



Converting Web Site Visitors to Leads and Customers

*Increase Your Conversion Rate with
Actionable Marketing Strategies!*

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Putting “Web Site Conversion” in Context

- Part of an Larger Integrated Marketing Plan
- What Do We Mean by “Conversion”
 - Sales Pipeline

Integrated Marketing

- Company Strategy and Messaging
- Segmentation
- Channel Management
- Branding
- Lead Generation
- Advertising (print, online, SEO, SEM)
- Trade Shows
- Public Relations and Analyst Relations
- Clear Definition of Objectives

Sales Pipeline incl. Supporting Tools

Suspect → **Lead** → **Opportunity** → **Closing** → **Sale**

Customer Mindset *Not aware company or products but is a target identified by us* → *Interested in learning more wants basic information... no interest in buying yet* → *Interested in learning more technical information. Slight interest in buying.* → *Interested in buying – Negotiating price and terms* → *Interested in making sure investment is utilized.*

Sales Activities

Sales Cold Call
 Email Introductory Note
 Complete Online info request for evaluation version

Email Additional information
 Telephone Conversation
 Give Initial Presentation/ Overview

Give Technical Demo
 Face-to-Face meeting
 Develop and submit Proposal

Discuss Agreement
 Negotiate Price

Signed Agreement

Sales & Marketing Tools

- Lead Gen Adv.
- Web Site
- Search Engines
- Directories
- Product Sheets
- Online Forms
- Cold Call Sales Scripts

- “Stirring the Pot”
- Monthly HTML “Updates”
- Sales email contacts
- Online Overview Presentation (functionality)

- Conference Call and/or WebEx demo with Technical Team
- Functionality Demo Script
- Integration Feasibility
- Documentation
- Sample Code

- Agreement
- ROI Analysis Tool
- Client Reference List

- Thank You Notes
- Press Release
- Listing on Web Site
- Case Study
- Testimonial

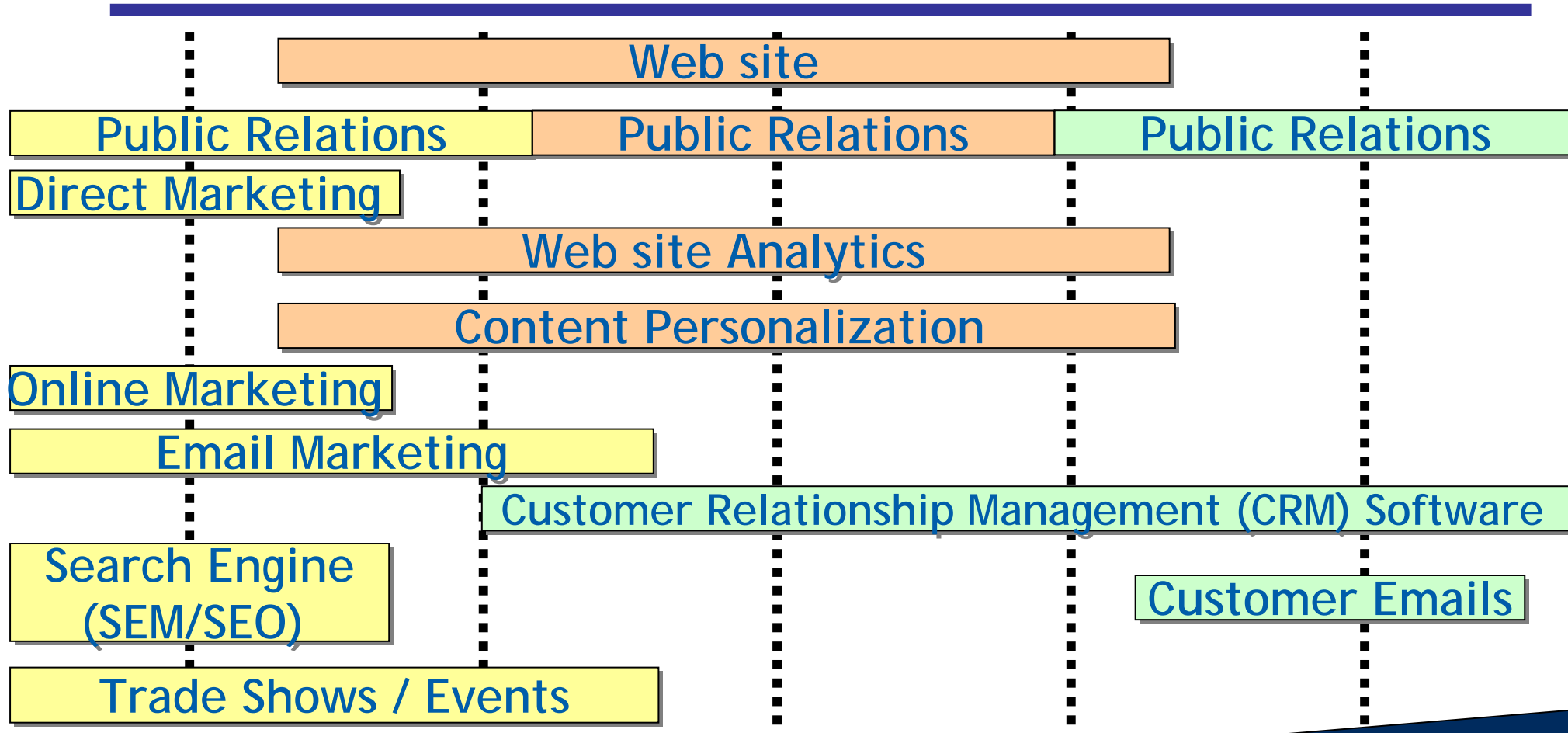
Important “Sales Pipeline” Facts

- Every business will have a different definition of the sales pipeline
- There are no right/wrong answers
- Critical to align content with appropriate step in sales process
- Define it, Track it, Improve it.

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Tonight's Logistics

- All Presentations Will Be Available
 - www.azimuthmarketing.com
 - Or give me your business card after the session and I'll email you the URLs for your download
- Please hold questions until the very end... there will be plenty of time

Our Expert Panel



Rhonda Gilligan - Walt Disney Parks and Resorts Online, Manager of Content Development / User Experience Design Lead



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