Lifeless Forms? Lifeless Website!

Why fill out a form on a website? For many potential customers, it is easier, faster, and more convenient to provide a bit of personal information in exchange for a quote or a friendly email regarding products and services. While forms can be helpful for both a sales team and potential client, they need to be crafted with care. But how?

Have you ever encountered a form that was just too plain long? You fill out one page, and instead of clicking submit you are directed to yet another page of required fields that have you wondering why so much information is expected of you. Or, on the other hand, you find yourself providing the bare minimum for a quote that needs much more information. What's the point of even filling it out then?

A good form is one that adds value to your website and allows individuals to interact with it. If someone is interested in getting to know more about you and your business, the form becomes THE place to share necessary contact information, provide a small description of what the person is looking for, and gives a timeline of when they may hear back from the sales team. If the form requires too much or too little information, it becomes a chore and no longer provides added value to the website.

Forms can come in many shapes and sizes, but they all need to do one thing- connect potential customers to sales agents. We cannot tell you how many times a business has come to us claiming that they never get any leads from their website, only to find that their website has deleted their leads, or sent them to the Spam folder. This needs to change.

In this day and age, people expect to get the answers they need, quickly. If a sales agent takes too long to respond to an online inquiry, they will most likely lose the sale because the individual has reached out to another company who responded faster and provided more value. To truly stay ahead of the competition, businesses need to respond to inquiries made through online forms, RIGHT AWAY. We cannot tell you how many times we have gained a new client because we responded to them within 30-minutes or less.

Do us a favour and test the forms on your website! Are they engaging? Do they ask the right questions? Are they fast, or very slow? Do you get a notification in your email? If you say no to any of these questions, then contact us! Give us a call or fill out a form on our website (they are very pretty and user-friendly). We'd love to chat with you!

Neil Persaud

Business Development Manager
Candybox Marketing
p: 416 479 0177 x210
a: 201-100 Queen Street South, Mississauga, ON
w: www.candyboxmarketing.com   e: neil@candyboxmarketing.com