

Offer discounts to customers on your website to increase sales

Source: <https://getsitecontrol.com/usecase/popups-offering-discounts-to-customers/>

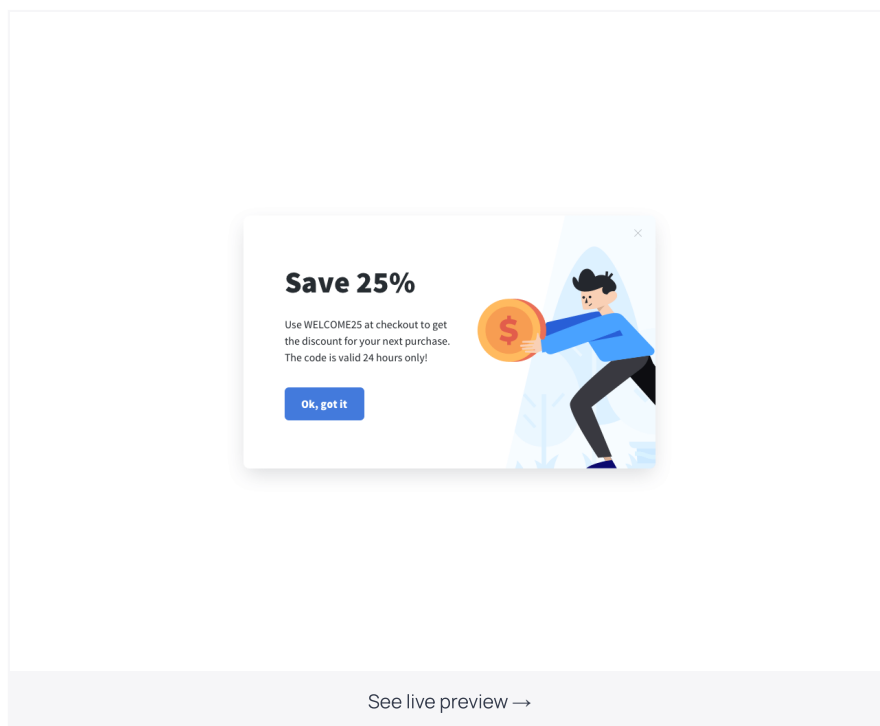


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5 min read

If you own an online store or sell services through a website, increasing sales is among your top priorities. Obviously, offering discounts to customers is one of the most efficient ways to boost conversions, however, changing content on your landing page every time you want to publish a new flash sale will be too overwhelming.

That's why many online entrepreneurs choose website popups to announce discounts and display calls to action.



Keep reading this article, and we'll show you how to inform your customers about special deals and encourage them to take action using Getsitecontrol widgets — just like the one from the example above.

Widgets are the most convenient solution here for a few reasons:

- Creating one takes minutes and requires no coding
- They are easily tailored in terms of copy, appearance, and placement
- You can publish as many and as frequently as you want
- Performance stats are available in real-time, so you can optimize the copy

Besides, there is a lot of additional value you're getting.

Popups serve well for creating scarcity, collecting email addresses, driving traffic to a specific product page, and even preventing cart abandonment.

Below, we'll talk more about these tactics and show you several examples from real businesses. But first, let's quickly dive into the technical part.

How to create a popup: a step-by-step guide

First of all, Getsitecontrol works on any website platform and doesn't require coding knowledge. If your website is on WordPress, just use the dedicated [Getsitecontrol plugin](#).

And if you are using any other platform, you can learn everything about the installation process [here](#).

Now, here is how to add a widget to a website

1. [Log in](#) to your Getsitecontrol dashboard.
2. Click [+Create widget](#) and choose [Notify visitors](#).
3. Choose a webpage position for your widget. Then select one of the available widget templates and click [Continue](#) →.
4. On the [Content](#) tab, you can change the copy to add the details of your offer and craft compelling call to action that will be displayed on the button.
5. Here you can also specify what happens upon button click. If you want to take visitors to another webpage, in the [Primary button](#) section choose the [Open URL](#) action and paste the required URL in the corresponding field.
6. If you'd like to change the look of the template, you can do it on the [Appearance](#) tab: change the colors for the widget and, if necessary, its size and paddings. You can also select one of the images from the gallery, upload your own creative, or import one from your website or Instagram page.
7. Save the widget and activate it.

If you're working on your email list building strategy, you may want to provide a discount exchange for a subscription. In that case, you'll need to add an email capture field in the [Field](#) section.

How to offer discounts to customers in an online store: examples

Nudging people into taking action is a delicate matter. Depending on the offer, you might want to display it as soon as a visitor lands on your website or after they spend some time scrolling the page. You may also want to show special discounts to different audience segments – based on their location or referral source, for instance.

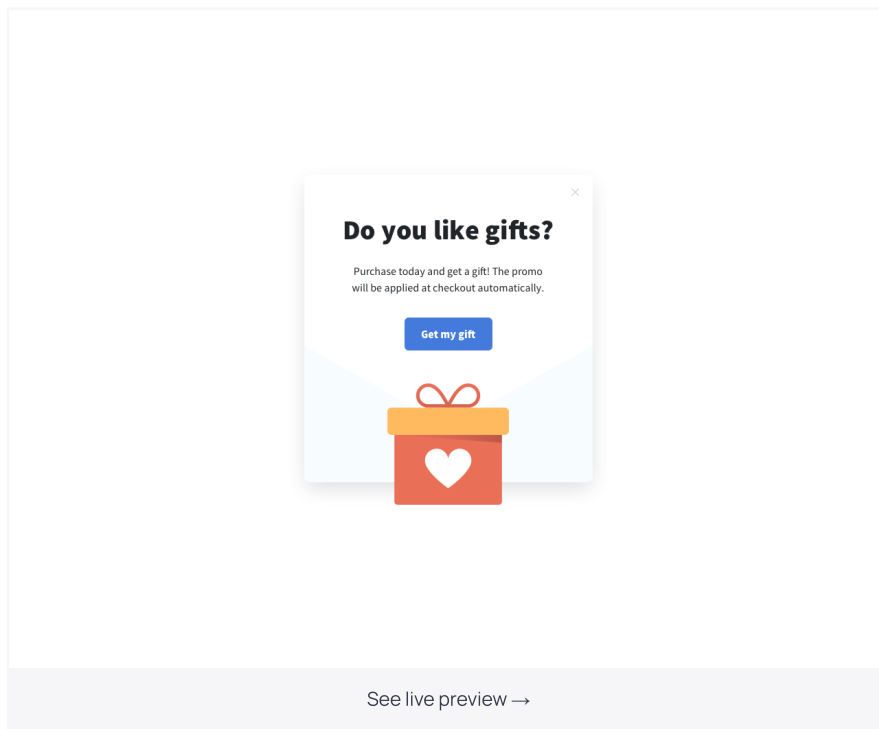
Getsitecontrol targeting and behavior settings allow you to choose precisely who will see your CTA popups and when.

With that in mind, let's see some examples of widgets for online stores.

For every example, we will also share an instruction for how to replicate the widget scenario using settings in your dashboard. But you can also just copy the examples from below straight to your account. Just hit the See live preview link below the widget you like and follow the instructions.

1. Create a sense of urgency with a welcome popup

Welcome popups are especially great for flash sales: they appear right after visitors open the site or one of its sections and instantly inform them about the offer. You can use it to promote flash sales, special offers, or time-limited discounts. If your offer sounds like a pretty good deal, your site visitors won't want to miss it.



Here is what's great about the popup in the example above:

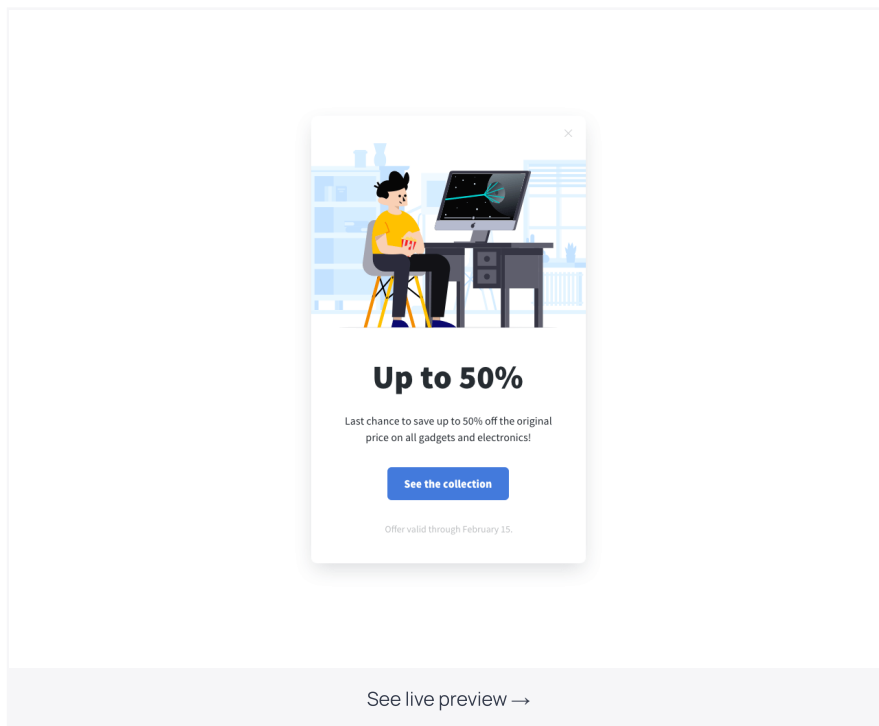
- It can be shown upon entrance, so visitors continue browsing with the offer in mind
- It has a clear copy that explains that the promo will be applied automatically — no extra actions required to get a gift!
- It's eye-catching and redirects visitors to the necessary page in one click

To replicate this scenario, go to the [Targeting](#) tab and choose to display the widget [at once](#) in the [Start to display the widget](#) section. Then select the pages where it should be displayed in the [Where should this widget appear?](#) section.

2. Encourage interested visitors with a delayed popup

Delayed popups come in handy when you are looking for a more delicate touch. They don't interrupt visitors' experience on the page, but still deliver the message that you want them to see.

Let's take a look at the widget that appears after a visitor scrolls down 70% of the page.



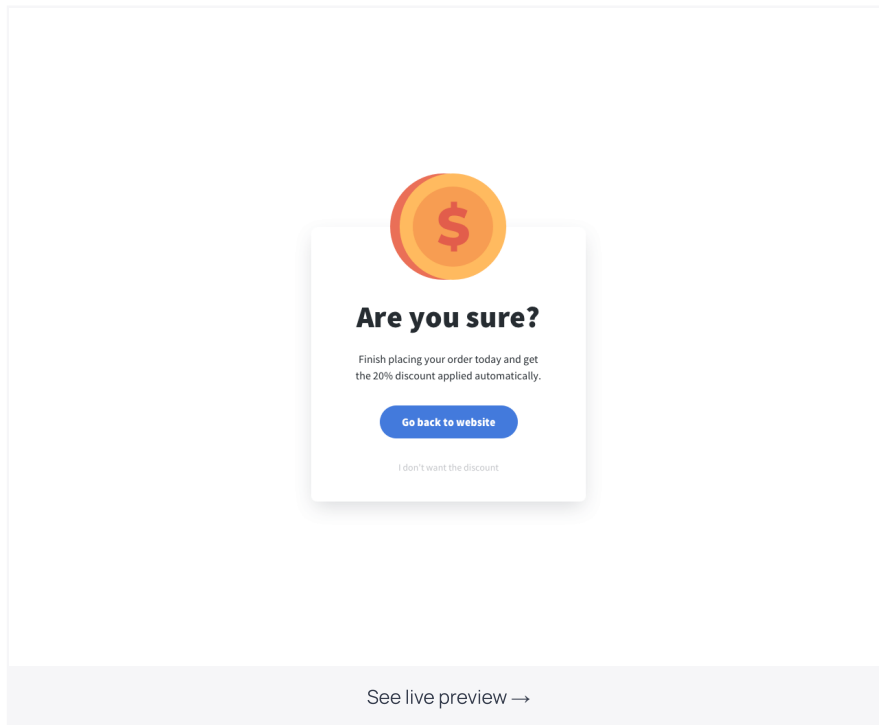
Its CTA button leads right to the store where you can see the collection of discounted items and make an order. What's great about this popup:

- **Timing**
It targets those showing their interest in the website content
- **Copy**
It creates a sense of urgency and emphasizes the value
- **Button CTA**
It communicates the expected action clearly

To replicate this scenario, on the **Targeting** tab, remove the default condition in the **Start to display the widget** section. When adding a new one, choose the **Scroll depth** option. On the **Content** tab, specify the URL you want visitors to be transferred to upon button click in the **Primary button** section.

3. Offer a discount to customers who are leaving

Shopping cart abandonment rate may exceed 80% in some stores. For a business owner, that means a lot of money left on the table. Offering a discount to customers leaving the checkout page may help convert at least some of them.



Here is why an exit promotional popup is a great solution:

- Shown right when a visitor heads to the X button, it's impossible to miss
- It encourages a visitor to make a purchase offering an extra value and raises the possibility of a purchase

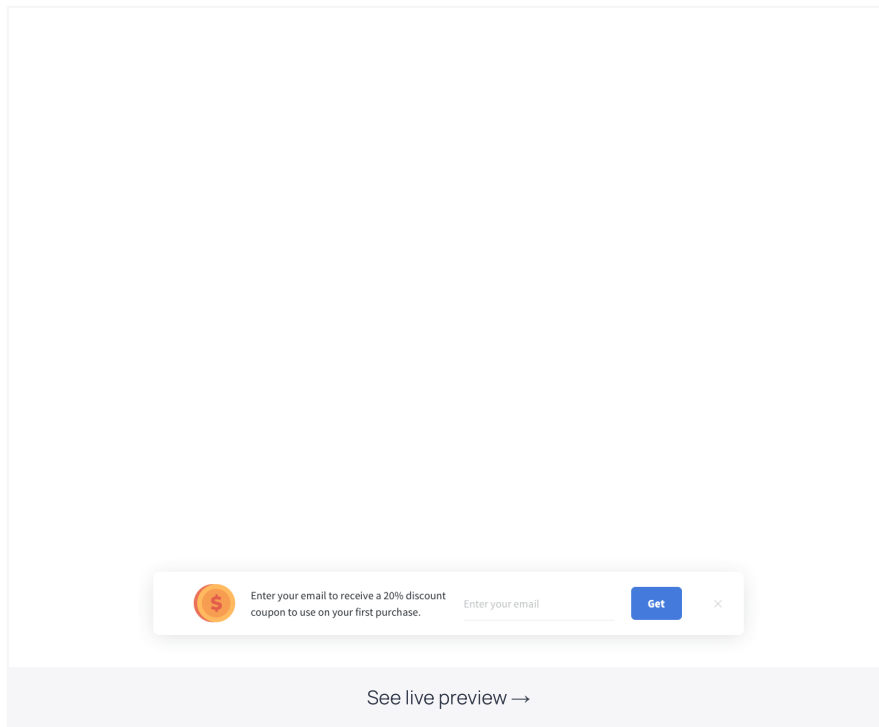
To create a similar widget for your store, on the **Targeting** tab remove the default condition in the **Start to display the widget** section. When adding a new one, choose the **Exit intent** option. Then specify the page where you want to display it in the **Where should this widget appear?** section.

4. Remind about special deals with a floating bar

Finally, it might be a good idea to place a floating bar reminding about the ongoing sale. It helps you ensure your customers are aware of the special deal even if they missed the popup or closed it by mistake.

In the example below, the bar reminds visitors about the special offer available in exchange

for their email addresses. This approach has an extra advantage: even if a visitor doesn't make a purchase right away, they end up in your email list.



You can combine a floating bar with the welcome popup and start displaying it after a visitor spends some time on a webpage. Alternatively, you can place the widget on select pages where an attention-grabbing reminder will come useful.

You're reading Getsitecontrol usecase collection where we talk about the best practices for using website popups. This usecase is a part of [Make announcements](#) section.