

**“7 Chat Triggers  
You Should Be Using  
On Your Website Today  
To Convert More Leads  
& Generate More Sales  
Fast!”**

**“We help businesses generate new leads & drive more sales fast  
through the power of 'live chat' & automations”  
<http://SuccessOnTheFly.com>**

Hello and Welcome!



My name is Mark Huber hailing from beautiful Vancouver, Canada where I am 'head honcho' at SuccessOnTheFly Marketing, a boutique agency that specializes in helping businesses generate more onsite conversions, leads and revenue fast through the power of live chat powered automations & conversational marketing.

Did you know that up to 98% of your website visitors actually leave without doing anything?

Is that something that you're happy with?

Live chat powered automations can just be the ticket you're looking for to stop your website traffic exodus.

Why?

A website that offers a chat platform lets your 'ideal people' know that you're 'there'; 'aware' and 'care'!

The added benefits are that a website that has a chat platform that's boosted with automations decreases bounce rates; increases customer engagement & your sales!

Traditionally, live chat was used as a customer service tool.

Now, savvy businesses are using proactive chat strategies to generate more leads & sales for their business.

Customers who live chat with a company are 82% more likely to make a purchase.

Nearly 42% of customers prefer live chat over the phone.

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Customers who use chat are 3X more likely to be a return customer.

Returning customers order size is likely to increase by 48%.

Now, can you see why chat is worthy of your attention as a conversion & sales tool?

**Here are some more compelling facts why 'chat' is such a big deal and why you need to climb on board before your competition does...**

77% of consumers state that they won't make a purchase if live chat support is not an option.

53% of customers would prefer to use onsite web chat before contacting a company

70% of consumers choose "chat with us" buttons over "call us" buttons

79% of customers are more loyal to brands that are easy to contact

51% use chat because they can multi-task

46% found chat to be the most efficient communication method

Customers overwhelmingly say they trust businesses more when they can message them

79% of businesses said that implementing chat resulted in increased customer loyalty, sales and revenue!

30% of companies who've been using chat for less than 1 year claim to have seen a 5-10% increase or more in their revenue

That said:

You're here because you're probably not using chat on your website right now and you're looking for a 'new' unfair advantage over the competition. Right?

Well, today's your lucky day!

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But first, let's answer the **#1 question we are asked.**

"I like the idea of chat because I actually use it when I'm online too. But as a business owner **do I/we have to always be available online with chat?"**

**Our answer...**

**No.** You can actually set your own schedule and be available only during specific days or hours (or not!).

You can also set up a simple system where you automatically collect name, phone number & email and get back to your visitor at a time that is more convenient for you.

You can also send automatic messages and auto-responses to frequently asked questions.

It's totally up to you!

After a while, you'll see what works best for your business while still being helpful and 'available' online for your visitors & customers 24/7.

**How To Drive More Sales with Live Chat Without Being On-Call!**

**Start by hiding the chat option everywhere on your site!** Then adjust your rules and settings to display it strategically.

Once you understand your customers, it's time to plan the conversation. That starts with a conversation tree.

That's just a little map that shows the different paths your customers can take. If they say X, the automation says Y.

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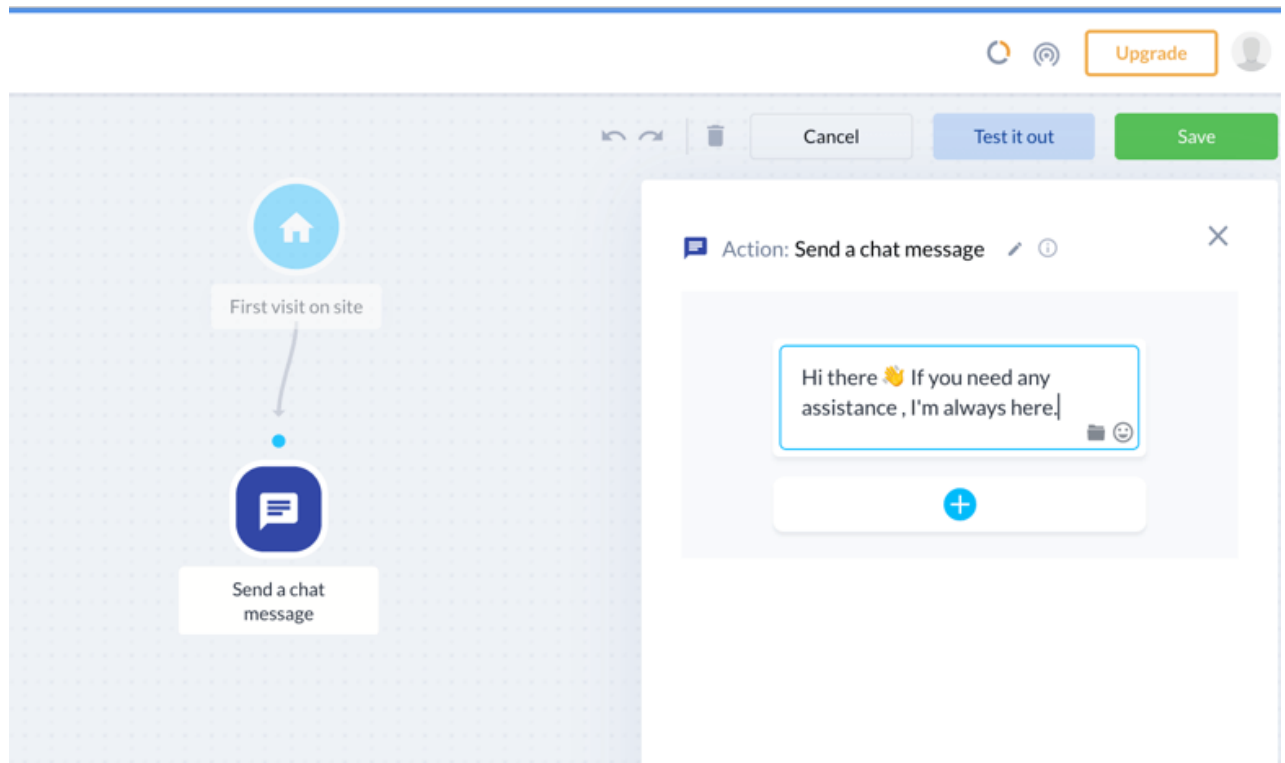
## A Conversation Flow Usually Has 3 Elements:

- **Trigger:** something a visitor does to launch an automation—like visit a certain URL
- **Action:** how the automation responds to the trigger—launches or sets up a meeting
- **Condition:** a detail that changes what the automation does—like if the visitor isn't in the U.S., the automation doesn't launch.

In conversational marketing, the conversation flow depends on your goal with the customer.

You can make the flow as complex as you like, but—if you're just starting, stick to simple flows.

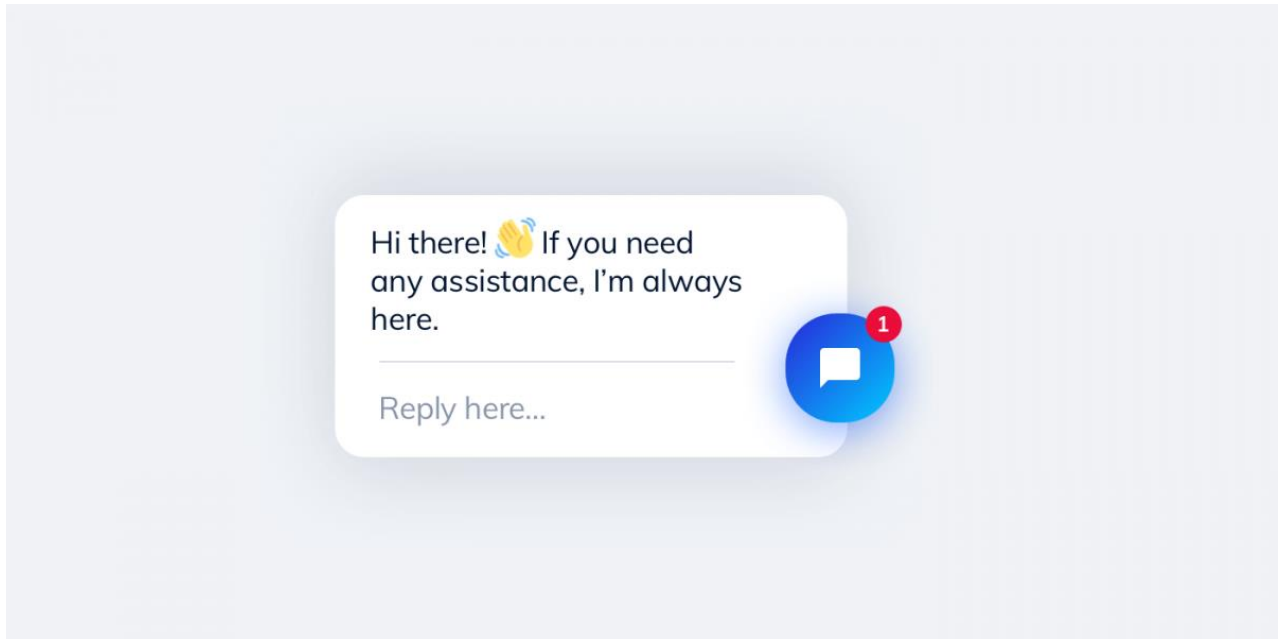
Here's an example of a simple flow that makes an automation (chatbot) send a message to a first-time visitor, engaging them in conversation:



The screenshot displays a chatbot automation interface. On the left, a flow diagram shows a trigger event 'First visit on site' (represented by a house icon) leading to an action 'Send a chat message' (represented by a speech bubble icon). On the right, a configuration window titled 'Action: Send a chat message' is open, showing a preview of the message: 'Hi there 🙌 If you need any assistance, I'm always here.' Below the preview is a text input field with a plus sign icon. The interface includes navigation buttons like 'Cancel', 'Test it out', and 'Save' at the top right, and an 'Upgrade' button in the top right corner.

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And here's how the automation (chatbot) will look to your customer:



### **Test, track, adjust**

To help your conversational marketing plan succeed, start small and measure the results. Keep track of:

- Number of conversations
- Interactions ending with success (generated leads or conversions)
- Customer feedback
- Overall customer satisfaction
- Chat ratings

To improve your metrics, try shorter chats, more logical conversation flows, and avoid big blocks of text.

Now, to the main event!

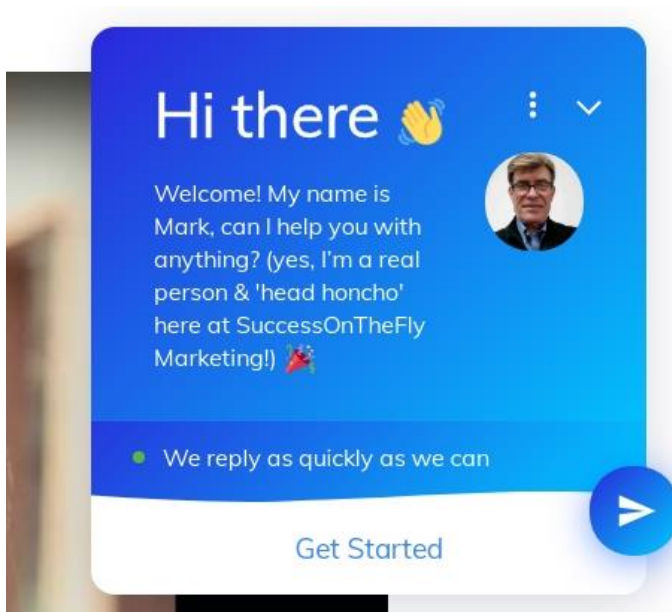
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## 7 Chat Triggers For Your Website To Convert More Leads & Generate More Sales Fast!

### 1. First visit

When a visitor lands on your website for the first time, they might even miss the fact that you have live chat support. That's why it's important to set trigger-based chat invitations that will let everyone know you're available to talk.

For instance, when someone visits the SuccessOnTheFly website for the first time, they see the following proactive greeting:



Don't be too pushy and don't expect much. You just want to build that first bond and make a nice first impression.

### Chat message examples:

Hi there! Any questions? We're here to help  
New here? Just look around and I'll be here in case you need help.

### Chat triggers:

Current page URL -> contains -> [https://yourwebsite.com/]

Time on page -> is greater than -> 20 seconds

Number of visits -> equals -> 1

Browser language -> equals -> [Specific language]

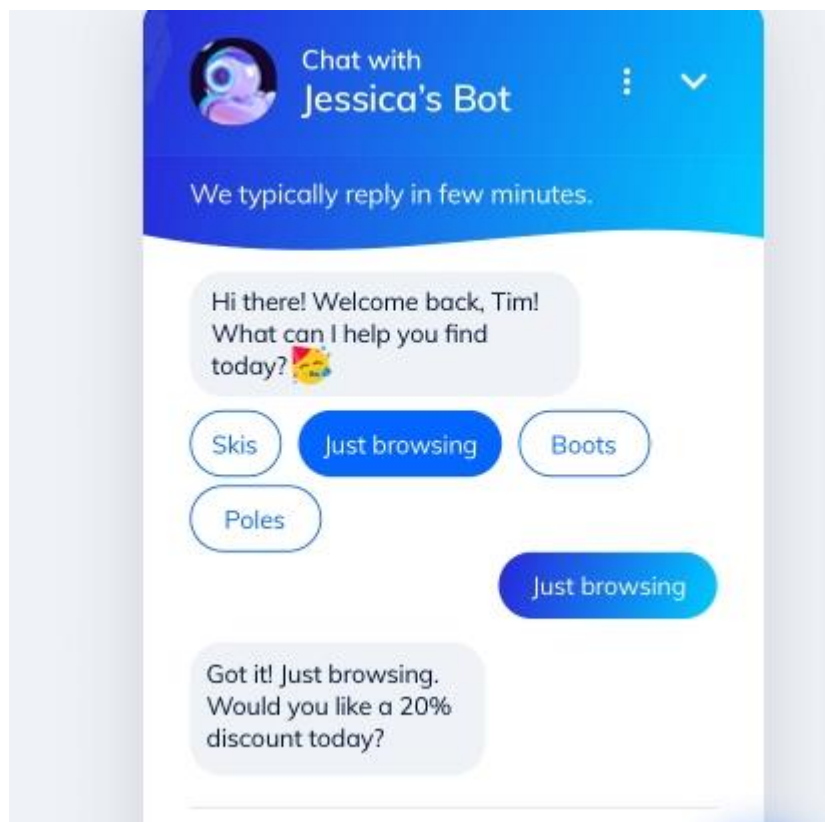
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## 2. Repeat visit

The 'first visit' trigger is not going to convert a ton of high quality prospects for your website right away. People visit too many websites each day by mistake and leave them immediately.

But, if someone ends up on your website for the second or third time, chances are they know why they're here. Greet your repeat visitors with more personalized offers letting them know their interest didn't go by unnoticed.

You'll be pleasantly surprised! Chat triggers based on the second or third visit usually show a higher percentage of open and reply rates.



### Chat message examples:

Glad to see you back! Can I help you with anything?  
Back again so soon? Things are getting serious Chat with us if you have any questions.  
Welcome back! We're here to help as always.

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## Chat triggers:

Number of visits -> equals -> 2

Time on page -> is greater than -> 30 seconds

Chat history with a visitor -> no chat history

Browser language -> equals -> [Language]

## 3. Pricing page visit

If you're a SaaS company, your pricing page is your most important strategic place. If a visitor made it there, things ARE pretty serious. So, you just can't afford losing them there.

On the other hand, money issues require a careful diplomatic approach that you should show in your proactive chat message. Don't push and don't be too vague.



## Chat message examples:

Have any questions about our pricing? We can answer them all.

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Need help with choosing the best subscription plan for your business?  
Ask me!  
We're here to answer any money-related questions in case you need help

### **Chat triggers:**

Current page URL -> equals -> [https://yourwebsite.com/pricing/]  
Time on page -> is greater than -> 30 seconds

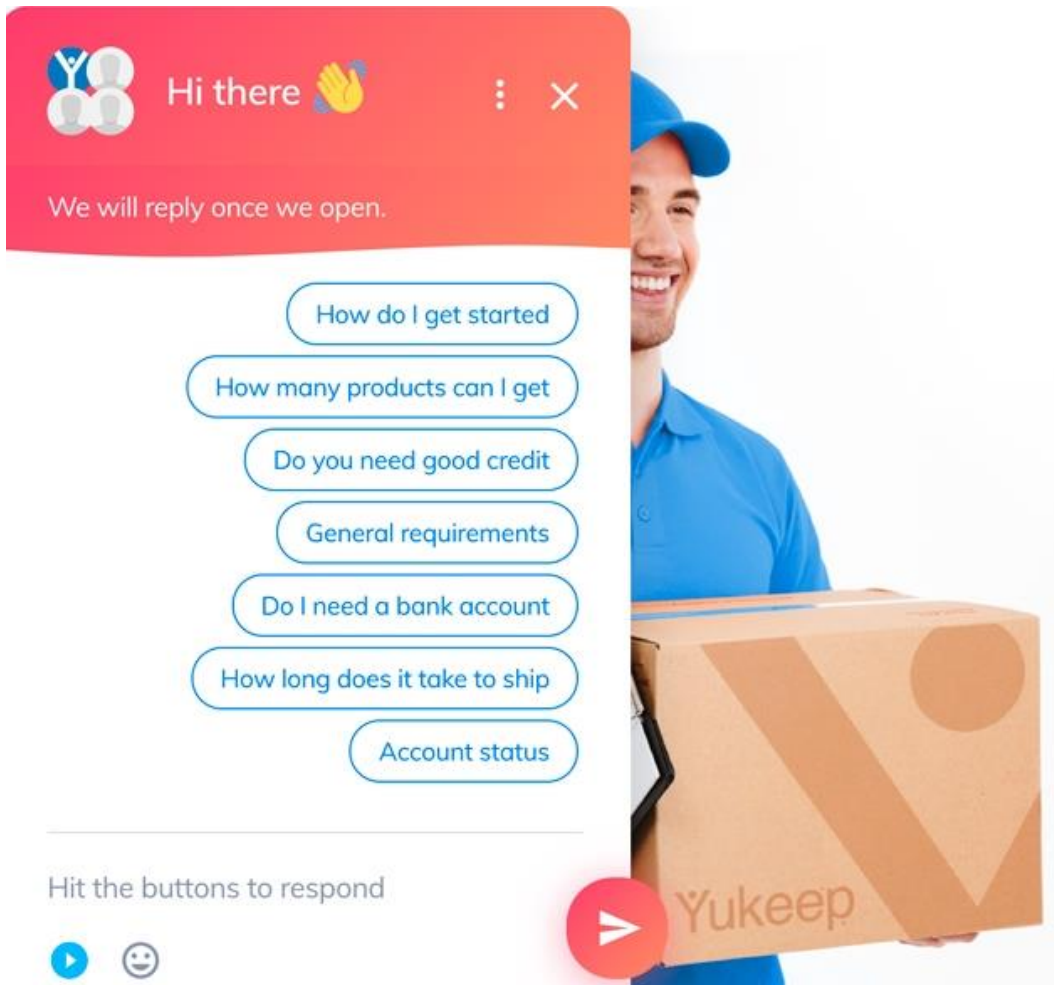
### **4. Knowledge base visit**

Even though businesses create knowledge bases with a sole purpose of providing customers with a self-service portal, you can't just leave them alone.

There are two sides of the coin here. On one hand, 73% of consumers want to solve product/service issues on their own, and an extensive knowledge base plays a crucial role here. On the other hand, if they don't find a satisfactory solution there, they'll just leave.

But, you can use corresponding chat triggers to spot visitors who stay on your knowledge base page for too long and offer help.

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### **Chat message examples:**

Didn't find the solution to your issue? Chat with us.  
Nothing helpful here? Our support team is available and ready to assist.

### **Chat triggers:**

Current page URL -> equals -> [https://yourwebsite.com/knowledge-base/]

Time on page -> is greater than -> 200 seconds

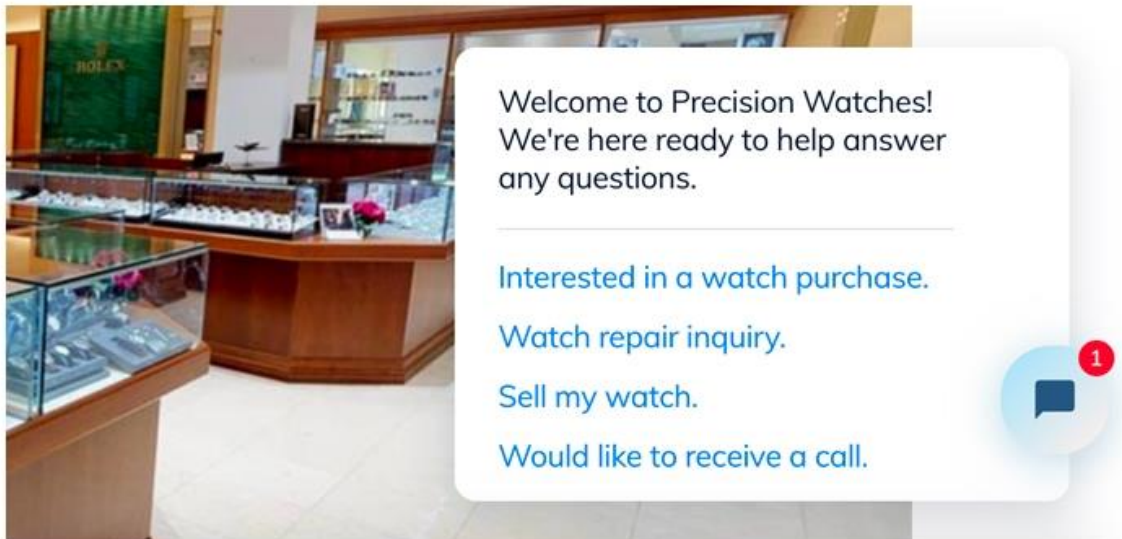
Chat history with a visitor -> no chat history

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## 5. Product page visit

Landing pages of all kinds are always crafted to convert as many visitors as possible. They usually have everything for this – a list of advantages you can get, tantalizing images, calming colors and clear calls-to-action everywhere.

What else could you possibly do to make them convert better? That's right. You can reach out to visitors proactively and offer a helping hand or even cross-sell additional products.



### Chat message examples:

Hi Have questions about our [Product]? I'm here to answer them.  
Did you know that our [Product] can [Product's benefit]? Chat for more details

Hi! Did you know that [Product 2] is a perfect fit for [Product 1]. Chat for more details.

### Chat triggers:

Current page URL -> equals -> [https://yourwebsite.com/product/]

Time on page -> is greater than -> 200 seconds

Chat history with a visitor -> no chat history

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## 6. Checkout page visit

E-commerce websites should pay particular attention to their checkout page. According to the Statista research, the global average shopping cart abandonment rate is 69.57%.

Just imagine! Only 30% of buyers end up buying stuff. And sure, every online store has an arsenal of cart abandonment emails, push notifications, and Facebook ads to run down those who left already.

However, timely helpful support can also play a crucial factor in buyers' decisions. So, why not offer this support proactively on a checkout page. For instance, you can set proactive chats right after a buyer is caught on a checkout page or only target people who have been lingering there for some time.



Wait! 🚫 There are products in your shopping cart. Are you sure you want to leave? Would you like me to save your items and send you the list?

Complete Purchase 🚀

Keep Shopping 🛒

Save My Cart 🗒️



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The 'exit intent' chat trigger can be especially helpful. And if you can offer something extra like free delivery or a small discount, it would work wonders.

### **Chat message examples:**

Need help with finishing your order? I'm here to help.  
Not sure? Our team is ready to help you choose the most suitable product.  
Did you know that we currently offer free delivery on all our products?

### **Chat triggers:**

Current page URL -> equals -> [https://yourwebsite.com/checkout-page/]  
Time before exit intent -> is greater than -> 20 seconds

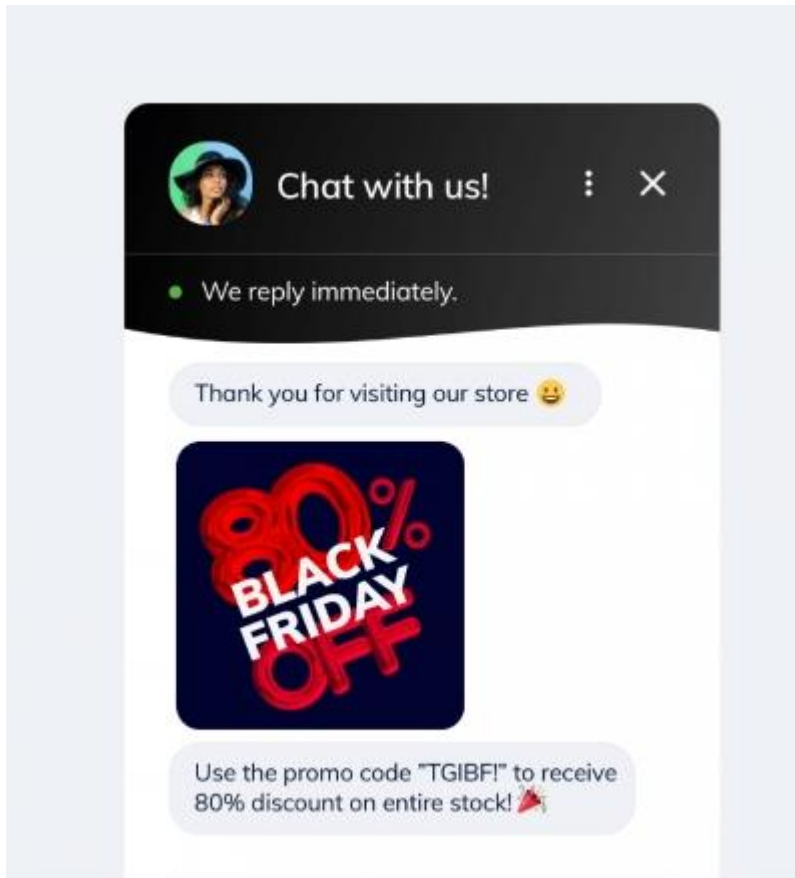
## **7. Special offers**

A good marketer will use any opportunity to run a promo campaign. And a good customer support representative is always there to cover for them on the ground.

While marketers are busy running potential leads down with Facebook ads and newsletters, websites should be ready, too. Set up a few proactive chat messages on your website to remind customers once again what you offer and why they should take hold of it immediately.

For instance, if it's a Black Friday campaign, you can greet visitors with proactive messages telling about your discounts.

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### **Chat message examples:**

Greetings! Interested in our special offer? Chat for more information.  
It's [Occasion] Don't forget to use our special discounts today.  
Enjoy our [Occasion] offer! Want to chat first?  
Did you know that everyone who signs up today can get a [%]  
discount?

### **Chat triggers:**

UTM campaign -> contains -> [special\_offer]  
Time on page -> is greater than -> 30 seconds

### **How to set up chat triggers for your website**

All in all, you can target people who are staying for a specific period of time of a specific page with a personalized offer. You can anticipate when they're going to leave and catch them before they do.

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But, there are some universal rules that you can apply to your trigger-based messages:

A proactive message can be based on several chat triggers simultaneously.

You can choose to display them when your support team is either online or offline. If it doesn't matter, just specify so and a chat message will pop up no matter what.

It's possible to target website visitors and your registered customers separately. If this attribute isn't crucial, you can target both.

Each message can be sent only once per user, or appear repeatedly each time a user meets the criteria you define with chat triggers.

## **BONUS – Chat Landing Page**

The chat experience is not limited to just your website.

You can also create a sharable link you can place anywhere online to kick start conversations or resolve customer inquiries.

Interested in learning how for yourself? Check out our blog post

### **"How To Use Your 'Live Chat' Link To Engage Your Social Media Audience & Your Email Subscribers Too"**

<http://successonthefly.com/how-to-create-a-live-chat-link-to-engage-your-social-media-audience-and-your-email-subscribers/>

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**"We help businesses increase conversions & generate 120%-305% more sales with 'live chat' powered by automations" ~ SuccessOnTheFly Marketing**

Ask us anything here 🗨️

A screenshot of a live chat interface. At the top, it says "Hi there" with a hand icon. Below that, a green dot indicates "We reply as quickly as we can". A grey bubble contains the text "options below or write a message to reach our staff." Below this is a video of a purple robot. Underneath the video are three buttons: "Newsletter", "Chat ROI Calculator", and "Can chat drive more leads & sale...". At the bottom, it says "Hit the buttons to respond" and "POWERED BY TIDIO".

## In Closing

Trigger-based chat messages are pretty great no matter which way you look at the matter.

They can increase your user engagement and drive more potential leads. They're less intrusive than popups and work amazingly well for offering proactive support.

Basically, it's a win-win for both your visitors/customers and your business.

But, in order for them to work, you need to study your customers' behaviour and gain insights into what they want.

Only in this case, chat triggers will help you catch every valuable visitor and build strong relationships with them.

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Is chat for every business?

Honestly, I'd say yes!

Chat is helpful for all types of online businesses out there that want to 'up their game'.

Businesses that are headed by smart, savvy business owners who want to utilize current 'modern day' communications platforms that most people online these days actually expect & are comfortable using.

Bottom line...

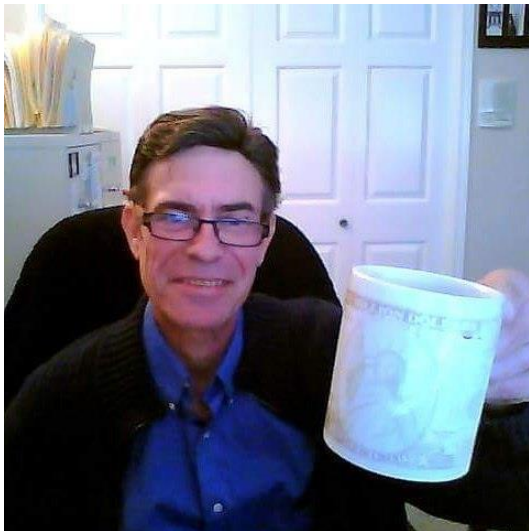
**More conversations = More conversions = More Sales!**

Live chat & automations can do fantastic things for your visitors, your brand & your bottom line!

What's stopping you from testing out chat on your site?

The results could literally astound you!

Cheers!



Mark Huber

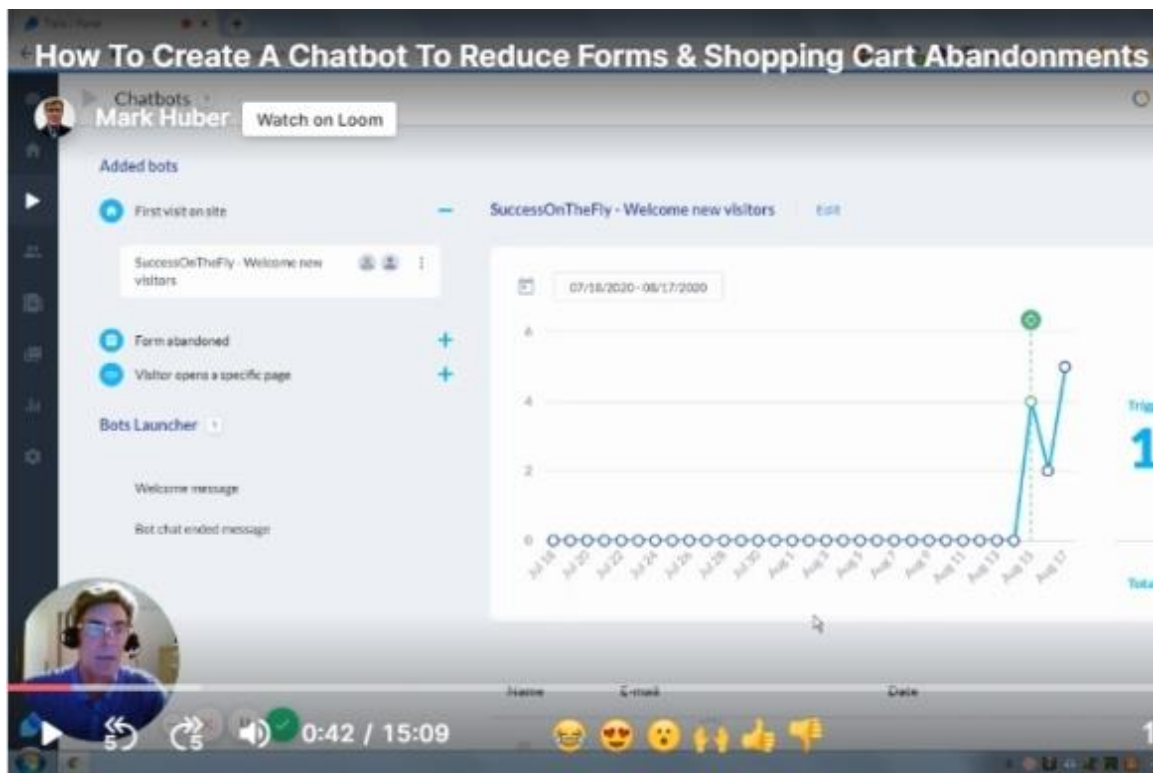
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**PS:** Questions? Looking to get started with chat? We're always here to help. Book your 30 min. (pitch free) chat via our online calendar here <https://bit.ly/MarkHubersCalendar>

If you've read all the way to this point – I congratulate you!

And to reward you check out our 'quick start' video

**['How To Reduce Your Forms And Shopping Cart Abandonments' \(in 20 minutes or less\)](#)**



Go from 'survive' to 'thrive' by creating smart, directed conversational experiences as your new 'unfair' advantage over the competition!

Eager to get started?

**[Click Here](#)** to open your Tidio Chat FREE forever account & start creating amazing things! They not only offer a free forever plan, but their premium plans are extremely affordable & generous for what they include and start at \$18 USD per month.

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**FYI:** We are always proud to introduce Tidio to our audience through our 'affiliate link'. If you decide to upgrade your FREE account to one of Tidio's paid plans it costs you no more. If you do purchase we may receive a small compensation for the 'referral'. You probably already knew that but we just wanted to be totally transparent & crystal clear on that!

### Which chat platform is best?

After years of searching & trying we have found that Tidio Live Chat is the 'hands down' winner and excels in almost every area in comparison to other chat platforms. (It's nice to see so many others agree with us!)

### The Best Live Chat Software Rating Comparison 2020

	G2 Algorithm	G2 Small	G2 Mid-Size	G2 Enterprise	GetApp Score	GetApp recommendations	Capterra	Free plan available
Olark	4.30	4.56	4.46	4.41	4.55	98%	4.6	No
Tidio	4.70	4.75	5.00	N/A	4.67	99%	4.7	Yes
LiveChat	4.40	4.62	4.54	4.62	4.64	98%	4.6	No
Crisp	4.50	4.73	1.00	N/A	4.51	92%	4.5	Yes
JivoChat	4.80	4.43	5.00	N/A	4.79	96%	4.8	Yes
Drift	4.40	4.60	4.60	4.56	4.50	91%	4.5	Yes
Tawk.to	4.60	4.69	4.73	5.00	4.63	97%	4.6	Yes
Zendesk Chat	4.30	4.50	4.41	4.61	4.50	97%	4.5	No
Formilla	4.50	5.00	N/A	N/A	N/A	N/A	4.8	Yes
Intercom	4.30	4.50	4.48	4.54	4.54	96%	4.5	No
Acquire	4.60	4.86	4.33	5.00	4.94	100%	4.9	No
Pure Chat	4.40	4.59	4.44	4.33	4.55	98%	4.6	Yes
Chatra	4.20	4.60	4.00	4.50	4.77	99%	4.8	Yes
Live Chat	4.50	4.70	4.60	4.56	4.67	100%	4.7	No
Avg	4.50	4.65	4.28	4.61	4.64	97%	4.65	

Mark Huber is 'head honcho' at <http://SuccessOnTheFly.com> Marketing where we help business owners increase conversions for more leads & sales fast through chat powered automations & conversational marketing.

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