

Speaking Avatar Best Practices Guide

1. Have a clear goal for your SitePal character.

Use SitePal as a means to an end. With a little bit of work, SitePal can go from a simple way to welcome visitors to a virtual sales representative that can walk your visitor through your site or a consultant that can highlight the key functions of your product/service by answering frequently asked questions. A SitePal avatar is a great tool to help you make your message come across louder, persuade visitors to take action and boost conversions. However, in order to maximize the results, you need to have a clear goal in what you want to achieve with your character. Before you get started, ask yourself, "What problem am I trying to solve with this character?"

2. Use the character for a clear "Call to Action."

Once you have a goal in mind, think about how to use your character to drive the intended action. Are you getting them to click a button, collect contact information, learn about your services, or pick up the phone and call? A clearly defined 'call to action' will make the character much more effective, and will make it easier to measure the results. For an even better result, include in your audio copy where the user can find the call to action link. (e.g., "Click the red 'buy now' button next to me!") You can also use our Link Setting option to make the character itself as hyperlink to take your visitors to the destination page of your choosing. (e.g., Click ME to buy the new product!)

3. Keep the message brief and to the point.

With a goal and a "call to action" defined, it's time to structure your message to deliver it for the maximum impact. Whatever you initially want to say is probably too much or not organized! Invest enough time to write a brief and compelling audio copy that focuses visitors' attention to the call to action. Need help? Visit sites like [15SecondPitch](http://15SecondPitch.com) that can help you come up with what works best for you.

Best Practice Example



Audio copy:

"Hi, I'm Jennifer. Welcome to our website ...(avatar continues to promote the company's service)...Click JOIN to join us now! The first month is free!"

The goal of using an avatar is very clear - promote the company's service and acquire new members. The call to action ("Join membership") is also clearly defined and the avatar effectively draws people's attention to the call to action through a well-organized audio copy. A graphic button ("Join Now") located right below the avatar also helps maximize the conversions. www.dinnersinaflash.com

4. Choose the right model for your target audience.

SitePal models come with endless possibilities. Exploit the customizability to its full potential to have your SitePal character resonate with your site visitors. Choose the right model. Are you trying to appeal to older people? Men or women? A female character may be more appealing to men for certain products while a male might be better for others. Choose the right accessories and coloring options. (e.g., uniforms, face color, glasses)

5. Brand your SitePal with a logo or a custom model.

Did you know that you can upload any image as your background, so why not your own logo? A logo in the background will reinforce your brand and draw more attention to it. If you want to take things a step further, consider creating a custom character out of a branded element, mascot, or even yourself! We have a staff of artists that can make practically anything speak. Contact us at sales@sitepal.com to learn more about this option.

6. Use the audio feature that best fits your need.

SitePal is a flexible tool with many ways to easily add your audio message. Some methods are focused on convenience while others on message quality. Explore the options and choose the best one for you.

PC recording - Use a PC microphone for a quick, easy and economical way to personally communicate with your customers.

Update by Phone – Perfect for frequent message updates when you don't have access to a computer. Great for real-estate or on-site updates.

Professional Voice Talent – Hands Down the best possible impression for your visitors. SitePal provides Professional Voice Talent services from seasoned TV and radio voice-over specialists at very reasonable prices

Uploaded Audio - Great when you have access to a library of pre-recorded audio.

Text-to-Speech - Great for testing purposes, foreign languages or creating dynamic messages.

Best Practice Example



The company chose a fitting SitePal model and accessories to create a perfect virtual vet that conveys the right qualities their customers are looking for - expertise and trustworthiness. The audio is recorded using a professional voice talent to complete the professional look and feel of the avatar.

www.animalimplants.com

Best Practice Example



The company turned their mascot Sophie into a virtual personal shopper talking avatar using SitePal's custom model feature. Both the virtual Sophie and the logo used as a background effectively reinforces the branding. The audio copy is recorded in a young female's voice through by microphone to add personal touch to virtual Sophie.

www.Sophiesays.com

7. Don't "yell" at your visitors. Use your voice in a right manner.

As powerful it is, an audio message can be also intrusive if used carelessly. Give your viewer the power to decide when they want to hear the message. SitePal lets you easily configure how it plays. Rather than automatically having it speak on load, you can let the user click play or roll-over the avatar to get it to start (opt-in). Adding a brief text call to action for audio can be also a great idea. (See the example image to the right.) If you prefer playing on load to maximize the immediate attention, ensure your SitePal is enabled with the "pause" or "mute" button. When a user opts-in to hear a message they are mentally prepared for it and much more likely to pay attention to the message.

8. Keep your message updated regularly.

Any message, even with the best technology, can quickly become mundane by repetition. We recommend you change the audio message regularly to keep your character fresh and current. Another great way of keeping a message fresh is to use our 'multiple audio' feature to randomly rotate multiple messages so that visitors don't listen to the same messages over and over.

9. Test, test, test for the best ROI!

There are no rules when it comes to creativity – try, it, test it, refine it. That's the key to online marketing success. A tool we recommend for this purpose is [Google Optimizer](#). It allows you to easily test multiple variables on a web page to determine which combination brings the most success events. (e.g., sales, sign ups) Use the tool to test multiple SitePal scenes with different characters, audios or backgrounds. See which combination works best for you. Google Optimizer is free and easy to set up. With a little bit of work, you can dramatically improve the ROI of your SitePal talking avatar.

Best Practice Example



The avatar is set to speak only when a user clicks the play button. A brief call to action written below the character ("Click the Play button to hear the message") can help maximize the audio without being intrusive.

www.nebraskatransportation.org/rca/