Telemarketers Beware: First Impressions Last Even in the Online Market by Jayden Chu

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We have all heard about the old saying that â€˜first impressions lastâ€™, especially those in Malaysia, but some of us may still have second thoughts of whether this makes any sense for their business. But if a study by the Missouri University of Science and Technology is to be believed, you might have to take a closer look in this rule. Take note, this may have a huge impact on your business operations. You may be using a lot of marketing tools, like e-mail, telemarketing, or television, but if you fail to consider the fundamentals of the online market, it may cause you trouble.

Remember: Always make your company look good online in the first try.

There are no second chances here. If you do succeed at the second time, you will notice that the results will pale in comparison to what others have at the first try. As for those in the telemarketing business, it is important that you make your company website look good. Failure to do so will result in poor reception from business prospects that search for us online. This means you have to get your web designers, content writers, as well as you graphic artist to put their act together and make your website as snappy and professional as it can be. Your prospects will be impressed this way.

Now, what are the things that should you consider?

To start with, there is the company logo to worry about. The researchers discovered that visitors spend 6.48 seconds just looking at your logo. If it looks good enough, then you got them. If it is a sloppy job, then you can say good-bye to a potential telemarketing client.

Another factor is in navigation and the menu. A lot of visitors spend as much time as looking at logos in studying a websiteâ€™s menu. If you can make it smart and intuitive enough, then you can encourage them to explore your sight more. You might actually generate more interest in your company this way.

The search box is also another area of concern. A lot of visitors spend a long time looking for this. In fact, this can be an important part of your site. People naturally want to look for something that they want, and a strategically placed search box can do the trick.

Social media links are also an important part of your operations, since letting customers engage your business can be a great way to promote what you offer. Think about it, if your clients or future clients are happy with your telemarketers and the service, then they will spread the ward to others.

The main image should also be attractive and speak volumes about you, since this is where visitors look the most. Also, your web content should be able to get their attention immediately, since this can keep them to your sight longer. And lastly, make sure that the bottom of your page has something for them to interact on, since people tend to spend time there as well.

What do you think? Do you agree with this?

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