

5 Tried And Tested

Conversion Strategies

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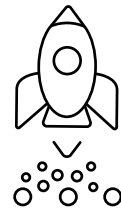
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1. Introduction



Optimizing conversion rates is one of the most important marketing objectives every business should aim to achieve. All marketing efforts should be designed to attract, engage, and ultimately convert potential leads into actual customers.

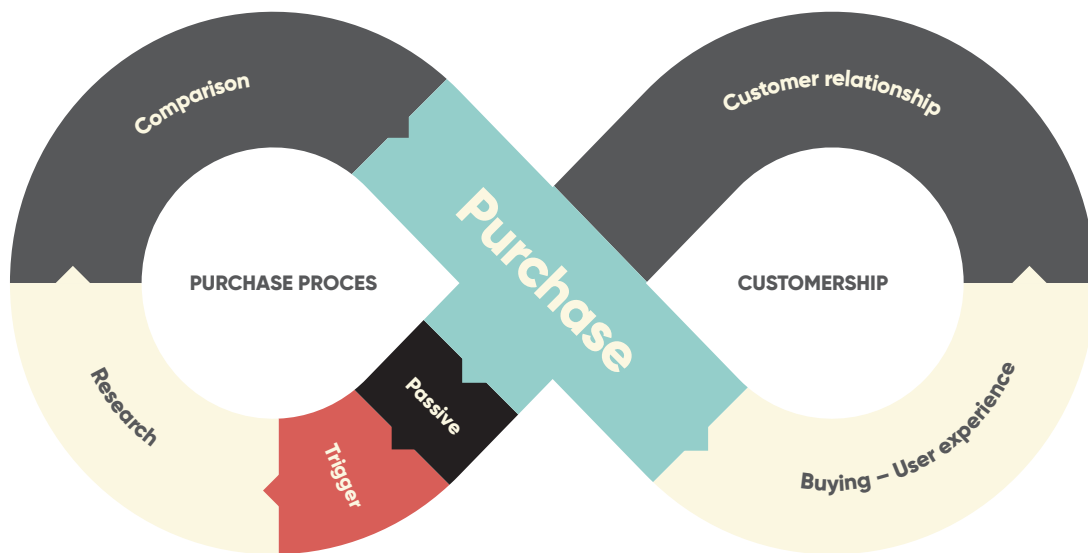
Conversion rates allow businesses to measure the true success of marketing activities and can refer to a number of different actions made by consumers throughout the buyer's journey, including (but not limited to):

- _____ Making a purchase
- _____ Submitting a form (for example, a 'contact us' form)
- _____ Calling or contacting your business
- _____ Engaging with online chat bots
- _____ Signing up for a subscription (either paid or free, like a newsletter)
- _____ Registering personal details on a website
- _____ Downloading something (e.g., software demo, e-book, or a mobile app)
- _____ Using something (e.g., a new or advanced feature in your software or on your website)
- _____ Upgrading their service or payment plan

Simply put, a conversion rate can be defined as any action performed by your consumers that bring them closer to the purchase step in your customer journey loop.

In this short e-guide we will outline five proven methods to help increase the conversion rates for your business, marketing campaigns, and website.

THE CUSTOMER LOOP



Source: Adapted from OMD, "Eco-system," 2014.

2. Five ways to increase the conversion rate of leads into customers

2.1

SMART POP- UPS

As annoying as they may seem to the average website visitor, the use of pop-up opt-in boxes on your website is a proven method to increase conversion rates.

Pop-ups are constantly evolving, and there are now a variety of different ways to incorporate them into your online marketing strategy:

_____ Delayed pop-up boxes appear after a user has spent a set period of time on your website.

_____ Push-down pop-up boxes appear at the very top of a website, pushing down the content to display their messages. Push-up pop-up boxes refer to those that slide up from the bottom of the screen.

_____ Entry pop-up boxes appear immediately after someone visits your website.

_____ Exit pop-up boxes appear when a website visitor attempts to leave your website.

How you choose to utilize pop-up boxes will depend greatly on your specific marketing goals and objectives, but it must be done thoughtfully and with a worthy incentive. For example, an exit pop-up box can be used to retain website visitors by enticing them with last minute deals, time sensitive promotions, and special discounts.

2.2

VIDEO CON- TENT

The use of video content for marketing purposes continues to have a higher ROI (return on investment) compared to traditional written content. According to a [*Forbes* article](#), video content is projected to claim more than 80% of all web traffic by 2019 and marketers are now seeing data that shows how important it is to incorporate video content into their marketing campaigns.

Video content provides marketers with an attractive, versatile, and extremely shareable medium to reach and engage their target audience.

According to a recent [survey](#) on video marketing statistics, marketers who utilize video content:

_____ Generate 66% more qualified leads per year in marketing campaigns

_____ Increase the click-through rate 200-300% in email marketing efforts

_____ Increase conversion rates by 80% when a video is added to a landing page

_____ Boost engagement by at least 22% when a video and full-page advertisement is combined

_____ Boost conversion rates by 20% or more when a video is included on the website's homepage

2.3

EMAIL MARKET- TING

Email marketing has long been a successful digital marketing strategy to promote products or services, qualify leads, and keep consumers engaged. Contrary to widespread belief, email marketing is certainly not dead.

A recent study found that businesses report 90% of their email marketing messages actually reaching their target consumer's inbox compared to only 2% of Facebook followers who saw any of a business's social media posts in their news feed.

Email marketing is able to successfully deliver a wide range of marketing messages to your target audiences, using two primary strategies:

Commercial intent, which is considered to be the most traditional form of email marketing and is used primarily to promote and sell products or services.

Relationship building helps establish a positive relationship with your consumers, which ideally leads to growing a loyal customer base and brand champions.

In order to build a good rapport with your target audience, email marketing can and should sometimes be used to communicate marketing messages without selling. This ultimately leads to higher conversion rates and more effective customer retention.

2.4

MICRO- INFLUENCER MARKETING

It's well known in the marketing industry that social media influencers can effectively build awareness for brands or products and ultimately drive sales. With their massive organic reach and strong influence within their online communities, they have tremendous power when it comes to influencing the buyer behaviors of certain target audiences and increasing conversion rates.

However, most major influencers now recognize their worth in regards to promoting and advocating for certain brands, which means many social media influencers now require a significant fee for being involved with any type of online marketing campaign. This is where the use of micro-influencers can be a suitable, cost-efficient alternative to enter the influencer marketing realm.

Micro-influencers are generally those who have anywhere between 1,000 and 100,000 social media followers. But despite their relatively smaller

following (compared to those influencers who have massive social media followings), micro-influencers are still able to generate some of the highest engagement and conversion rates. According to a recent [study](#), 82% of consumers are “highly likely” to follow a recommendation made by a micro-influencer.

Micro-influencers are extremely active with their online community and are able to connect with their audiences on a much more personal level, so people genuinely trust their opinions and recommendations. These are the primary reasons why micro-influencers are able to generate such high levels of consumer engagement to increase conversion rates.

Here are some effective strategies to consider when boosting your conversion rates with the help and advocacy of micro-influencers:

_____ Have the micro-influencer share special discount codes and coupons with their audience

_____ Ask the micro-influencer to give an honest review about your product or services

_____ Invite the micro-influencer to host or present a product in tutorial videos

_____ Have the micro-influencer share a unique or personal story that relates to the use of your products or services

2.5

MARKETING GAMI- FICATION

When it comes to influencing buyer behavior, motivating your target audience into action, retaining customer loyalty, and increasing conversion rates, the use of marketing gamification is a proven winner regardless of whether you operate in a consumer (B2C) or enterprise (B2B) environment.

Gamification is here to stay. Here's why:

_____ The global gamification market was recently valued at US\$5.5 billion in 2018, and is estimated to witness a CAGR (compound annual growth rate) of 30.31% over the forecast period between 2019-2024.

_____ 87% of North American retailers are planning to use gamification strategies to engage customers in the next five years with 70% of the top 2,000 companies already using marketing gamification in current marketing campaigns.

While the United States is seeing an uptick in businesses using gamification as a way to engage consumers, we fully expect other markets will also follow this trend given the ROI. By incorporating game design elements such as inclusiveness, achievement, competition, rewards, and fun into marketing campaigns, you are providing a diverse range of incentives for your target audience to interact with your marketing efforts.

Marketing gamification can be used to effectively increase conversion rates because it has the ability to:

_____ Appeal to a wide demographic

_____ Attract the attention of specific target audiences in a crowded marketplace

_____ Create ongoing engagement with target audiences on a consistent basis to keep your business top-of-mind

_____ Nurture relationships and develop a strong rapport with customers to build trust

_____ Push leads and potential customers through the buyer's journey by providing incentives for them to do so

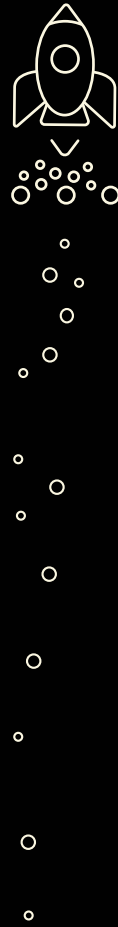
_____ Retain customer loyalty and encourage brand advocacy because consumers have developed an affinity for your brand, business, or product

The use of gamification software can be an excellent way to connect with leads and customers. Gamification is incredibly engaging; it can result in a 100-150% increase in marketing metrics like website analytics and community activities. It's also easy and cost-efficient to integrate games into marketing campaigns in a variety of different ways.

Gamification software like LeadFamily is easy-to-use and allows the user to design and promote a variety of customized and branded games, which can be used to target specific groups to achieve their business's unique marketing objectives. With more than 20 different game concepts to choose from, users have lots of choices to find the perfect game concepts to reach a specific marketing goals.

3.

Conclusion



Conversion rate optimization is important because it allows businesses to lower customer acquisition costs, and using a gamification platform is one way to accomplish this. Many businesses realize there is always room for improvement when it comes to increasing conversion rates, and they are constantly optimizing marketing strategies to create a better customer experience for their target audience.

Want to know more?

Visit the LeadFamly Library to understand more about marketing gamification or view an on-demand webinar.

[Visit the library](#)

Book a demo and sign up for free to see how simple it is to create a memorable game.

[Book a demo](#)

Lastly, we love to chat. Drop us an email at hello@leadfamly.com to say hi, or if we can help answer a question. Or you can message us directly from the LeadFamly website.

