

Webinars for Marketers

Maximising & Measuring Website Conversions



Presenter

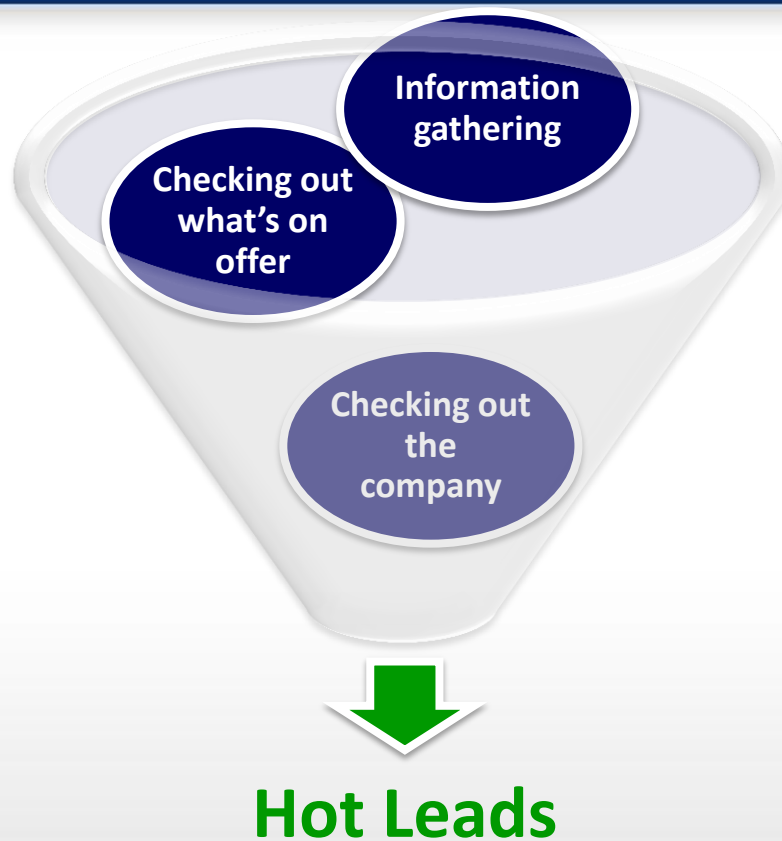
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Labyrinth | 0800 WEBSITE
SOLUTIONS | www.website.co.nz



Web to Cloud
a winning partnership for online success

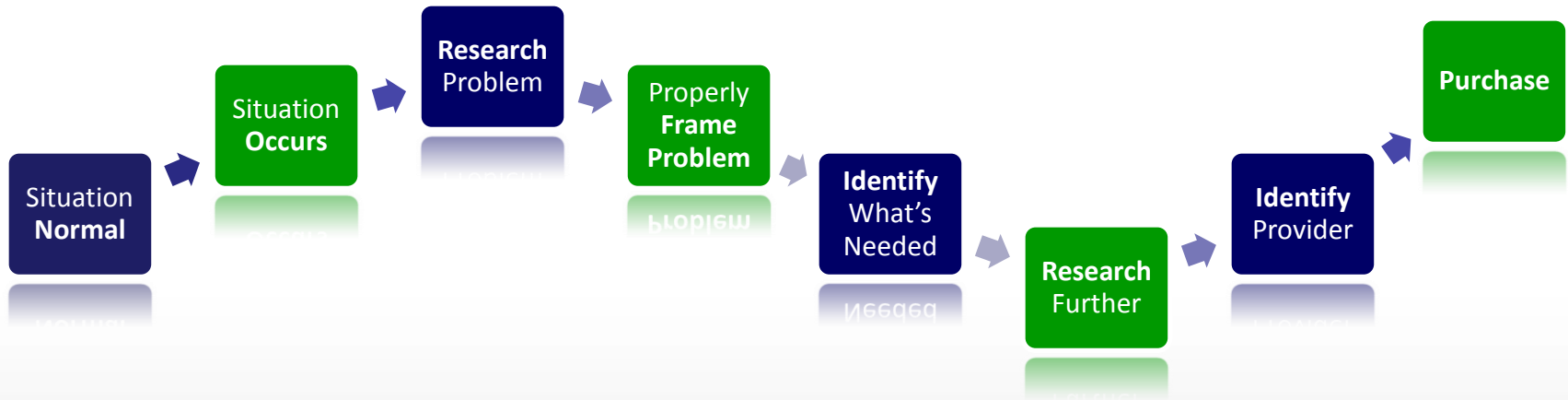
Website Conversions



Prerequisites

- Ensure the website needs to be **found by target audience**
- Convince them that **you have what they're after**
- Convince them that **you are the people they should deal with**

The Buyer's Journey



The Power of Content



Conversions are dependant on the:

- **Relevance and**
- **Quality of your content**

Primary Actions

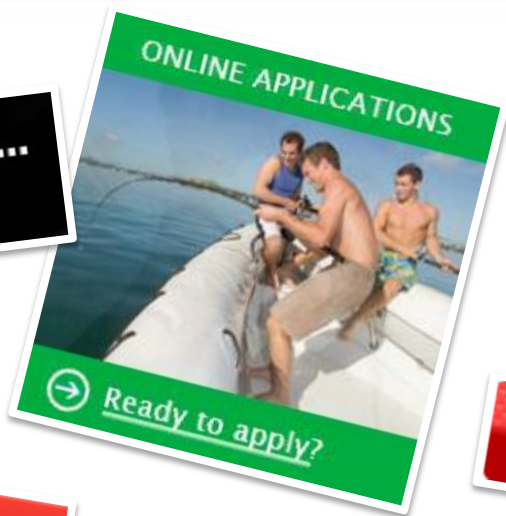
- Visiting the shop/showroom
- Making a call to the sales team
- Completing an enquiry form



Primary CTA Examples



ENERGY IS WITHIN YOU...
DISCOVER IT >



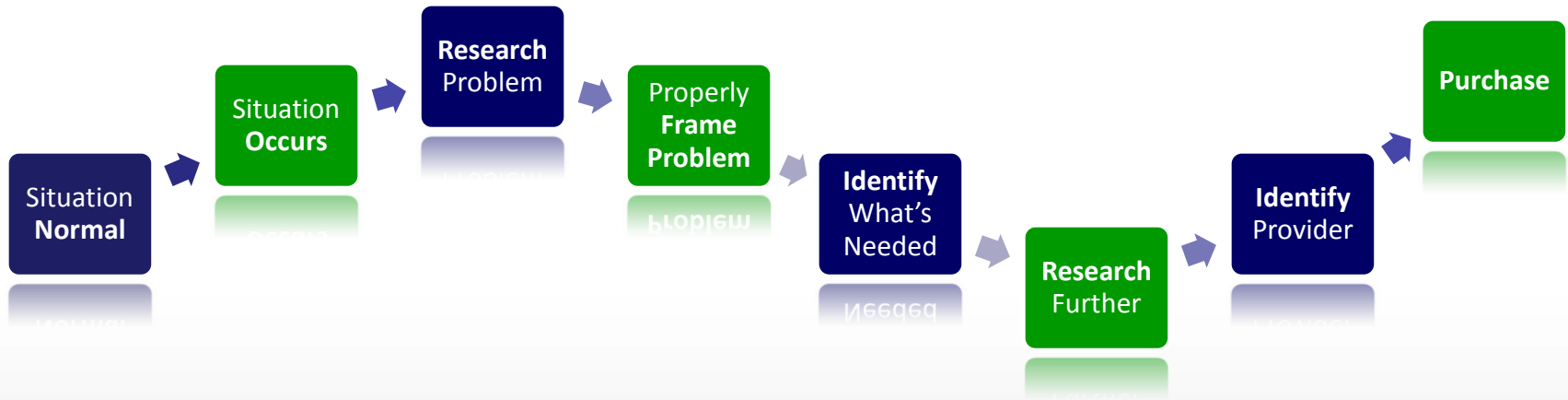
 **TEST DRIVE**
WE WILL COME TO YOU!
Make an appointment ▶

**Are you ready
FOR A NEW WEBSITE?**

>> FIND YOUR NEAREST DEALER

Knowledge Base New
Technical FAQs [Click here](#)

Buyer's Journey



Secondary Actions



- **Signing up to a newsletter/Club**

Become a member & receive
**special offers and
helpful advice**

Join our eBaby Club!

A promotional banner with a blue and white striped background. It features the text 'Become a member & receive special offers and helpful advice' in white and blue, and a dark blue button at the bottom with the text 'Join our eBaby Club!' in white.

- **Downloading**

FREE REPORT

**10 Secrets
for Website Success**

FREE DOWNLOAD

A promotional banner for a free report. It has an orange header with 'FREE REPORT' in white. Below, the text '10 Secrets for Website Success' is displayed in blue. In the center, there is an image of a document titled '10 Must-do's for Website Success'. At the bottom, there is an orange button with 'FREE DOWNLOAD' and a white play icon.

Marketing Automation



- **Automated acknowledgement**
- **Regular / Staged follow up emails**
- **Link back to website and relative areas**

Converting Leads to Dollars

Sales team;

- Not knowing about website offers
- Don't receive the enquiries
- Too slow to follow up

Final Point

- **Remember to continue marketing to customers**

- Follow-up Email
- Up-sell Opportunities

Measurement



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Website Design and Online Strategy

Market leading brands need top-performing websites. We'll not only design you a great website but our high-level strategic guidance, marketing and support will ensure you achieve website success.

We've got your back, so relax and aim high!

Are you ready FOR A NEW WEBSITE?

OUR SERVICE	OUR CMS	FREE REPORT	PERSUADE YOUR BOSS
 <p>We believe the real value a professional website design company can offer comes...</p> <p>LEARN MORE</p>	 <p>At the heart of Web to Cloud is our Contegro CMS. Recognised as one of the world's top 30 Content...</p> <p>LEARN MORE</p>	<h3>10 Secrets for Website Success</h3>  <p>FREE DOWNLOAD</p>	<h3>WIN OVER YOUR BOSS FOR A BETTER WEBSITE</h3>  <p>LEARN HOW</p>

Key Points

- **Content quality & relevance is vital**
- **Buyers will be at different stages of the journey**
- **Capture & nurture leads with automation**
- **Coordinate with the sales team**
- **Continue to market once they have bought**
- **Set up goals and test & tune**

Webinars for Marketers



You'll be notified of our 2013 Calendar of Topics



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