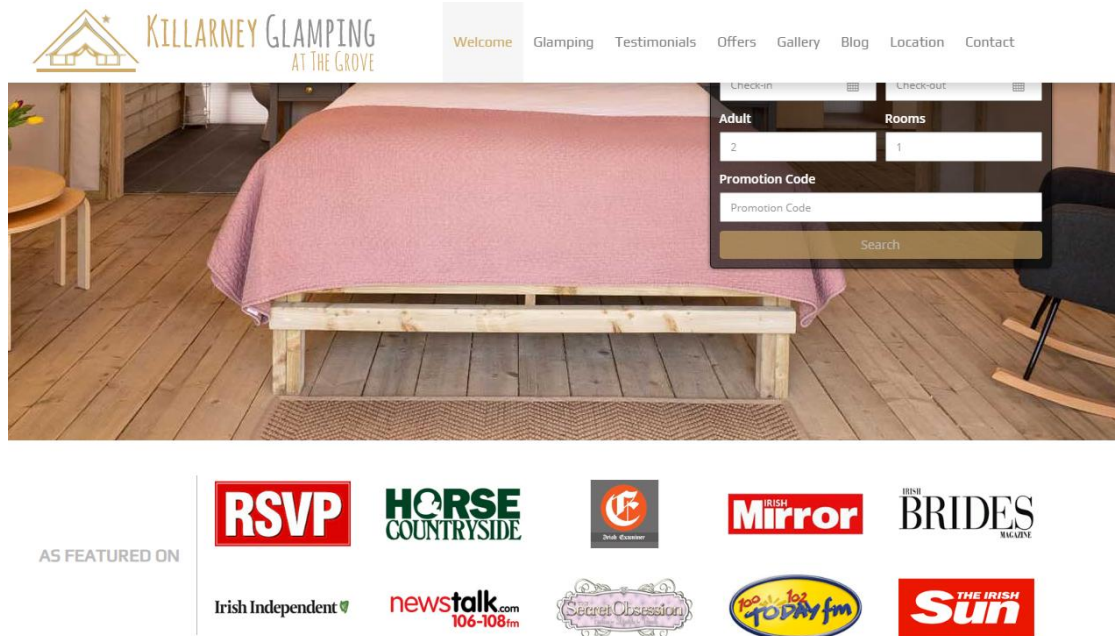
- **Content:** Feature short video interviews or vlogs from previous guests sharing their

Adapt this prompt or your business

I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion

Build credibility & trust

Have a banner highlighting media coverage you have received.



Include the logos of newspapers / radio stations that have written about your business.

It will immediately give your business credibility

Aim to get media coverage if you don't already have some

Build credibility & trust

Use statistics such as number of customers or years in business



Looking for Digital Marketing Training?

We deliver courses for 11 Local Enterprise offices which have been attended by over 20,000 Irish companies

All of our courses are available to stream at any time that suits you - ideal for busy professionals.

We have featured
in articles by ...



Irish Examiner

Ulster Bank

The Sunday
Business Post

Are there some statistics you can place prominently in your web pages that immediately conveys how established your business is and why your product / service is trustworthy?

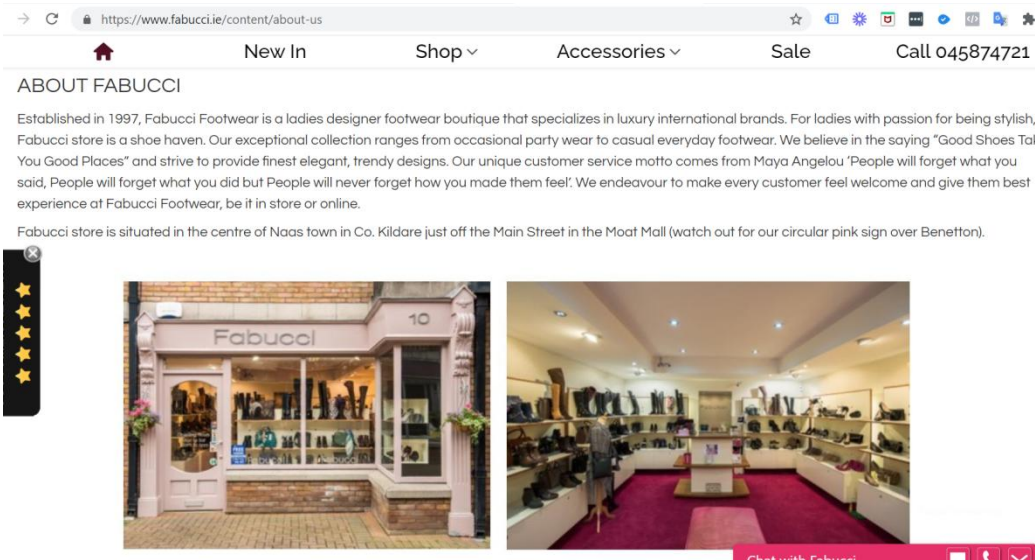
An estate agent might say – We have sold over 5,000 houses for home sellers

A yoga instructor might say – Over 3,000 people have attended my classes in the past 10 years

Build credibility & trust

If you have a physical shop include images of your premises in the about us / contact us page

It reassures people that this is a real business that they can visit should anything go wrong with the order



Build credibility & trust

Have links to your blog posts on key pages – Help first, sell 2nd

DIGITAL MARKETING TIPS



[20 tips and tools for making marketing videos](#)

If you are planning to make some marketing videos here is a checklist and also some very...



[Instagram has launched an Algorithm free feed as an option for users](#)

Instagram has rolled out the ability to view your Instagram feed in 2 new ways ... so you can now...



[How to use Reels on Facebook](#)

Reels were rolled out to 150 countries and if you use Facebook for marketing, here's what you...



[How to use the new caption sticker for videos in your Stories](#)

Have you used the new caption sticker for Stories which automatically transcribes what is being...



[Free tool for picking competition winners on FB & Instagram](#)

If you are running a competition across Facebook AND Instagram you might be wondering how you could...



[How to add captions to your Instagram videos](#)

I often get asked how can you add captions (subtitles) to your videos on Instagram. If you post an...

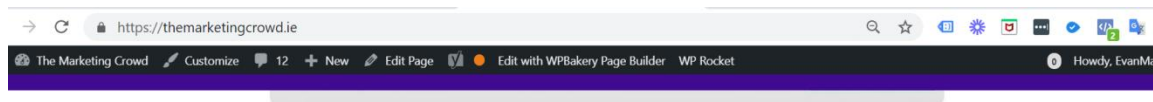
If you have a blog, place links to your blog posts on your homepage and key inside pages.

If your blog posts are helpful and insightful they can help differentiate you from competitors.

People buy from companies they trust. A good way to engender trust is to help first and sell second

Encourage browsing

Have image links and text links on your main pages



Our online Digital Marketing School is designed to help Irish businesses increase their sales

You'll get a digital marketing plan and you will be shown how to implement it with immediate access to seven of our latest digital marketing courses (on demand video lessons) and you can also attend a [Live online Digital Marketing Course each month](#) with Evan using Zoom. This is ideal if you want to learn how to grow your sales through website & social media marketing.



You can get "remote" 1-1 training from the comfort of your home.

[Watch the video to see how it works](#)



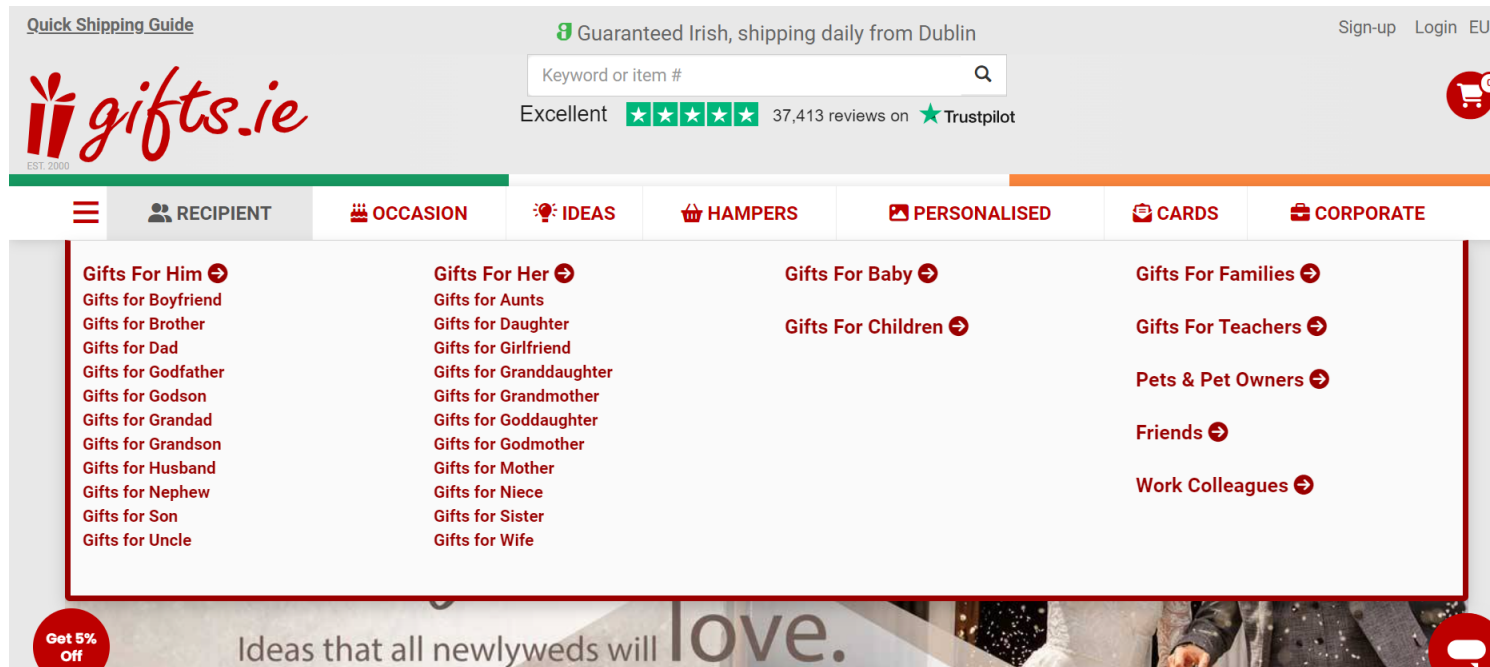
[View the 1-1 training options](#)

Your goal is to get people browsing

Adding text links and image links will prompt and tempt people to click through to the main pages of the site

Encourage browsing

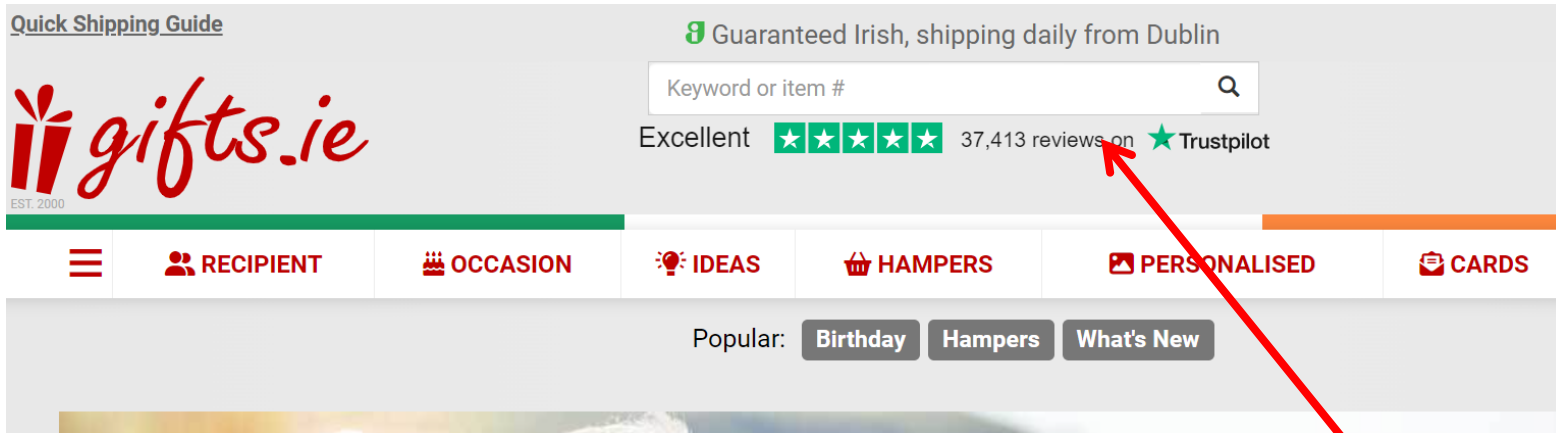
Have a simple navigation so it is simple to find what a visitor wants



- Visitors land on your site with a purpose and your job is to make it as easy as possible for them to find what they are looking for.
- Make sure that navigating your website is intuitive and user-friendly to increase its usability, thereby nudging visitors to convert.

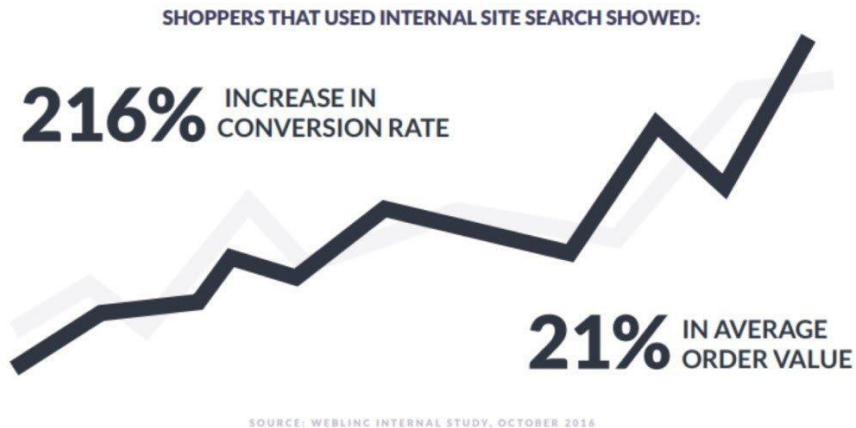
Encourage browsing

Have site search if you have an ecommerce website



If you have an ecommerce website, ask your web designer to add site search if it isn't already on the site.

Image Source: [Neil Patel](#)



Research how you compare with competitors & refine your site

Compare what your competitors are doing to engage visitors



Visit the websites of your top 3 competitors that appear high up in Google search results. Potential customers will also visit their sites and will compare you. Make a note of ...

- How your page speed compares
- How your navigation compares
- Do they have pages you do not have?
- What image and text links do they have?
- What headlines are they using?
- What key features / benefits are they promoting?
- What type of videos are they using?
- Are they explaining what makes them different?

Assess how all of this compares to your website and what things you feel you need to improve to be better than them

What we will cover

Bottom of the funnel: Tactics to increase conversions

Entice

- Test different offers
- Psychology – use limited time offers
- Psychology – use a countdown timer for your offers
- Psychology – scarcity can increase conversions

Reassure

- Aim to get visitors to read testimonials – ways to best present testimonials
- Consider offering a satisfaction guarantee
- Consider offering a money back guarantee
- Create product / service videos that will convert visitors
- Explain what makes you different
- Ensure returns policy is better than competitors

Encourage Action

- Ensure you have call to action buttons on all key pages
- Add Request a Call back buttons (if offering a service)
- Optimise your enquiry forms

Try to convert the 97% again in the future

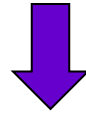
- Send cart abandonment emails
- Encourage visitors to signup for your newsletter
- Encourage visitors to download lead magnet
- Encourage visitors to Follow you on social media

Research and refine

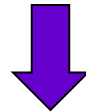
- Compare what your competitors are doing to convert visitors
- Talk to your customers – ask them why they purchased

How to visualise our task when it comes to conversion

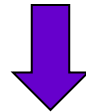
Entice visitors to purchase or enquire



Reassure that they are making a good decision



Encourage action right now



Continually research and refine y

Entice visitors to purchase or enquire

Test different offers



Special offers generate more enquiries and sales. But how can you tell which offer will be more compelling?

Try different offers and see which ones generate more sales for you.

Use Chat GPT or Gemini to generate offer ideas that you can test

ChatGPT 4o ▾

I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try



Absolutely! When testing different offers to attract new customers to your hair salon, you want a range of incentives that cater to different motivations. Here are 10 diverse offers you can experiment with:

1. First-Time Discount

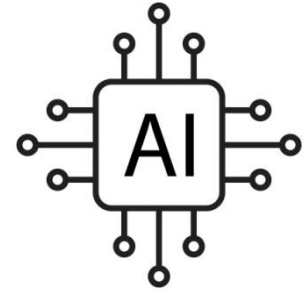
Offer a flat percentage discount (e.g., 20% off) for first-time customers. This is a classic and straightforward incentive that appeals to price-conscious individuals.

2. Free Add-On Service

Provide a complimentary add-on with their first appointment, such as a free deep conditioning treatment, scalp massage, or hair mask. This makes customers feel like they're getting extra value without directly discounting your core service. ⬇



Message ChatGPT



Adapt this prompt to your business

I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try

Entice visitors to purchase or enquire

Psychology – use limited time offers & countdown timer



Rather than have a special offer that is available for a few weeks, consider running it for a much shorter period with an end date and time that is very soon.

People tend to take an action when they realise that the offer will be gone soon.



Also, by adding a countdown timer to your web page it reinforces that the offer will end soon.

You can ask your web designer to add a countdown timer or you can use this tool <https://elfsight.com/tutorials/how-to-add-countdown-timer-to-any-website/>

Entice visitors to purchase or enquire

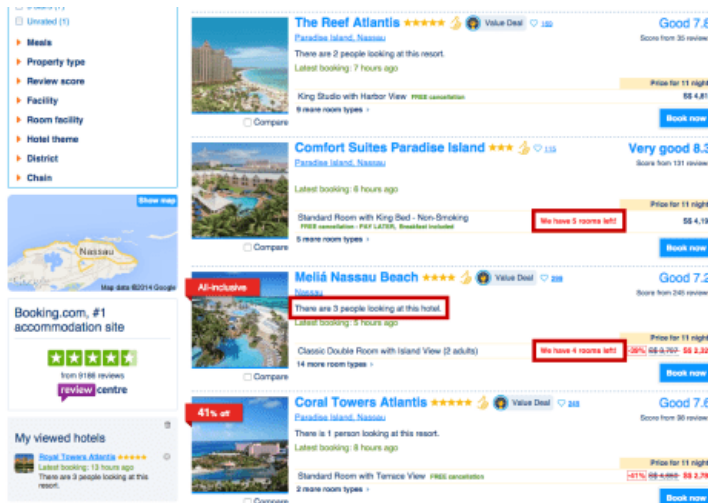
Psychology – scarcity can increase conversions

Because it induces FOMO—the fear of missing out—scarcity is a powerful technique.

First, identify a couple of ways that scarcity genuinely exists in your business. It could be:

- Low stock levels of a product
- Limited edition items or products you'll discontinue soon
- An option to get a gift with an order but only a limited number of gifts available

Then, use elements like a countdown timer and compelling copy on your website and product pages to nudge your audience to take action.



Read more about scarcity in marketing

<https://www.referralcandy.com/blog/scarcity-marketing-examples>

Note: Do not create false scarcity. If you fake an expiring discount or a 'limited edition' label only to reinstate it a few days later, you might temporarily drive sales—but you'll show a lack of integrity

Reassure that they are making a good decision

Aim to get visitors to read testimonials



Testimonials will generate more enquiries and sales.

Research and multiple case studies* have shown that visitors who interact with a review are 58% more likely to convert into paying customers.

That's a vast benefit to gain from merely popping some customer testimonials up onto your landing page. There is a lot to consider when experimenting with testimonials.

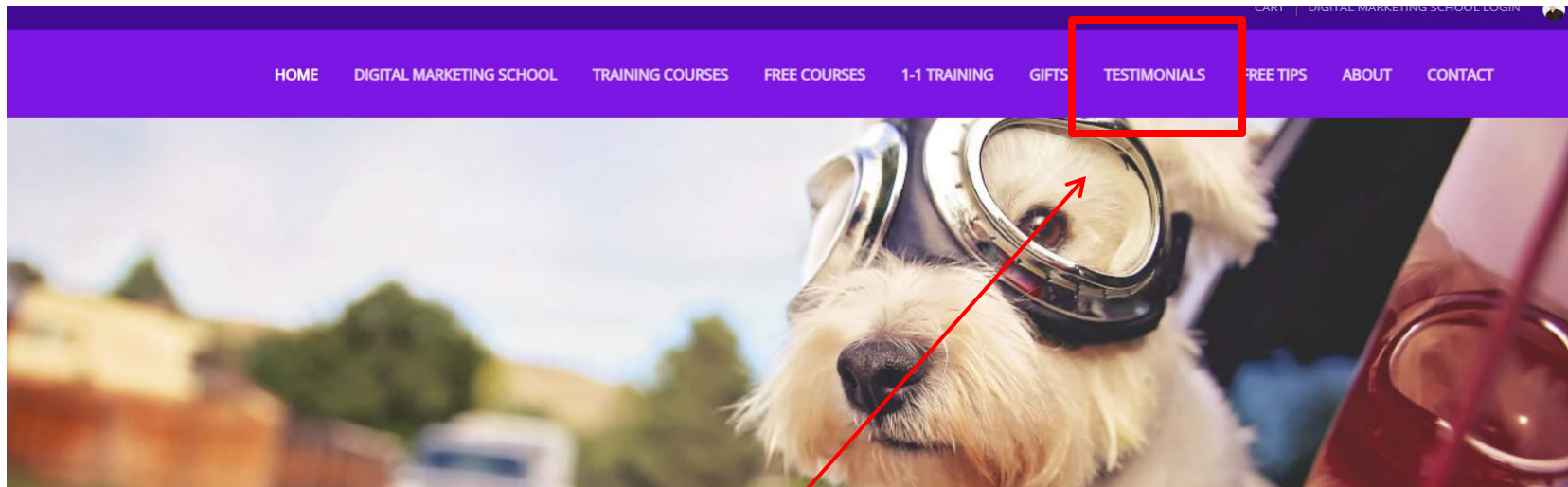
•Source:

<https://www.bigcommerce.co.uk/blog/customer-testimonials/>

However, it's not enough to have them on Google, Tripadvisor or Facebook. They need to be very visible on your website.

Reassure that they are making a good decision

Ensure you have a testimonials page



Ensure you have a tab on your main menu for testimonials. Ensure that they are immediately easy to find. Don't have it hidden in a dropdown menu.

Ideally

- If you are asking a customer to provide a testimonial, try to focus the customer on the key barriers /
- riggers to purchase e.g. "For example, you might want to highlight that you thought of our customer service"
- Try to embed Facebook or Google reviews – they look Bona Fide and trustworthy
- Try to get a video testimonial

Reassure that they are making a good decision

Also include testimonials on relevant product pages

a) A downloadable digital marketing plan that shows you how to increase your sales

b) Instant access to all our latest Digital Marketing courses so you can learn at your own pace, any time that suits you.

ve training course over Zoom each month which cover the main topics in-depth – or watch a replay if you can't make the session.

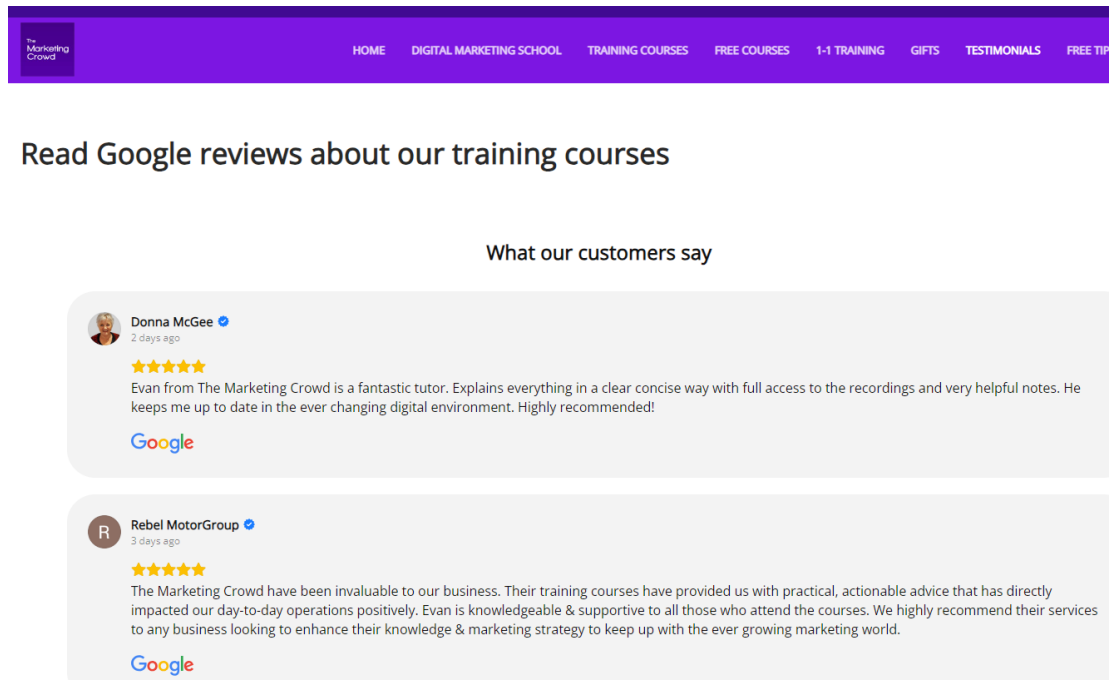
If so, our Digital Marketing School is perfect for you



Ensure that you also include relevant testimonials on your product pages and also on your homepage

You can then have a link to view more testimonials driving people to your testimonials page

How to embed Google reviews



Option 1

Take screenshots of your Google reviews and add them as images on your web pages.

Option 2

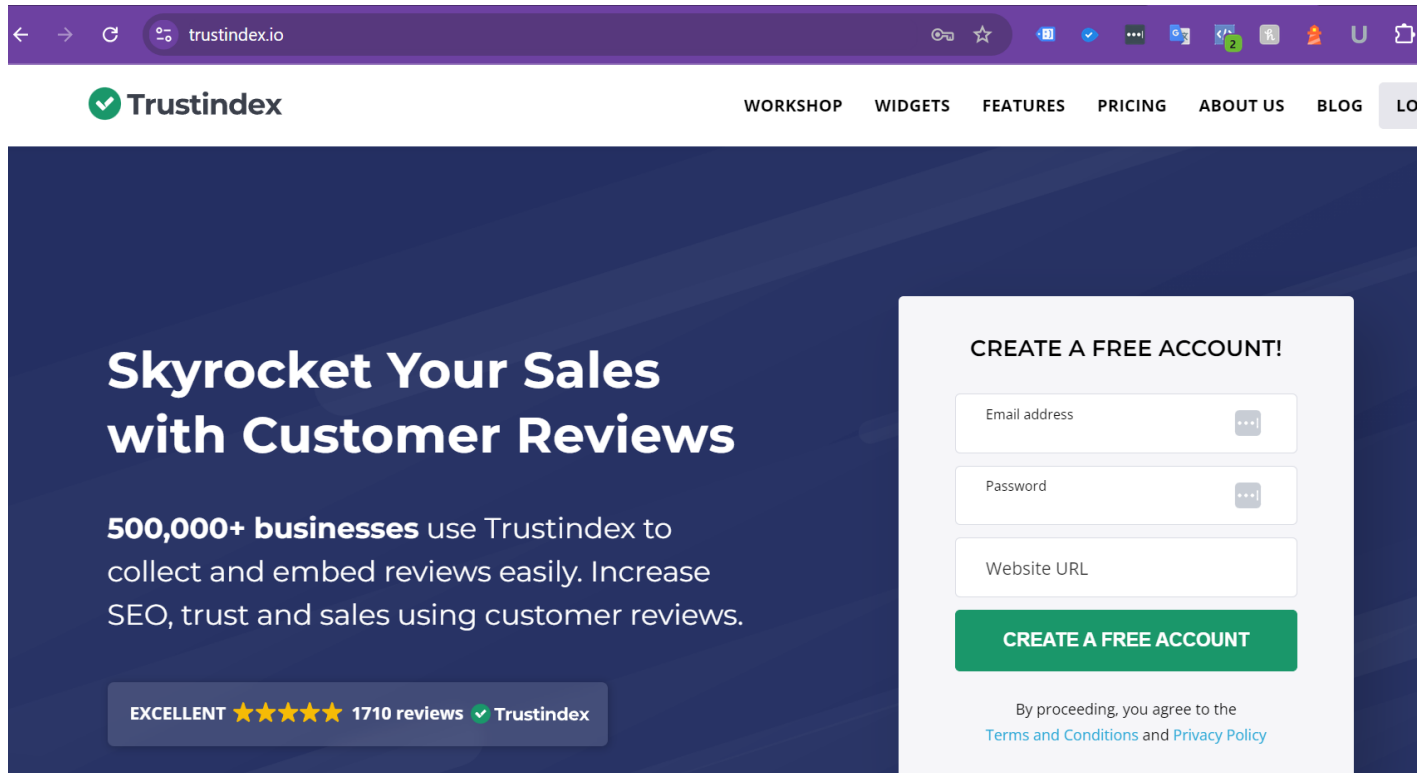
Your web designer will be able to embed reviews from your Google profile

Or you can do it yourself by using a free tool

Click here to see an example of how reviews appear

<https://themarketingcrowd.ie/traning-testimonials/>

How to embed Google reviews



The screenshot shows the Trustindex website interface. At the top is a navigation bar with the Trustindex logo and links for WORKSHOP, WIDGETS, FEATURES, PRICING, ABOUT US, BLOG, and LO. The main content area has a dark blue background with the headline "Skyrocket Your Sales with Customer Reviews". Below this, it states "500,000+ businesses use Trustindex to collect and embed reviews easily. Increase SEO, trust and sales using customer reviews." A badge shows "EXCELLENT ★★★★★ 1710 reviews ✓ Trustindex". On the right, a white box titled "CREATE A FREE ACCOUNT!" contains a form with fields for "Email address", "Password", and "Website URL", followed by a green "CREATE A FREE ACCOUNT" button. At the bottom of the form, it says "By proceeding, you agree to the Terms and Conditions and Privacy Policy".

trustindex.io

Trustindex

WORKSHOP WIDGETS FEATURES PRICING ABOUT US BLOG LO

Skyrocket Your Sales with Customer Reviews

500,000+ businesses use Trustindex to collect and embed reviews easily. Increase SEO, trust and sales using customer reviews.

EXCELLENT ★★★★★ 1710 reviews ✓ Trustindex

CREATE A FREE ACCOUNT!

Email address

Password

Website URL

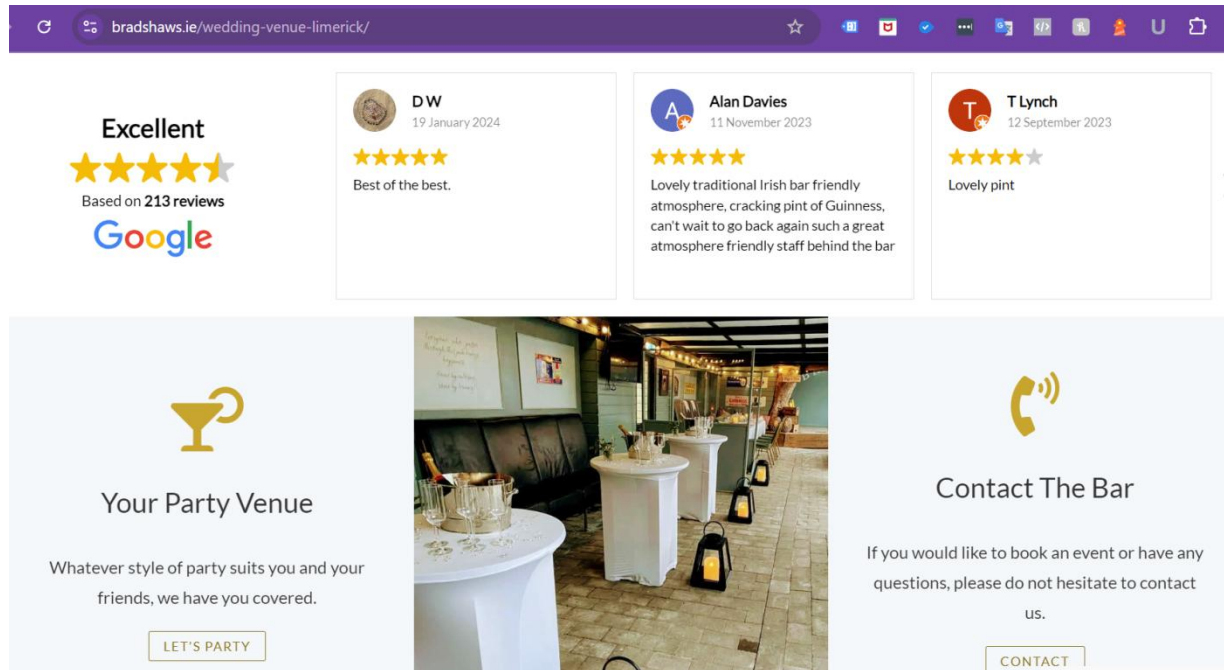
CREATE A FREE ACCOUNT

By proceeding, you agree to the [Terms and Conditions](#) and [Privacy Policy](#)

Click here for the free tool

<https://www.trustindex.io/google-reviews-widget/>

How to embed Google reviews



Another example of Google reviews embedded on this page

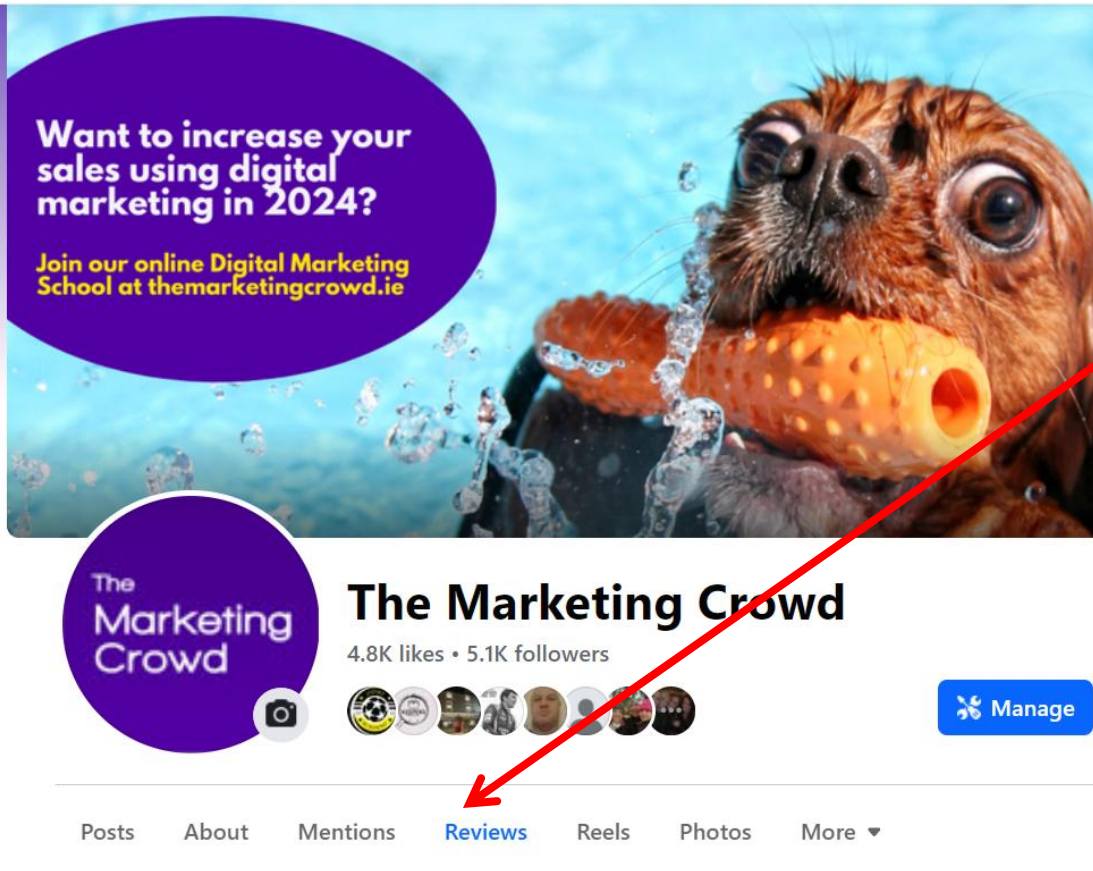
<https://www.bradshaws.ie/wedding-venue-limerick/>

This tool allows you embed reviews like the example above

<https://www.trustindex.io/google-reviews-widget/>

Note: This tool will also pull in reviews from Facebook, Tripadvisor and lots of other sources

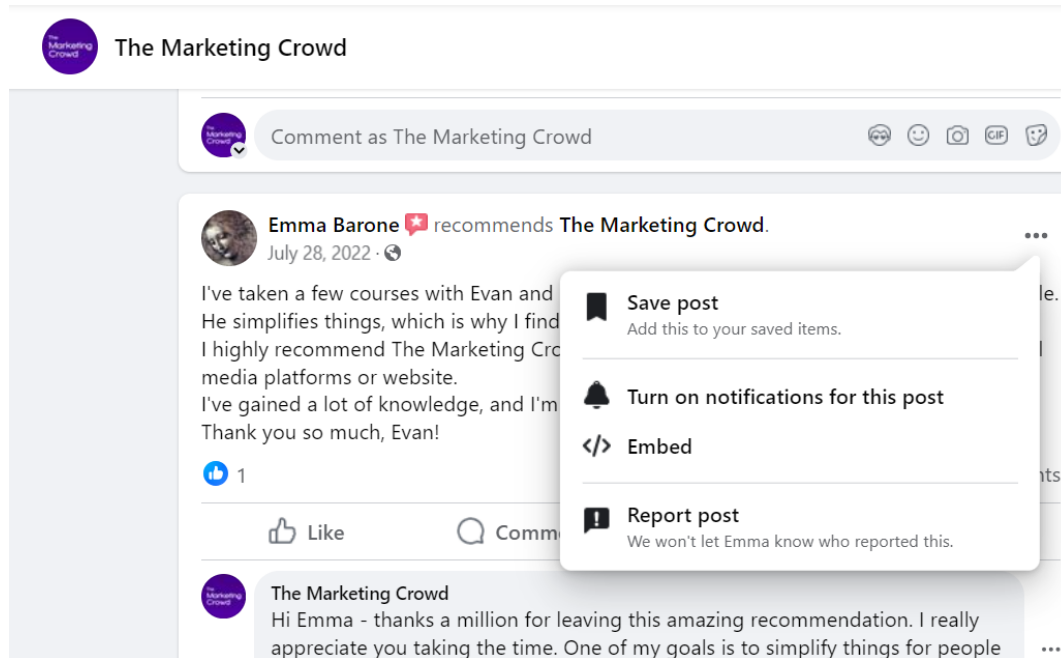
Where to get the Facebook review embed code



Go to your Facebook business page

Click on "reviews" in the left hand navigation

Where to get the Facebook review embed code



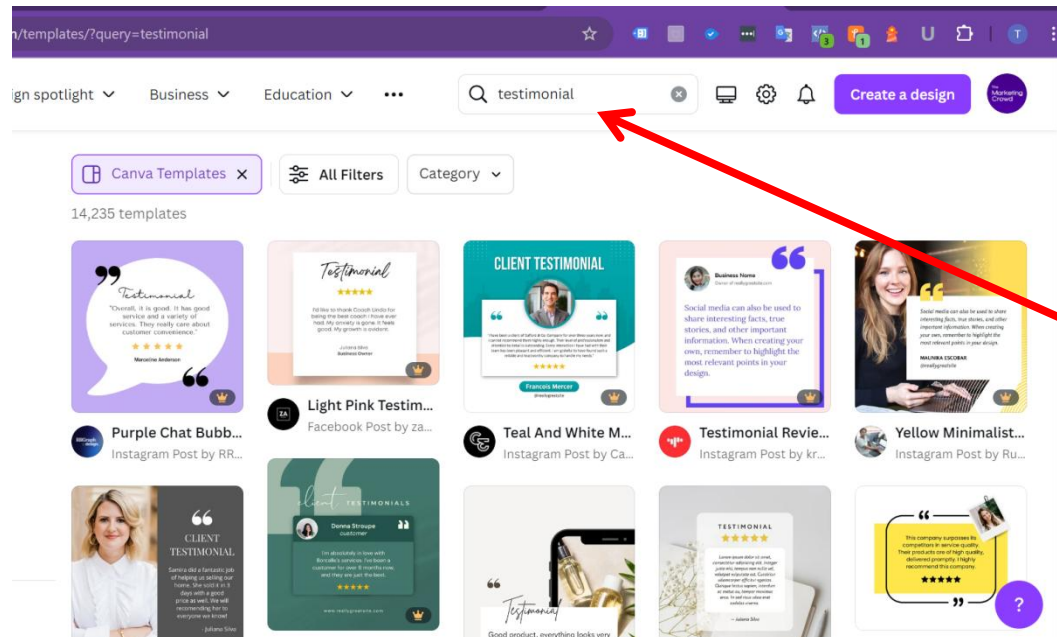
Find the review you want to embed

Click on the arrow top right of the review

Select "embed"

Place the code on your web page

How to design eye catching testimonial graphics

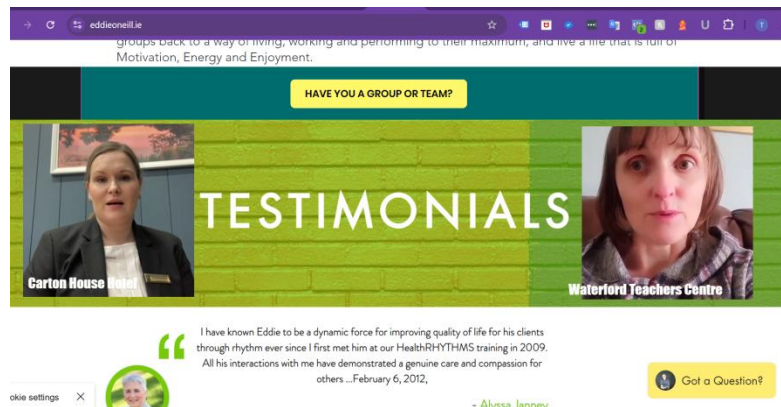


If someone emails you a testimonial / review you can make it look much better on your website by adding it to a graphic

On Canva they have lots of template designs for testimonials.

Go to canva.com
In the search box type testimonials and enter

Try to get video testimonials. They are very impactful



<https://www.eddieoneill.ie/>



<https://themarketingcrowd.ie/traning-testimonials/>

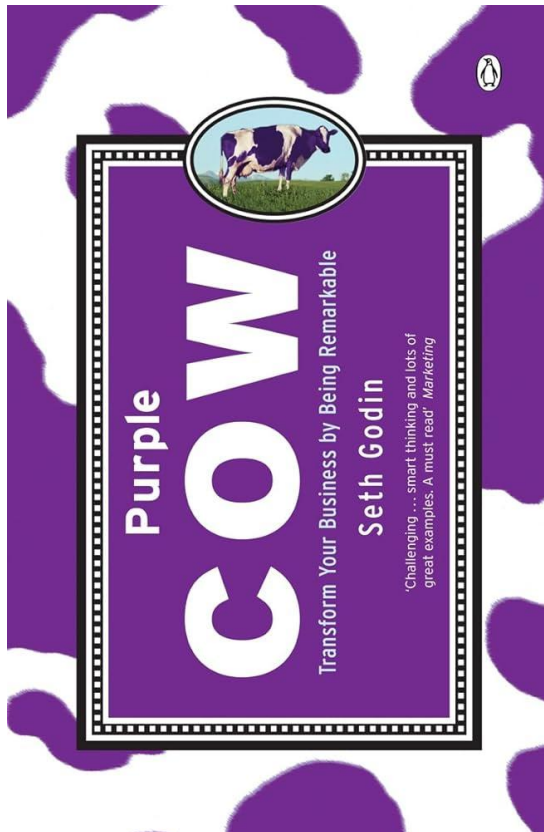
If some of your customers were willing to provide video testimonials these can be far more impactful than written testimonials because they are very authentic.

Ask a few customers who are very positive about your product or service if they would be willing to make a quick 30 second video

It could be recorded on their phone

Reassure that they are making a good decision

Explain what makes you different to your competitors



The book “purple Cow” by Seth Godin
will give you lots of ideas

Aim to make your product or service remarkable – or at least, it should be clear how it is different from competitors.

The essence is that when your offering is so different from competitors in a way that people find remarkable – so different that they talk to friends or colleagues about it - then you are guaranteed success through word of mouth recommendations.

- You need to decide how you are differentiating the business and then you need to communicate that clearly to your potential customers on your website.

Question. Ask how you offer something different to your top two competitors. If your answer is “better quality and better value” then this is far too vague and waffly. You need to articulate the difference in more tangible and compelling terms

Use Chat GPT or Gemini to help figure out how to differentiate your business

ChatGPT 4o ▾

I have a guest house / B&B business in Limerick, Ireland, I want to develop some ways to differentiate my business to stand out from competitors. I want to develop some purple cow ideas based on Seth Godin's book. Act like a marketing expert and brainstorm 10 things I could do



Standing out in the hospitality industry is crucial, especially in a competitive market like Limerick. Applying Seth Godin's "Purple Cow" principles to your guest house or B&B means creating unique, remarkable experiences that will leave a lasting impression and get people talking. Here are 10 ideas that could help differentiate your B&B:

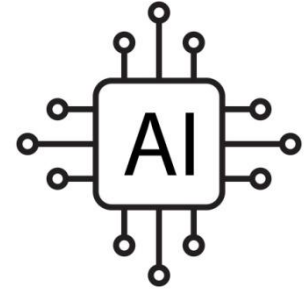
1. Themed Rooms with Local Culture

- Transform each room into a unique experience by theming it around Limerick's culture, history, or famous landmarks. For example, have a "King John's Castle Room," a "River Shannon Suite," or a room themed around the famous Limerick poetry. Incorporate local art, decor, and stories to create immersive experiences that guests will remember and share.

 Message ChatGPT



ChatGPT can make mistakes. Check important info.



Adapt this prompt or your business

I have a guest house / B&B business in Limerick, Ireland, I want to develop some ways to differentiate my business to stand out from competitors. I want to develop some purple cow ideas based on Seth Godin's book. Act like a marketing expert and brainstorm 10 things I could do

Reassure that they are making a good decision

Consider offering a satisfaction guarantee



- Can you offer a customer service promise – perhaps a credit note if the customer is not happy with the service received. This serves to highlight your commitment to service and also focuses employees on providing a high quality service.
- Can you offer a quality promise – customers can have a refund or a discount if they are not happy with the quality.

The reality is that very few people are likely to claim against this guarantee. But the fact that it is there is very reassuring for first time buyers.

Use Chat GPT or Gemini to generate ideas for guarantees

T 4o ▾

I have a hair salon business in Limerick, Ireland,. Do you think that a money back guarantee is something that is used in my industry? If so, can you give me 5 examples of a money back guarantee I could offer?



A money-back guarantee can be an unconventional but powerful marketing tool in the hair salon industry, including in Limerick, Ireland. While it's not common in the beauty industry due to the subjective nature of services, it can work as a confidence-building tactic, especially for attracting new customers. If positioned correctly, it can set you apart from competitors and signal that you truly stand behind the quality of your services.

Here are five different ways you could structure a money-back guarantee for your hair salon:

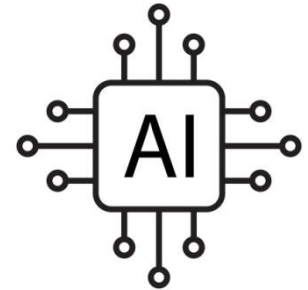
1. Satisfaction Guarantee

Offer a "100% Satisfaction Guarantee" where if a customer isn't happy with their service, they can return for a free touch-up or adjustment within a certain period (e.g., 7 days). If they're still unsatisfied after that, they can request a refund. This approach gives you a chance to fix the issue before providing a refund, minimizing potential losses.

 Message ChatGPT



ChatGPT can make mistakes. Check important info.



Adapt this prompt or your business

I have a hair salon business in Limerick, Ireland,. Do you think that a money back guarantee is something that is used in my industry? If so, can you give me 5 examples of a money back guarantee I could offer?

Reassure that they are making a good decision

Ensure your returns policy is better than competitors



- If you have an ecommerce site Clearly state your returns policy and have a link from every product page.
- Have a quote from customers who have returned goods explaining how easy it was

Reassure that they are making a good decision

Create product / service videos that will convert visitors



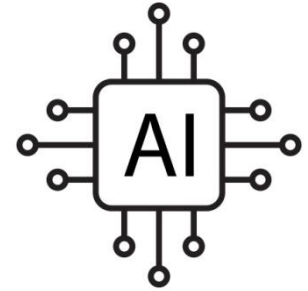
Increase website conversions

Ecommerce sites sell more products when there is a video demonstrating the product

- Ebags.com – conversion increases 50.1% for those that clicked play and 138% for those who watched the entire video (source: ebags.com)
- Onlinegolf.co.uk saw an increase in sales of 88% for items that featured a video (source:internetretailer.com)
- Shoeline.com saw an increase in sales of 44% for product pages that had a video (source:internetretailer.com)

Aim to create videos that bring your product / service to life and address the main triggers to purchase.

Use Chat GPT or Gemini to help figure out what type of videos you could create



lo v

I have a guest house / B&B business in Galway, Ireland, I want to create some videos for the main landing pages on my website that will increase conversion. Act like a video marketing expert and brainstorm ideas for videos that are best for increasing conversion



Creating engaging and effective videos for your guest house or B&B business in Galway, Ireland, can significantly enhance conversion rates. Video content should focus on delivering a mix of authentic, emotionally engaging, and informative visuals that resonate with your target audience. Below are several video ideas that can help increase conversion on your landing pages:

1. Welcome/Introduction Video

- **Concept:** A short and warm welcome video featuring the owner (you or a friendly staff member) introducing the guest house and inviting potential guests to experience the charm of Galway with a personal touch.
- **Focus:** Personal connection, hospitality, and creating a welcoming atmosphere. Mention unique selling points like your B&B's location, amenities, and any special touches.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

Adapt this prompt for your business

I have a guest house / B&B business in Galway, Ireland, I want to create some videos for the main landing pages on my website that will increase conversion. Act like a video marketing expert and brainstorm ideas for videos that are best for increasing conversion

Encourage action right now

Ensure you have a call to action button on every page



Ensure your Call To Action buttons are well designed

Ask yourself – what is the next most logical thing a web visitor would want to do and then prompt them to do it e.g.. Request a free 10 minute chat

Best practice

1. Ensure the CTA button is very prominent and located above the fold.
2. Include a benefit message / incentive within the button



Encourage action right now

Focus on Various Calls To Action



Gives visitors a choice – allow them to enquire in a way that suits them

Not every visitor will favour the typical channels of email or telephone. Make it easy for visitors to enquire about your product or service in the way that suits them.

For example, you could include

1. Request a call back button
2. Message us on WhatsApp

Here are the instructions on how to create a Click to chat button for WhatsApp

<https://faq.whatsapp.com/5913398998672934>

Try to convert the 97% again in the future

Aim to get visitors to follow you on social media

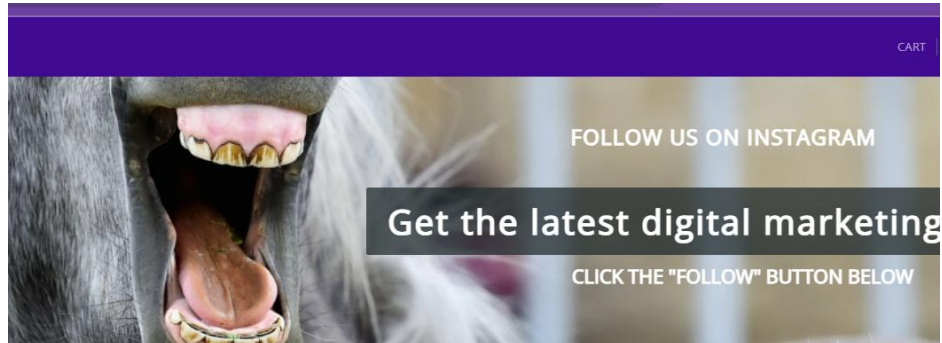


If 97% of your website visitors won't immediately enquire or purchase, wouldn't you want them to follow you on Social Media so that you can stay in touch and tempt them to purchase in the future?

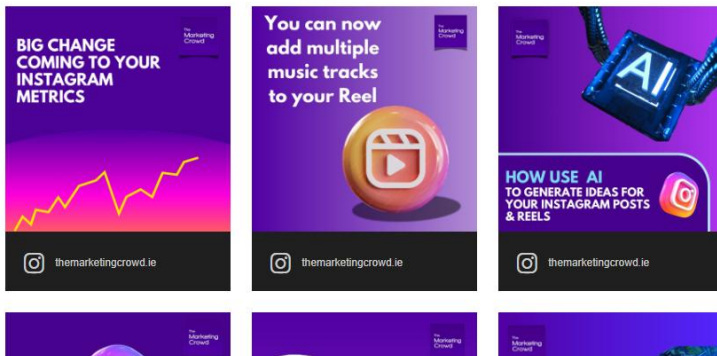
However, rather than have prominent links at the top of your page driving people off of your website to Facebook and Instagram, **pull your recent social media content into your website so people can see it and might choose to follow you**

Try to convert the 97% again in the future

Aim to get visitors to follow you on social media



Powered by  **juicer**



Use a free tool called Juicer to add your Instagram content on your website

See it on our website here

<https://themarketingcrowd.ie/instagram-updates/>

You can get your feed for free here

<https://www.juicer.io/>

It needs to be embedded on a web page. If you do not know how to do that ask your web designer

Research & refine

Compare what your competitors are doing to convert visitors



Visit the websites of your top 3 competitors and go through the steps of making a purchase or enquiry (no need to actually purchase. Make a note of ...

- What offers?
- How are they displaying testimonials?
- What videos are they using?
- What Calls to action are they using?
- What fields are in their enquiry forms?
- How easy is the order process?

Assess how all of this compares to your website and what things you feel you need to improve to be better than them

Research & refine

Talk to your customers – ask them why they purchased



Talk to your customers

Some of the best insight comes from speaking directly with your customers asking your questions such as:

- Why did you buy this product?
- What was the most important feature?
- Did you have any hesitations or issues when buying?

This will give you insight about your value proposition. You might learn, for example, that while your website focuses on your product's health benefits, your customers are buying it because it's cheaper than your competitors, which can then inform your copywriting.