



4 FEATURES

You Can Easily Upsell

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INTRO

As a web professional, continually marketing to your current customer base is not only a good idea, it's imperative.

According to market research, the likelihood of selling to an existing customer is 60-70%, compared to just the 5-20% likelihood of selling to a new prospect.*

Upselling (or cross-selling) is one of the most effective forms of selling there is for any type of business; put simply, it is the process of selling something to existing customers, be it a product or service.

In this quick guide, we will walk you through a few upselling strategies that we've created for 4 of our most popular and profitable features.

With our advice, your agency will be ready to upsell them to your clients in no time.

*Source: Marketing Metrics, P. Ferris, N. Bendle, P. Pfeifer, D. Reibstein

CHAPTER 02

Website Personalization

One of the most effective methods to engage your customers and call them to action is with custom experiences, such as special offers, created through website personalization.

It's settled science that consumers respond more positively to personalized experiences, and the numbers only add weight to this fact.

44% of consumers say they will likely become repeat buyers after a personalized shopping experience with a particular company.*

78% of U.S. Internet users said personally relevant content from brands increases their purchase intent.**

Using our one-of-a-kind personalization tool, you can quickly create or use pre-built rules that trigger a change to a site based on parameters such as:

Date Time Visitor Location Visitor Location & More

Success Story

The Gladly, a Phoenix-based restaurant that uses Duda, added a simple notification bar for a special event using our personalization tool and scheduled it to run during a busy time of year. After adding the personalization parameters, they saw an incredible 70% increase in conversions.

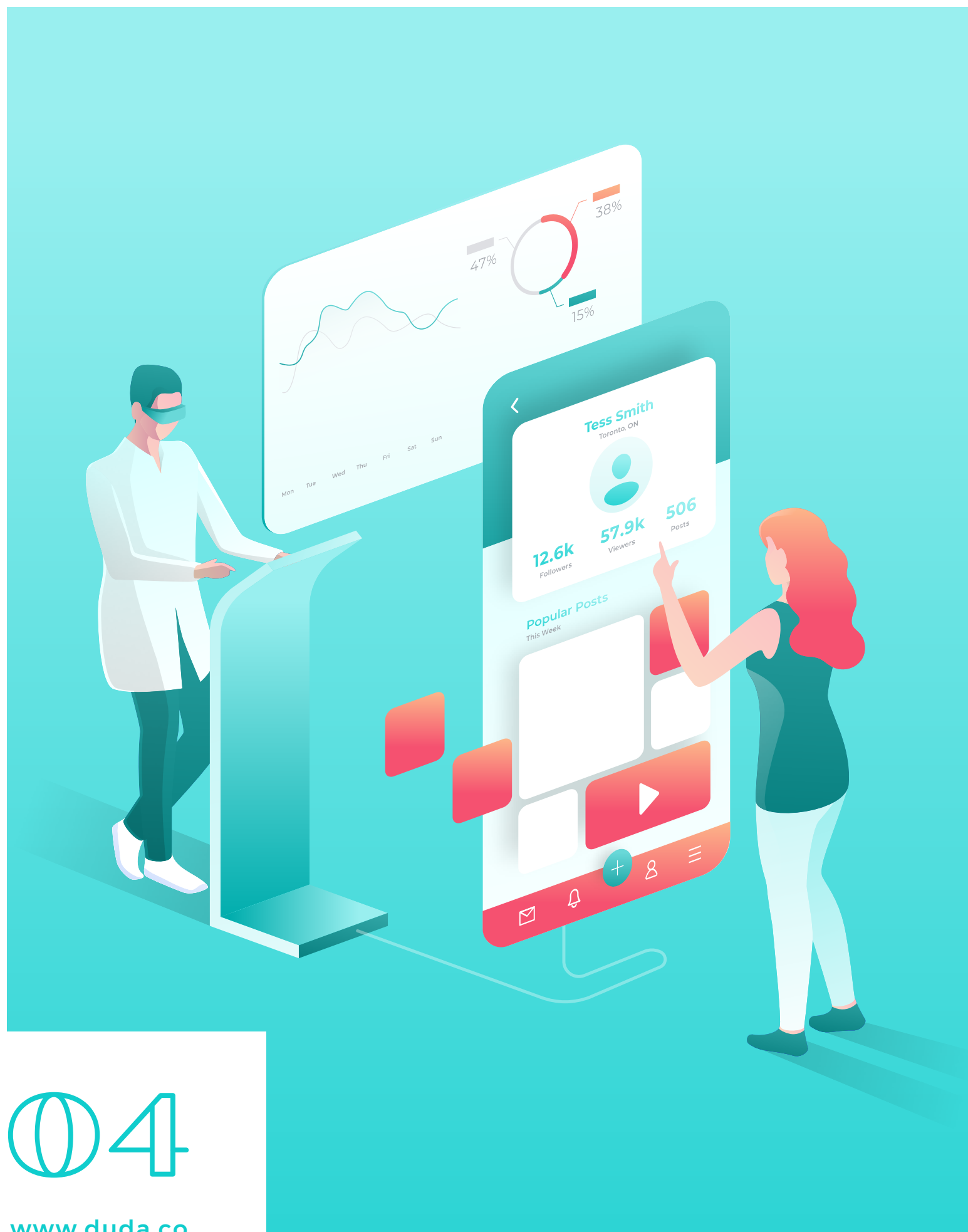
"Clearly, website personalization is working for us," says Andrew Fritz, owner of the Gladly. "Even if only half of those people ended up coming to the dinner, that would still account for almost \$9000 in revenue, all from a simple message at the top of our website."

*Source: econsultancy.com

** Source: Marketing Insider Group



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UPSELLING STRATEGY

Since website personalization remains in-demand but underutilized, highlight it as a key feature that sets you apart from other agencies.

For example, The Camel, a digital marketing agency powered by Duda, positions website personalization as an ongoing marketing service that provides them with an additional, recurring revenue stream.

Each month, The Camel's team of salespeople and account managers reach out to their existing customers to determine what kinds of personalization rules they would like to implement as part of their ongoing marketing campaigns. Your agency can easily adopt a similar strategy when upselling this feature.

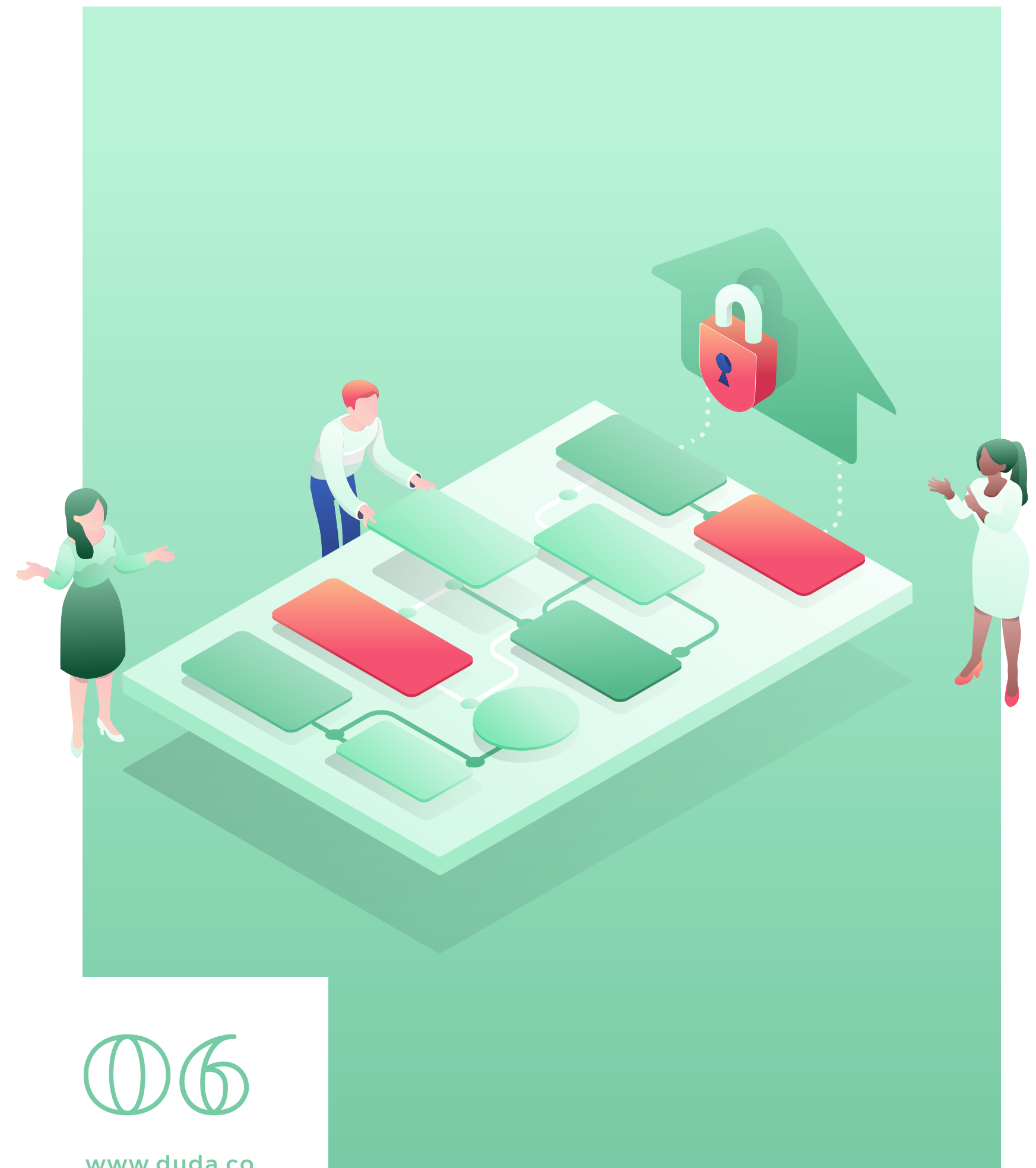


SSL Encryption

Over the past few years, Google has been a driving force in the mission to create a safer, more-secure web, and we've fully supported their efforts.

On their quest for 'HTTPS Everywhere,' the powerful search engine has made sweeping changes including using security as a ranking signal in their search algorithm and marking all non-HTTPS sites 'Not Secure' on Chrome. As a result, HTTPS encryption has become a must-have for any organization with a reputable online presence.

Nobody wants to get a security warning from Google, so to make sure that your customers are in good standing, we include free SSL certificates with every Duda website that you can install with one click. However, just because Duda gives away this valuable feature for free doesn't mean you have to.





UPSELLING STRATEGY

When upselling SSL certificates to your clients, it's important to highlight some of the main reasons why HTTPS is vital for their website. Here are a few suggested talking points:

- Google Chrome now displays warning signs to visitors who come to sites without SSL.
- SSL encryption boosts SEO as it is a positive ranking factor for Google.
- Up to 85% of people will not continue browsing if a site is not secure.*

Competitive pricing puts SSL installation between \$60 and \$90 dollars per year per website, but how you price SSL for your customers is entirely up to you.

* Source: Hubspot



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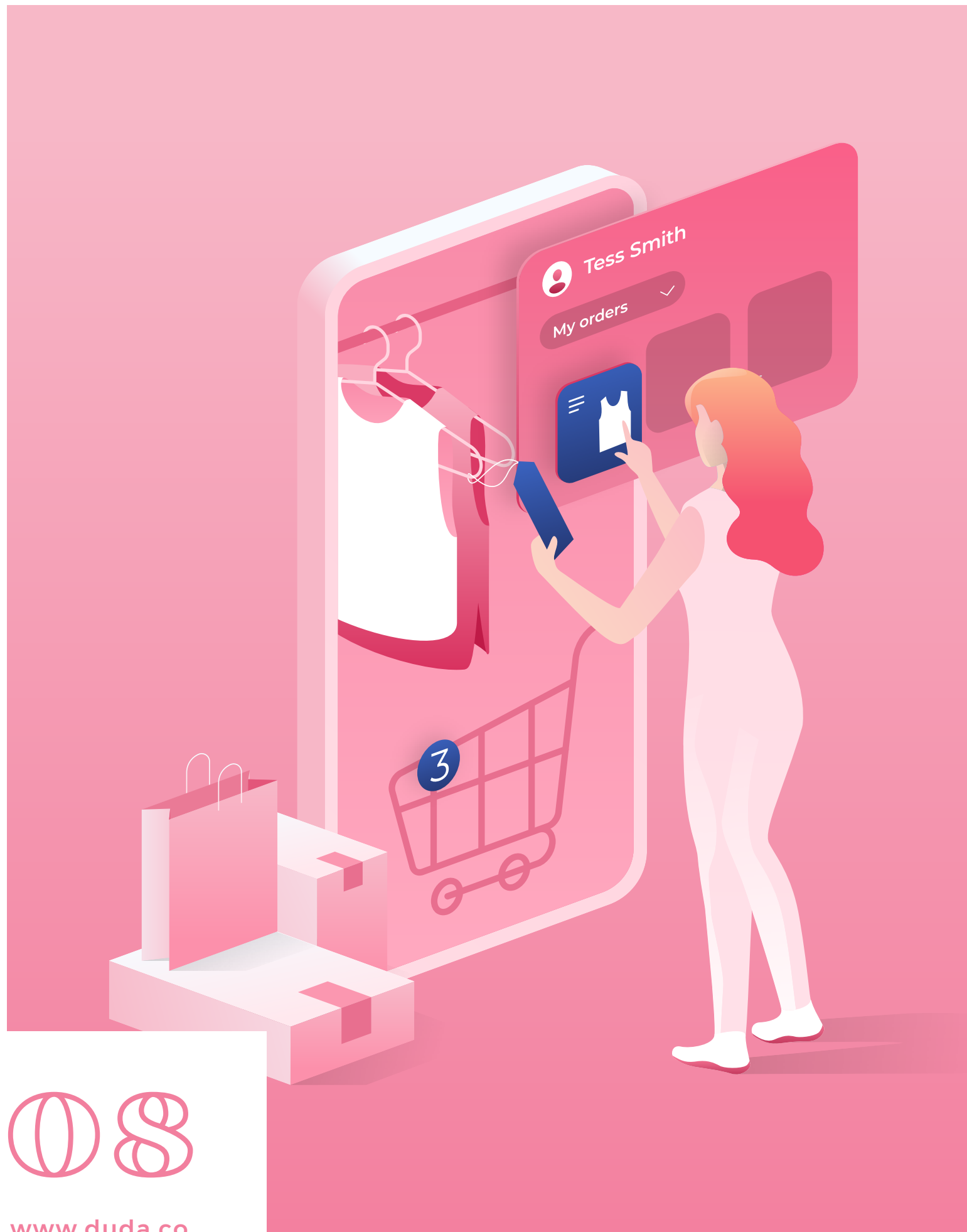
eCommerce

As a business evolves, its website needs to evolve with it. This could mean implementing changes on a website and introducing new features. One common addition is an online store.

If your client sells any type of product, you can swoop in and offer the rich and flexible eCommerce features of our platform. Our eCommerce options are fully customizable, optimized for mobile, and allow businesses to sell and manage up to 2500 products.



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UPSELLING STRATEGY

Let your customers know that with an online store, they have an amazing opportunity to increase revenue and grow their business. One great way to get your clients on board with an eCommerce solution is by informing them that their account comes with a free online store for up to 10 products.

From there, you can upsell a store-building service that works best for them. Here are a few possibilities:

- Offer a one-time basic setup fee and then hand things over to your customer.

- Create a one-time setup package with custom configurations for products, promotions, coupons and more before handing over control to the customer.

- Upsell a custom setup package in which you 'retain the keys' and handle site maintenance on an ongoing basis.

A big part of this upselling strategy involves continually making it known that this feature is available to your customers should they ever need it. By seizing every opportunity to tell your clients about the built-in eCommerce option, as well as showing them how easily you can set up their store with a few products, you will create the opportunity to upsell future eCommerce features once they hit their 10-product limit.



Custom Built Widgets

Duda has a large selection of widgets that can be used to effectively drive engagement for your clients. That being said, we know that sometimes a client might need a widget that we don't currently offer. It is for that very reason that we created our custom Widget Builder.

Here are a few examples of the kinds of widgets you can create:

- Analytics** - Combine CSS effects with data and turn them into a stunning visual.
- Stock Countdown** - Create a sense of buyer urgency for the products, tickets to events, and bookings that are quickly on their way to selling out.
- Here & Near** - Creatively display the current date & time, weather, or events happening in your locale.

It's important to note that the Widget Builder is best utilized by someone who can code. So if you don't know your way around HTML, CSS, and JavaScript, building widgets will be difficult.





UPSELLING STRATEGY

Offer custom widget creation as a one-off, specialty service in which the customer tells you the type of widget they want, then pays a flat rate for it.

Or if you work in a specific industry or vertical market, you could productize your custom-built widgets by creating a collection of specialized widgets to sell over and over again to your customer base.

No matter your upselling strategy, Duda's Widget Builder allows you to add value to your agency's services, beyond the native components of the Duda platform. Our Widget Builder gives your agency an added flexibility to address niche problems with more unique designs, for greater benefit to your clients.

If you don't know how to code, don't worry. You can still offer this service by forwarding your customer requests to our Fulfillment Channel to help you get the job done.



CONCLUSION

In this ebook, we've covered 4 standout features to upsell, but this is just a starting point. Our platform is full of tools your agency can package into upsells to deliver even more incredible value to your clients. For example, you can upsell features such as site analytics by setting your client's level of access to them using Duda's roles and permissions within the platform. There are numerous possibilities.

No matter the upsell, what matters most is that it benefits your clients. The better the benefit, the bigger the value your agency can offer, and the surer you'll be to see your profits soar.

If you would like to discuss how Duda can help your web design business reach new levels of success, contact a member of our sales team via www.duda.co/contact.



Thank You

