

Customer Happiness is...a Direct Hyperlink

We all know that Web shoppers are an impatient bunch. So when you land in their inbox selling something they like, you'd better be able to get them to it quickly.

The best way to do this is through a direct (and functional) hyperlink. I know, I know; it sounds silly that I'm even saying this, but surprisingly it isn't always the case.

Here's a quick example to prove my point.

Last Christmas, I received an email which advertised several neat-looking, doggy gifts. I particularly liked the Signature Alpaca Dog Sweater, so eagerly; I clicked on its link. [Here's where I ended up.](#)

Did you see the sweater? Me neither, that is until I clicked over a couple of pages. Now, I might be more forgiving than the typical customer, so I wonder how many actually pursued that sweater or just gave up. Especially if they were, gulp, Christmas shopping!

On the flip side though, were experiences like this one. An email from an equine retailer advertised a Simple Hoof Boot, some teaser copy, and a link. This time, I ended up [here.](#)

Now, that's more like it, don't you think?

Friends, customers are your bread and butter, so don't give them the runaround. A recent Harris Interactive poll found that 42% of consumers said they'd abandon their transaction if they encountered some kind of online roadblock -- and permanently decide to use another e-tailer; ouch!

Make sure the merchandise featured in your email links directly to the item on your site. It sounds obvious, but treating your customers to a simple and easy shopping experience keeps them coming back for more.