

A Roadmap to Success for Low Traffic Websites:

Tackling Challenges with BlackPearl Diver

Introduction:

Boosting your website traffic may seem like a daunting task. Still, while you're working on increasing your organic monthly visits, making the most of your current traffic is essential to generate leads and sales.

This playbook is designed to help you transform your traffic into opportunities by using BlackPearl Diver.

Pain point one:

Turning your low-converting traffic woes into opportunities

Identifying website visitors.

On average, only 2% of website visitors fill in the form, sign up or book a demo. For low-traffic websites, this might lead to extremely small sales and revenue issues. However, using Pearl Diver can help you improve your conversions by following the next steps.

The screenshot displays the BlackPearl Diver dashboard. At the top, it shows 'Identified website visitors' with a count of 6,803 and a 'Hotlist' of 668. Below this is a table of identified website visitors with columns for Name, Email, Visits, Location, Company, Company visits, Visit date, and Record. A 'Record details' sidebar is open for 'Eric King', showing his title as 'CEO Director', a 'Visit last 28 days' count of 7, and various professional details including company name (Modestic Company), email (eric@plaw.com), phone number (345 678 9987), department (Management), company domain (modestic.com), company revenue (5 million to 10 million), company employee count (20 to 100), company industry (Marketing company), company department (Management), and company LinkedIn (linkedin.com/company/modestic). Below this, the 'Addresses' section shows the company address: 400 OceanGate Ste 2345, Long Beach, CA, 90802.

A

Set up retargeting campaigns:

Use the general list data to create retargeting campaigns to re-engage visitors who have yet to convert. These campaigns can remind visitors of your products or services and encourage them to return to your website.

- Steps**
1. Go to Identified website visitors
 2. Download the CSV dataset for the last 90 days.
 3. Upload this list to Facebook, Google Ads, and other paid channels you use.

B

Set up automated email campaigns:

Use the list of identified website visitors to create an email list for nurturing campaigns that would raise interest and motivate visitors to return to your website.

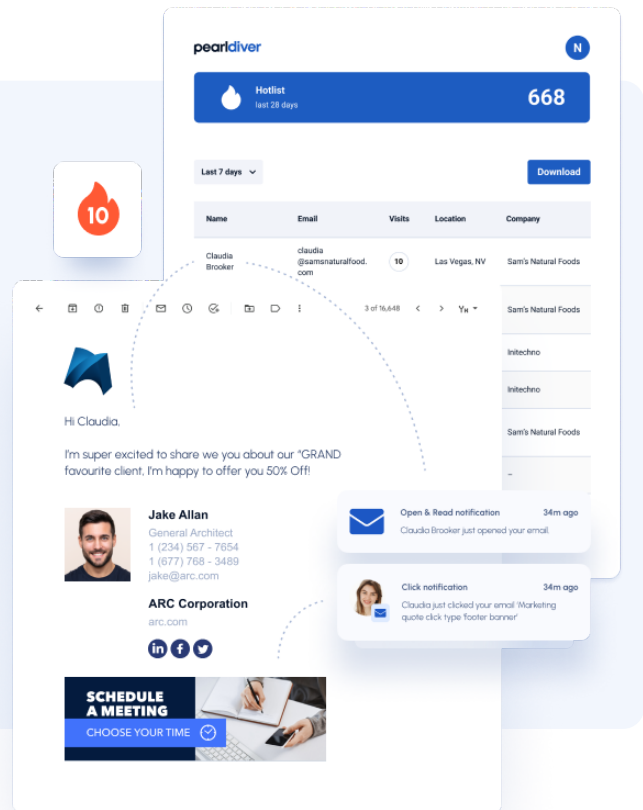
- Steps**
1. Go to Identified website visitors
 2. Download the CSV dataset for the last 90 days.
 3. Upload this data to your email services provider like SendGrid, MailChimp, or others.

Pain point two:

Spotting potential customers

Hot List of Frequent Visitors

Focus on nurturing leads that have visited your website at least twice, as they are more likely to convert. Pearl Diver creates a Hotlist of those visitors so you can prioritize and personalize your engagement efforts.



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Send a personal email to returning visitors:

Get a list of visitors on your website more than once in the past 28 days. Prioritize leads with more visits and allocate your resources more effectively.

- Steps**
1. Go to Hotlist
 2. Click on the visitor's information to get contact details and other information.
 3. Send personalized emails based on the data in record details
 4. Keep an eye on email engagement alerts and be ready to reply asap.

C

Create new audiences based on your hottest prospects:

Add new leads to the pipeline by creating look-a-like or similar audiences for your ads in Meta, Google, Twitter, and other channels. This platform will analyze your list and show your ads to similar leads.

- Steps**
1. Go to Hotlist
 2. Select and download data from 'Visitors you haven't emailed' and 'Visitors you emailed.'
 3. Upload this CSV file to your advertising platform.

B

Get your sales reps on call:

Make calls your next re-engagement activity. Support your email with timely calls. Be on the lookout for leads that visited your website several times but never interacted with your email.

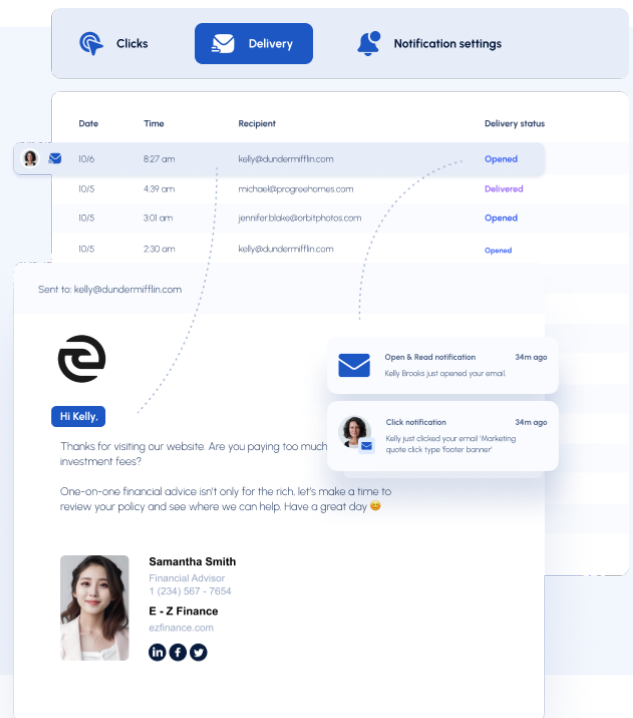
- Steps**
1. Go to Hotlist
 2. Select Visitors you've emailed
 3. Click on the visitor's information to get contact details and other information.
 4. Make a call and send a follow-up email immediately after the call
 5. Be on the lookout for email engagement notifications.

Pain point three:

Elevating Your Sales Email Performance

Email Insights

Monitor the performance of your email communications with Pearl Diver's email tracking features. Optimize your email based on open and click-through rates to improve engagement and conversion rates.



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Make your follow-ups timely:

Get on call or immediately follow up with your prospect as you get an email engagement notification. Check what links the prospect clicked to make your communication more relevant.

- Steps**
1. Set up email tracing with our onboarding team if you don't have one.
 2. Turn on notifications in Insights
 3. Get notifications to your email
 4. If you choose to call as your preferred outreach channel, go to PearlDiver for a phone number in 'Record details.'

B

Monitor and optimize email efforts:

Use our software's email tracking features to measure the success of your sales emails. Adjust your email content, targeting, and frequency based on engagement metrics to improve your email marketing results.

- Steps**
1. Go to your Insights dashboard
 2. Click on the visitor's information to get contact details and other information.
 3. Send personalized emails based on the data in record details
 4. Keep an eye on email engagement alerts and be ready to reply asap.

Pain point four:

Difficulty re-engaging Past Customers or Leads

Back-in-Market Alerts

Know when past customers or leads interact with your earlier emails or visit your website. Use the back-in-market alerts and reports to spot opportunities for reconnecting with past customers or leads.

The screenshot displays the PearlDiver interface. At the top, a notification for Sarah Johns is shown: "Hi Sarah. I'm super excited to share we you about our 'GRAND favourite client. I'm happy to offer you 50% Off!". Below this, a profile for James Windsor, Marketing Manager, is visible. The main section shows "Identified website visitors" with a count of 6,803 and a "Hotlist" of 668. A table lists visitors with columns for Name, Email, Visits, Location, Company, Company visits, Visit date, and Record. The table is filtered for the last 7 days. A red notification bubble with the number 7 is present next to Sarah Johns' entry in the table.

Name	Email	Visits	Location	Company	Company visits	Visit date	Record
Claudia Brainer	cbrainer@pearliver.com	2	Los Vegas, NV	Santa's Natural Foods	1	2023-01-28	B2B
Ben Soto	bsoto@pearliver.com	2	Los Vegas, NV	Santa's Natural Foods	1	2023-01-28	B2B
Paul Smith	paulsmith@pearliver.com	2	Dallas, TX	Intechno	2	2023-01-28	B2B
Sarah Johns	sarahjohns@pearliver.com	3	Dallas, TX	Intechno	2	2023-01-28	B2B
Sarah Johns	sarah@intechno.com	7	New York, NY	Intechno	2	2023-01-27	B2B
Ther Mena	thermena@pearliver.com	3	New York, NY	Globe Corporation	2	2023-01-27	B2B
Eric King	eric@king.com	7	San Francisco, CA	King City ID	2	2023-01-25	B2C
Nelly Chen	nelly@pearliver.com	2	Los Angeles, CA	Vega At The Beach	2	2023-01-25	B2B
Julia Hunter	julia.hunter@pearliver.com	3	Seattle, WA	-	2	2023-01-25	B2C

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Re-engage past customers and leads:

Make sure to react as soon as possible as you get a back-in-market alert. Use this information to re-engage with these contacts, address new needs or interests, and win back their business.

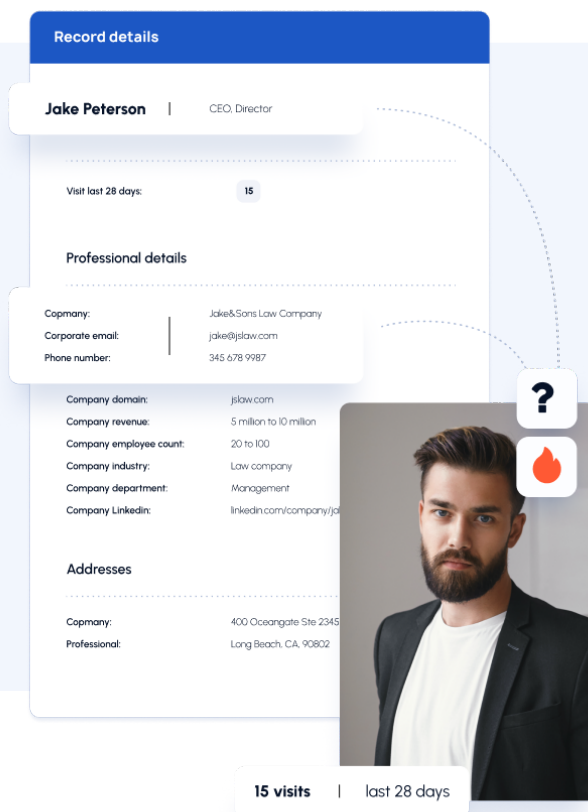
- Steps**
1. Go to Hotlist
 2. Select back-in-market
 3. Use the list of leads to reach out
 4. Track email notifications to see any engagement with your earlier emails.

Pain point five:

Knowing your ideal customer

Identifying website visitors.

Create an ideal customer profile to understand better who will use your product or service. Use Pearl Diver to gather detailed visitor information, including titles, company sizes, industry, and locations, to build profiles.



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Create targeted content and marketing campaigns:

Based on the insights gained from the list, create content tailored to the interests and preferences of different visitor segments. This can improve engagement and increase the likelihood of conversions.

- Steps**
1. Go to Identifying website visitors list
 2. Download the CSV file with data for the last 90 days
 3. Go to Hotlist and download CSV from all segments.
 4. Merge these files in a spreadsheet
 5. Analyze and build profiles.

