



# MAX Services Inc.

## Live Chat Services



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The Number One reason small businesses do not make significant investments into their website is that they cannot track a return on that investment! Now with live chat you can make your website really work for you as a help desk, customer service/trouble ticket vehicle, and inside sales department. With the use of Chat, you're now able to show a return on investment on your web marketing dollars, and make your website a major part of your marketing effort and profit center.

Let your live chat representative greet your viewers, steer them to any specials or key services you are offering, gather data on the customer and send that information to a sales manager to follow up with the customer immediately as soon as the data is gathered. The sales manager can review the chat conversation and act immediately in minutes to the customer, thus converting a site visitor into a customer!



## Top areas of website investments

### 1. Install Live Chat

Live chat is a simple tool you can use to quickly answer questions and help visitors convert before they bounce off of your website.

While someone who is reading a blog article is probably just doing research, a person on a product page is likely primed to buy. If you can engage them in conversation on live chat, you can help give them the information they need to take the next steps to become a customer – before they exit your website.



## 2. Add a Video

Viewers of product videos are anywhere between 64% – 85% more likely to buy. That makes video a must-have in your marketing toolbox. Adding video to your website can help you convey complex ideas to visitors and explain the tangible benefits of not-so-tangible products and services.

If you do add a video to your website, don't leave off pictures, captions, and copy; the video is additional to those other basics.

**Pro Tip:** Don't have a video automatically play when someone goes to your site. That can slow down a device, or the volume can interfere with Pandora or another application they are using. The video should only be accessible if the user "opts in." Finally, remember that desktop users aren't going to watch more than 2 minutes of online video – so keep your videos short and sweet.

## 3. Offer a Lead Magnet

Not every potential customer that visits your website is ready to make a purchase immediately – but that doesn't mean that you can't get the conversation started. Lead magnets are an excellent way to build trust with visitors to your website so that they'll think of you first when they are ready to buy. So, if a website visitor doesn't bite at your main offer, you can capture their interest with a helpful ebook, checklist, email newsletter, etc. You can use Google Analytic goals to see which of your resources are converting website visitors into leads at the highest rate.