



# What is the Secret for Increasing your Conversion Rate?

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Better Marketing Results



# Who is Your Customer?

- Understand who is your target market/s
- Develop an ideal customer profile
  - Business Driver
  - Buying Process & Selection Criteria
  - Preferred Communication Mediums
- Direct Marketing Methods
- Use Conversion-Persuasion Scenarios



# Persuasion-Conversion Scenarios

- **Driving Point:** point of contact
- **Funnel Points:** entry into the conversion funnel
- **Points of Resolution:** information to reduce friction factors
- **Way Points:** selling persuasion touch points or ‘call to actions’
- **Conversion Beacon:** customer can demonstrate willingness to convert
- **Conversion Point:** Confirmation of the ‘call to action’



# Driving Point

- Where contact is made with a prospect
- Integrated multi-media approach
  - Traditional – Print, Broadcast, Collateral, Personal Selling
  - Online – Web Presence, Search Engine, Social Networking, Emarketing
- Relevant message to generate and demonstrate interest



# Funnel Points

- Entry into the conversion funnel
- Opportunity creation
- Develop the dynamic for the persuasion process
- Build momentum within scenario
  - Deliver on the promise



# Points of Resolution

- Join the conversation in the mind of your prospect - people are non-linear
  - Answers associated with their buying process
- Provide Credibility
  - **C**ontent > **C**redibility > **C**ustomer
- Ensure opportunity to convert
  - Waypoint or conversion beacon



# Way Points

- Persuasive touch points
  - Integral to your prospects needs
  - Support the conversion goal
  - Build value
- Make the prospect comfortable
- Example:
  - Ticket prices or package options



# Conversion Beacon

- Prospect demonstrates willingness to convert
- Action is taken by the potential customer
- Examples:
  - Click-thru to sign up
  - Book now
  - Steps of interaction in the shopping process





# Conversion Point

- The point of successful completion of a conversion-persuasion scenario
- Both parties know that conversion has taken place
- Confirmation message
- Key metric for any business
  - Conversion rate



# Conversion-Persuasion Scenarios in Action

- Each component is designed with a
  - Target customer focus
  - Business objective
- Different target customers require different conversion-persuasion scenarios
- Understand customer buying process
  - People make emotive decisions and justify