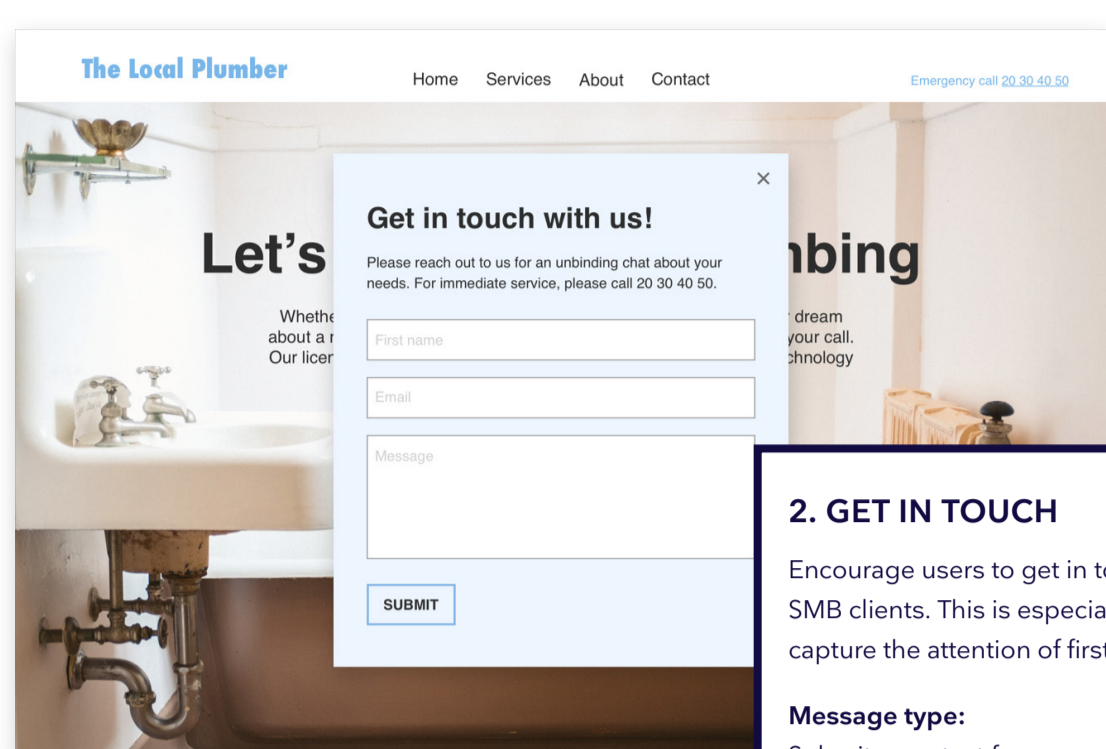# 10 tips to engage SMB website visitors

Mono On-Site Engagements is a dynamic and free feature that your small- and medium-sized business (SMB) clients can use to personalize their website. We've put together 10 smart ways you can help your SMB clients deliver a more engaging visitor experience:
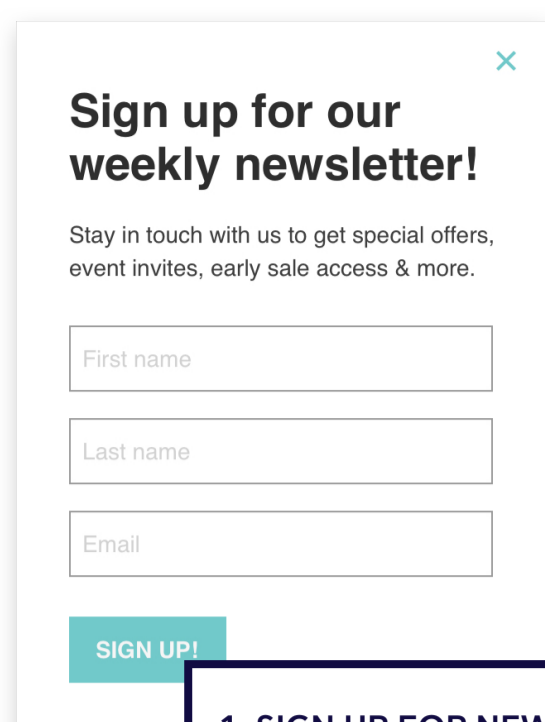
Sign up for our weekly newsletter!

Stay in touch with us to get special offers, event invites, early sale access & more.

First name

Last name

Email

SIGN UP!

1. SIGN UP FOR NEWSLETTER

Prompt visitors to sign up for your SMB clients' newsletter by offering early access to sales, promotions and more. This is a great way to build up their database for email marketing.
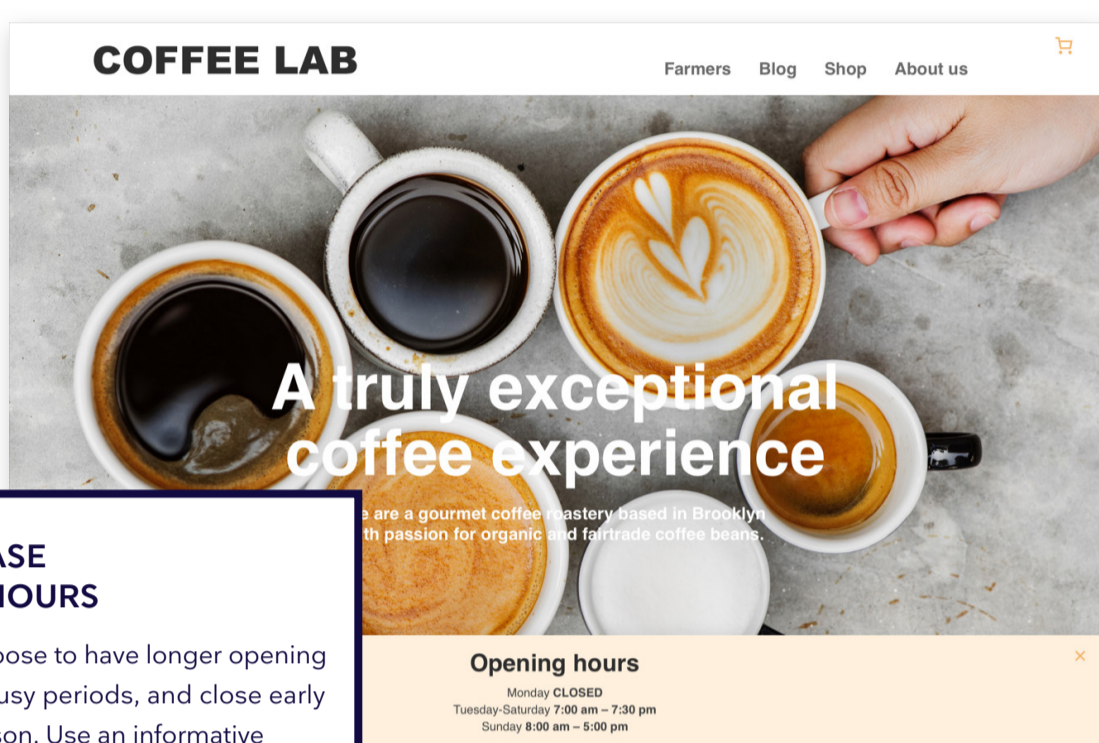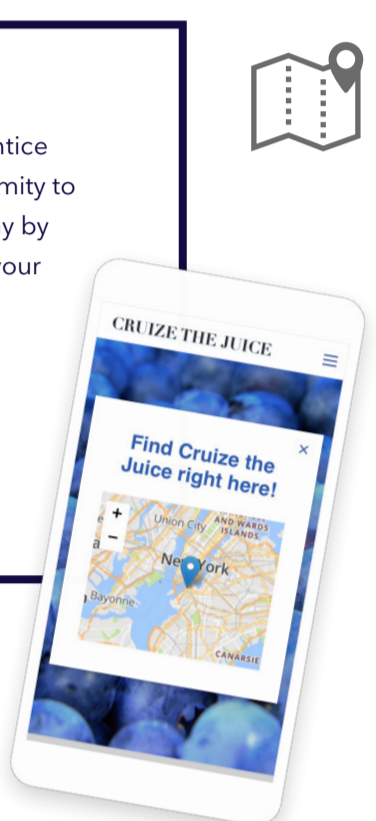
Message type:
Sign up to newsletter

Suggested trigger:
After visiting 2 pages

The Local Plumber — Home · Services · About · Contact — Emergency call 20 30 40 50

Let's [handle your plum]bing

Get in touch with us!

Please reach out to us for an unbinding chat about your needs. For immediate service, please call 20 30 40 50.

First name

Last name

Message

SUBMIT

2. GET IN TOUCH

Encourage users to get in touch with your SMB clients. This is especially helpful to capture the attention of first time visitors!

Message type:
Submit a contact form

Suggested trigger:
On first visit

3. FIND MY BUSINESS

Location, location, location. Entice customers within a close proximity to visit your SMB clients right away by showing the exact location of your SMB clients' establishment.

Message type:
Show location on a map

Suggested trigger:
When located within 2km

CRUIZE THE JUICE

Find Cruize the Juice right here!

COFFEE LAB — Farmers · Blog · Shop · About us

A truly exceptional coffee experience
We are a gourmet coffee roastery based in Brooklyn with passion for organic and fair trade coffee beans.

Opening hours
Monday CLOSED
Tuesday-Saturday 7:00 am – 7:00 pm
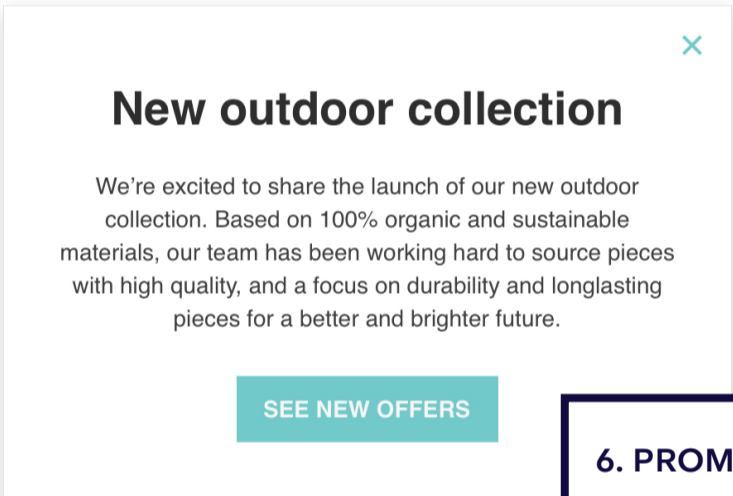Sunday 8:00 am – 5:00 pm

4. SHOWCASE OPENING HOURS

Many SMBs choose to have longer opening hours during busy periods, and close early during low season. Use an informative On-Site Engagement to showcase irregular opening hours!

Message type:
Simple message without button

Suggested trigger:
Scheduled for when opening hours are irregular

New outdoor collection

We're excited to share the launch of our new outdoor collection. Based on 100% organic and sustainable materials, our team has been working hard to source pieces with high quality, and a focus on durability and longlasting pieces for a better and brighter future.

SEE NEW OFFERS

5. EMERGENCY HOTLINE

In some scenarios, visitors are looking to immediately get ahold of an SMB to solve their problems. Set up an emergency hotline for your SMBs to accept calls that are urgent.

Message type:
(Sticky) Click to call

Suggested trigger:
Persistent

6. PROMOTE NEW OFFERINGS

Let repeat visitors know when offerings change. Highlight a new collection, new type of service or even a limited edition product with a promotional message.
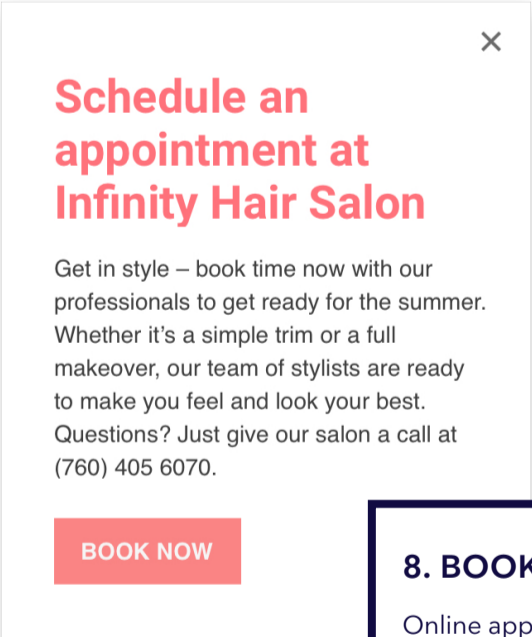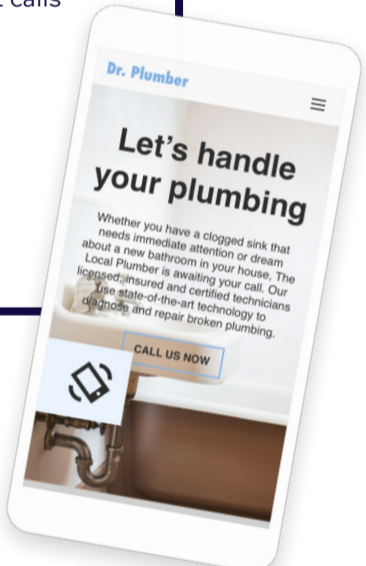
Message type:
Simple message with button

Suggested trigger:
Scheduled for the first month the offering is new

Dr. Plumber

Let's handle your plumbing
Whether you have a clogged sink that needs immediate attention or dream about a new bathroom in your house, The Local Plumber is always your choice. Experienced and serving your call. Our team of plumbers use the latest equipment and new technology to deliver high quality work to solve even the most broken problems.

CALL US NOW

CRUIZE THE JUICE — News · Shop · About us · Contact

Share the event with friends

Do your friends need more juice magic in their lives? Then feel free to invite them to join the High on Juice event!

Email

RECOMMEND

[We have made juice into] [an art... or inspiration...] Please join us this summer where you can create, enjoy and bring home healthy and tasty juice along with great recipes and equipment.

SHARE EVENT

7. SHARE EVENTS

Running a workshop, special event or celebrating a business anniversary? Use an On-Site Engagement to encourage their customers to share the event with their friends!
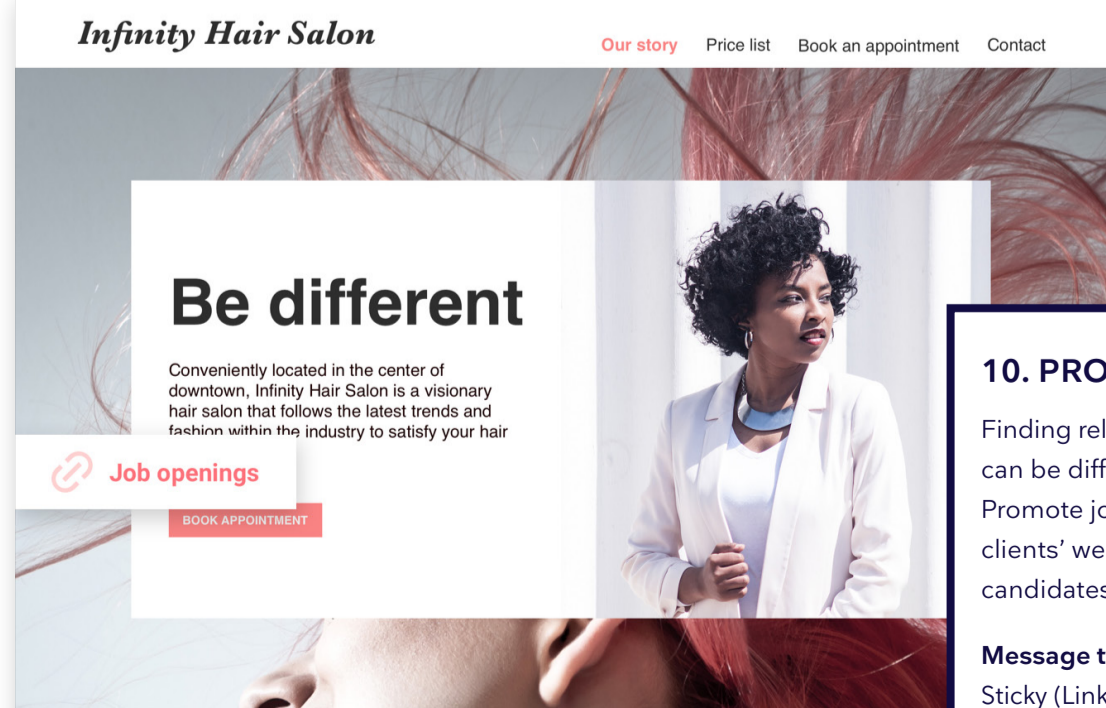
Message type:
Send to a friend

Suggested trigger:
Referral from campaign link

Schedule an appointment at Infinity Hair Salon

Get in style – book time now with our professionals to get ready for the summer. Whether it's a simple trim or a full makeover, our team of stylists are ready to make you feel and look your best. Questions? Just give our salon a call at (760) 405 6070.

BOOK NOW

8. BOOK AN APPOINTMENT

Online appointment booking is a great way to secure conversion for service- or experience-based businesses. Don't leave visitors hanging and prompt them to book right away!

Message type:
Simple message with button

Suggested trigger:
Appears after 15 seconds

9. DOWNLOAD YOUR DISCOUNT

Offering an in-store discount? Give website visitors the option to download a coupon that they can use next time they visit your SMB clients' physical location.

Message type:
Download a file

Suggested trigger:
Scrolling on page

Get 10% off our Venezuelan coffee beans

From now until March 31, you can get 10% off all our Venezuelan coffee beans when purchasing in-store. Simply, download the coupon and show it to our team when you pay!

DOWNLOAD

Infinity Hair Salon — Our story · Price list · Book an appointment · Contact

Be different
Conveniently located in the center of downtown, Infinity Hair Salon is a visionary hair salon that follows the latest trends and fashion within the industry to satisfy your hair

Job openings
BOOK APPOINTMENT

10. PROMOTE JOB POSTINGS

Finding relevant and qualified employees can be difficult for small businesses. Promote job openings on your SMB clients' website to entice relevant candidates to apply.

Message type:
Sticky (Link to a page)

Suggested trigger:
Referral from LinkedIn or other local job sites

Want to learn more about Mono On-Site Engagements?

Please feel free to reach out to our sales representative Leah Lobo at lelo@monosolutions.com to learn more about how the Mono Platform can help you drive more business to your SMB customers.

MONO