

# **Does Your Website Talk?**

*Chip Cummings, CMC*



Imagine picking up the phone, dialing a phone number, and leaving a short voice mail message. Big deal – we do that every day, right? What if you could take that voice mail message, and put it on your website within 90 seconds? Or attach it to an e-mail? All without having to host the audio files on your website, or having to have “special plug-ins” or software for anyone that wanted to hear it – now, THAT would be different!

Well that is exactly what a newly developed technology from a former Microsoft developer can allow you to do. As a loan originator, I am always looking for ways to separate myself from the competition by developing more efficient and effective methods to “recruit and retain” customer relationships, and to personalize that relationship to build long-term success. As a speaker, trainer and author, I try to find the best ways to show you how to creatively and easily use these technologies in your everyday world to further develop your personal success. This simple new technology strategy promises to do just that.

## **So What Is It?**

Creating audio or video files and placing them within a website is certainly not a brand new technology, but it has been a cumbersome and cost prohibitive one for many small companies and originators. The sound files had to be created with certain equipment, then stored in a directory on your website (or created a sizable e-mail attachment), and could only be played by a customer or prospect IF they had the right software. If they didn't, then they would have to download the software, and wait to hear or see the message. Often it would take 15-45 seconds to download the file before they even hear anything – which is an ETERNITY on the Internet. This usually results in a lost sale or missed opportunity. From a practical standpoint, the marketing applications therefore, were quite limited.

That problem has now disappeared. Rick Raddatz, a former developer for Microsoft has recently simplified the whole audio transmission process, making it practical and affordable – and as simple to use as dialing the phone. What makes this technology so new is the fact that no special software is needed, it doesn't require any website hosting or space requirements, and the audio is instantaneous for the customer! It is also inexpensive, and I can use it as easily as dialing the telephone! I have tested and implemented this new technology, I can't believe how easy it is to use. I dial an 800 number, record a message, and then simply paste a link to my website or e-mail. The first one took me about 90 seconds to do!

So how can we use this new tool in our overall marketing strategy? Well, many of you have already witnessed a few ways that I have started to use this emerging technology, but the marketing possibilities are staggering. Here is just a short list of new strategies that I'm working on with my customers:

## **12 Audio Marketing Strategies**

- 1. Website Welcome**  
Greet your customers with a recorded welcome message when they visit your website. A short personal greeting gives you the opportunity to let them HEAR your UVP (Unique Value Proposition), and about your company and the services that you offer.
- 2. Interest Rate Updates**  
Allow customers to not only *see* the current interest rates, but to hear your analysis of what the rates are doing and any special pricing incentives that you may be offering.
- 3. Loan Product Descriptions**  
Provide your customers with an opportunity to hear you personally explain what a 5/1 ARM is, or about your construction lending program guidelines. Let them know the benefits of going with an 80/10/10 or a new stated income program for self-employed borrowers.
- 4. Customer Testimonials**  
There is nothing more powerful than a testimonial from a happy customer (or several!). Let them say it themselves on your website, next to their written words, for a truly powerful impact. Written testimonials just cannot relay the joy, excitement and satisfaction of a new homeowner like an audio message can.
- 5. E-mail Link**  
Imagine being able to send a personal voice message to your customers and prospects as part of an e-mail message. I have used this several times already, and the response rate has jumped by more than 200%. Combine this technique with the auto-responder strategies that I discussed in a recent e-Marketing Strategies report for an even bigger impact.
- 6. E-mail Signature**  
A personalized signature file used as part of an e-mail is still one of the most under-utilized marketing opportunities. Try attaching a quick personal audio message as a tag line to all your e-mail messages.
- 7. E-zines**  
I use several e-zines for customers, prospects, affinity marketing groups, and more. Attach personal comments, testimonials, loan product or service announcements, event information, or staff introductions.
- 8. Free Reports (with Auto-responders)**  
In a recent article, I talked about the power of using auto-responders to turn suspects into prospects, and utilizing free report attachments as a value-added service. Now it's possible to personalize the reports with instructional audio and messages to make a

greater impact, and I am implementing a specific strategy for capturing first-time homebuyers.

**9. Staff Introductions**

Use audio messaging to introduce your support team. Let your team member's record messages to strengthen your personal commitment to customer service.

**10. Relationship Marketing (Affiliates/Affinity Partners)**

Create personal messages for cross-marketing opportunities with your affinity partners, such as real estate agents, attorneys, financial planners, accountants, etc. Record personal introductions and place them on THEIR websites instead of just simple links.

**11. Real Estate Listings**

Instant audio messaging opens up numerous opportunities with real estate agents, including specific financial information for individual property listings, as well as endorsements from past buyers. Agents can also record personal information greetings for each property!

**12. Privacy Statements**

Personal privacy and the safeguarding of financial information has become an increasing concern. Record a personal privacy statement and attach it to your site or welcome page to make customers feel confident that you are respecting their confidential information.

These are just a few possibilities, and I'm sure there are others coming to mind already. I am spending less than \$1 per day for the system, and can record an unlimited number of messages. For specific details and to hear it for yourself, and for a 15-page report on how to make this work for you, go to <http://www.instant-talking-website.com>.

This is an ultimate form of permission marketing, as the customer chooses what they want to hear, and when they want to hear it. The bottom line is that customers will only do business with someone they trust, and they only trust someone they like. They will certainly start to like you a whole lot faster when they can hear what you have to say.

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