

How To Give My Website A "Quick Holiday Boost"

5 hands-on ideas how to use speaking avatars for your holiday marketing

If you wish to boost your holiday marketing, but don't have much muscle for it, this guide is for you. Here are 5 easy, simple ideas you can try with SitePal. The guide also includes a step by step instruction how to implement those ideas. Results? You will be nicely surprised by what a big impact these small ideas can bring to your website and holiday sales.

1. Add a holiday-themed avatar to homepage

The idea of dressing up your homepage with a holiday-themed avatar may sound trivial, but the impact is big. It will make a nice surprise to everyone who visits your website, bringing a smile to their face and igniting the warm and joyful feeling of the holidays. And a nice first impression like that will help you close sales!

Use our holiday outfit and backgrounds to accessorize a basic human model, included in our trial package, or really get into the holiday spirit with one of our specialty models such as Santa Clause or Elf. We offer a dozen of them!

[See How To Instruction](#)



2. Give a personalized spoken greeting

To make the experience more personal, script the avatar with a spoken season's greeting. You can record it in your own voice, or use one of our voice talents to find a more holiday-appropriate voice. Need an idea what to say? Check out our pre-recorded holiday greetings! [See How To Instruction](#)



3. Highlight special deals and increase conversions

Talking avatars are known for their ability to focus visitors' attention on a call to action and increase conversions. Why not use that power to pitch your deals and maximize sales for holidays? **TimeZone247**, an ecommerce watch store in the UK, saw 5 watches a month in sales soar up to 95 in less than 2 weeks after they added a talking Santa Clause in their online shopping cart. [Read the case study](#)



4. Send personalized holiday emails with a talking avatar

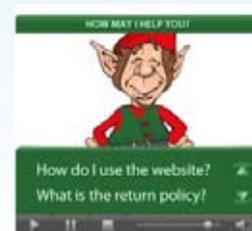
Talking avatars can go beyond your website. Use it to send a personalized email to customers. A holiday-themed talking avatar is a great addition for promotional emails, season's greeting messages, or a short thank you note to customers who shopped on your site. SitePal includes the "Email" wizard, allowing users to create and send emails with just a few clicks.

[See How To Instruction](#)



5. Make reading your FAQ information more fun

Got a long and text-loaded FAQ list to explain your products, shipping cost, or return policy, etc? Have a talking avatar answer them with an audio message. It's far more effective, exciting and fun. [See How To Instruction](#)



Instructions

How to accessorize a base model with holiday outfit and background



Holiday outfits: Go to Step 2 "Accessories", click on the "Shirts" icon on the navigation, and select "Costumes" in the horizontal menu.

Holiday hat: At Step 2, click on the "Hat" icon on the navigation. The Santa hat may not be available for some of the hair styles. If you don't see it on the panel, try a different hair style

Holiday backgrounds: Go to Step 3 "Backgrounds" and select "Holidays" from the drop down menu.

How to view and purchase a holiday-themed specialty model



Select Holiday Specialty Models:

Go to Step 1 "Models", and select "Winter Holidays" from the categories drop down. You will see all holiday-themed avatars offered in our store. If you're Gold or Platinum user, some or all of the models are already included in your package. If not, you can purchase models a la carte.

How to make a holiday audio greeting

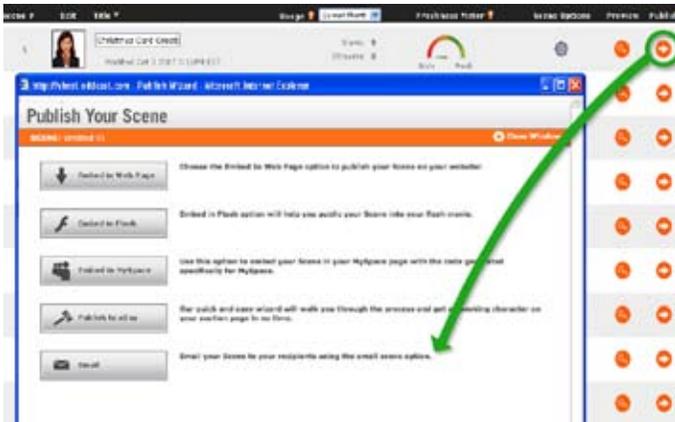


Use one of canned holiday greeting messages: Go to Step 4 "Audios", click on "Saved" tab and select "Holiday greetings" from the drop down.

Make your own greeting: Click on the TTS, Mic, or Phone tabs to script the avatar with your own message.

Order a professional recording: Click on the "Voice Talent" tab to check out voice samples and order one.

How to open the email wizard



How to start the email wizard:

Prepare your SitePal scene using the editor. Close the editor and click on the "Publish" icon on My Scene page. Select "Emails" option to open the "Email" wizard.

How to make a dynamic FAQ



How to make a FAQ

Prepare all of your audio answers first at Step 4 Audios.

Go to Step 5 "Players" and select "FAQ" from the drop down menu. Pick a skin style from the panel.

Click the "Functions (FAQ)" tab on the navigation to type your questions and match them to audio answers in the library.

Note: FAQ builder is not included in Bronze package.