

# PERFECTING THE CONVERSION PROCESS.

Inbound Certification Class #7

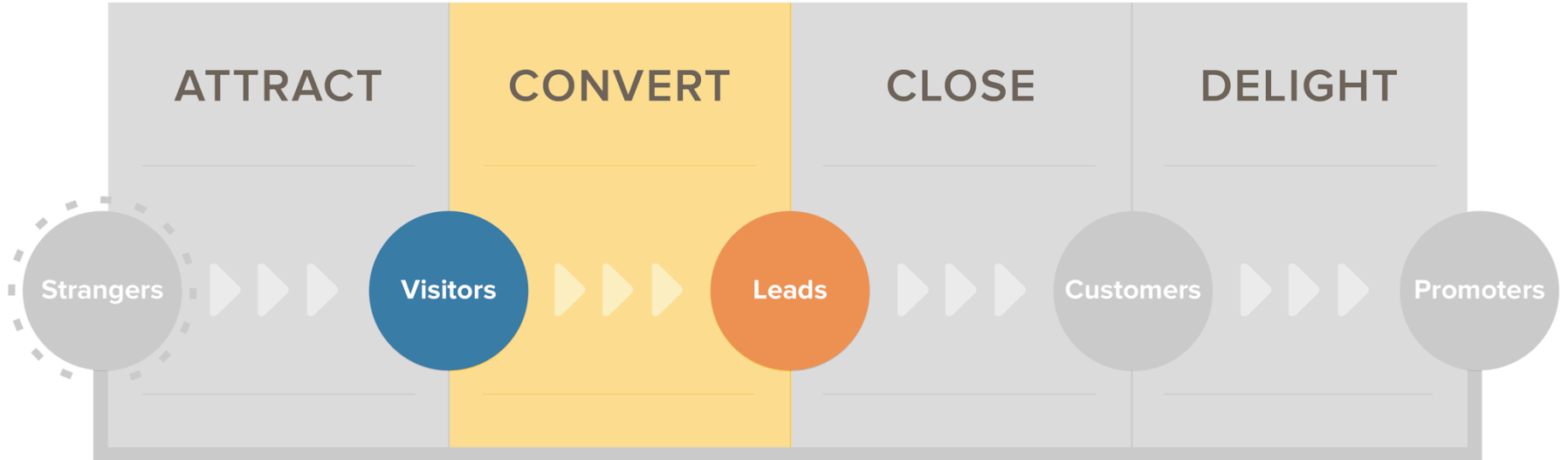


**#INBOUND**

# AGENDA

- 1 Why the conversion process is so critical
- 2 How to convert the right visitors into leads
- 3 Calls-to-action and thank you page examples
- 4 Key takeaways and resources

# Inbound Methodology



by **HubSpot**

**1** WHY THE CONVERSION  
PROCESS IS SO CRITICAL.

It is how you get **leads!**

Turn an  
**anonymous visitor...**





... into a **lead**  
(a real person).



A wooden boardwalk path leads through tall, golden-brown grasses under a dramatic, cloudy sky. The path is made of wooden planks and is flanked by dense, tall grasses. The sky is filled with large, white and grey clouds, with a hint of blue. The overall scene is a coastal or dune landscape.

As a marketer, you need to build  
**conversion paths.**

# Three Building Blocks for a Successful Conversion Path

Call-to-Action  
(CTA)



Landing Page



Thank You  
Page

# CALL-TO-ACTION (CTA)



## How to Write a Blog Post Every Single Day

by [Ginny Soskey](#)

February 27, 2014 at 11:00 AM



If you've ever been in a content creation role, you know that there's lots you can do to make sure you're creating great content every single day. You can't just wait for inspiration. You've got to be prepared, motivated, and focused -- all at the same time. The trifecta can be hard to get, even for the savviest of writers.



So if your job is to create content *every day*, how do you achieve all that?

To get to the bottom of this, I spoke with my teammates here at HubSpot. It's no secret: we create a lot of content, especially blog posts ... so I figured we'd have a few tricks up our sleeve for writing a post every single day. Here's some of the best advice our team has for getting prepared, motivated and focused to write each day on the job.

### 1) Braindump Your Ideas in Trello

My best brainstorming doesn't often happen randomly -- I usually need to sit down, realize I need to brainstorm, make inspiration strike once, and then [iterate on that idea](#). I personally love to brainstorm ideas in [Trello](#) -- a place where my whole team can see them and grab one if they want to write it. Having a central location for ideas keeps the blog post idea mill flowing for the entire team, even in the darkest days of writer's block.

### 2) Race Your Laptop's Battery

My colleague, [Corey Eridon](#), mentioned this tip in a [previous post about blogging tips](#) -- and it's something our team will do when under a tight deadline. Just unplug your laptop, go somewhere else, and race to finish your post before your computer shuts off. Constraining your writing to a certain time limit can help you focus on getting the most important points down in a concise way.

**Free Template: The Business Blogging Editorial Calendar**

Don't let a lack of organization slow down your blogging productivity. Download our free template!


[Get My Template Now](#)

# LANDING PAGE



Hi Rebecca. Here is your Editorial Calendar Template:

 Download File

 Email to a Friend



Now put your calendar to use and quickly, easily publish new blog posts.

Not happy with your blogging software? Want a more simple way to put your editorial calendar to use? Try HubSpot's blogging tool -- it gives you SEO advice as you type, and integrates seamlessly with your social media profiles.



Just start a free trial of HubSpot to create your own blog that:

- ✓ Is optimized for mobile devices.
- ✓ Has built-in SEO tools.
- ✓ Provides instructive support to improve your posts.
- ✓ Is integrated with Social Media to make sharing easy.

There's no risk, no obligation, and no credit card required. Create your new blog today.

Try HubSpot's Blogging Tools for Free:

First Name \*

Rebecca

Last Name \*

Corliss

Email [\(privacy policy\)](#) \*

rebecca@theigtracks.com

Phone Number \*

Website URL \*

Company Name \*

How many employees work there? \*

- Please Select -

What is your role? \*

- Please Select -

Does your company sell any of the following services:

- Web design
  - Online marketing
  - Branding
  - Social media marketing
  - SEO/SEM
  - Advertising agency services \*
- Please Select -

What is your biggest marketing challenge?

Start Your Free Trial

# THANK YOU PAGE



**HubSpot** Call us: 1-888-HUBSPOT  
(888-482-7768)

Hi Rebecca. Here is your Editorial Calendar Template:

[Download File](#) [Email to a Friend](#)

[f](#) [in](#) [t](#) [s](#) [p](#)

### Social Media With HubSpot

HubSpot not only lets you track every click on a link in a social message, it also lets you use that data to segment leads and trigger emails. It's the first social media tracking system of its kind.

- **Lookup:** Automatically look up social information for your leads.
- **Listen:** Listen to chatter and track clicks on all of your social posts.
- **Segment:** Segment your leads based on the social activity.
- **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

Learn more about HubSpot's social media tools by requesting a live demo to the right!

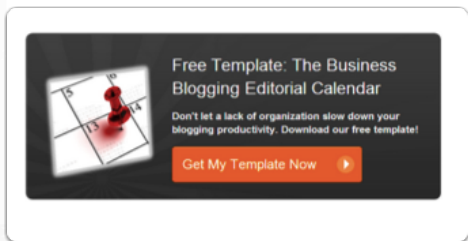
[f](#) [in](#) [t](#) [+](#) [p](#) [✉](#)

## Free Inbound Marketing ASSESSMENT

Learn how you can optimize your website to get found by more prospects and convert them into leads & customers.

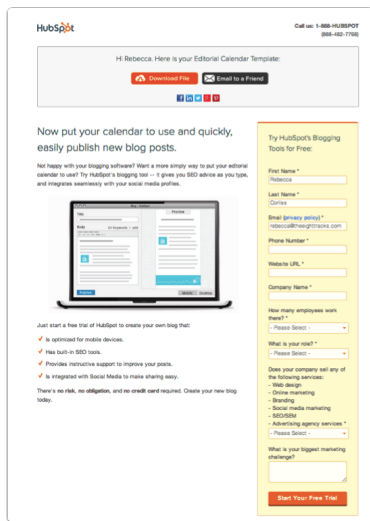
[Assess My Marketing](#)

# Conversion path in action.



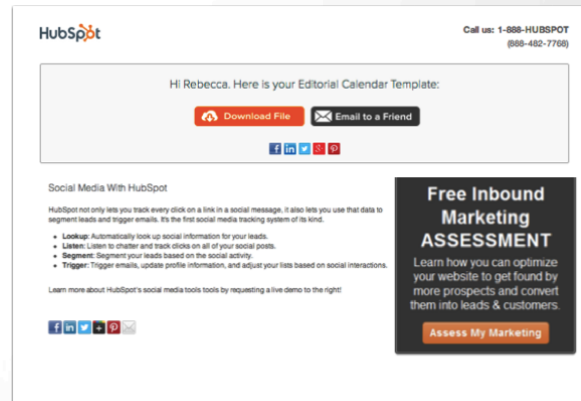
1

Call-to-Action (CTA)



2

Landing Page



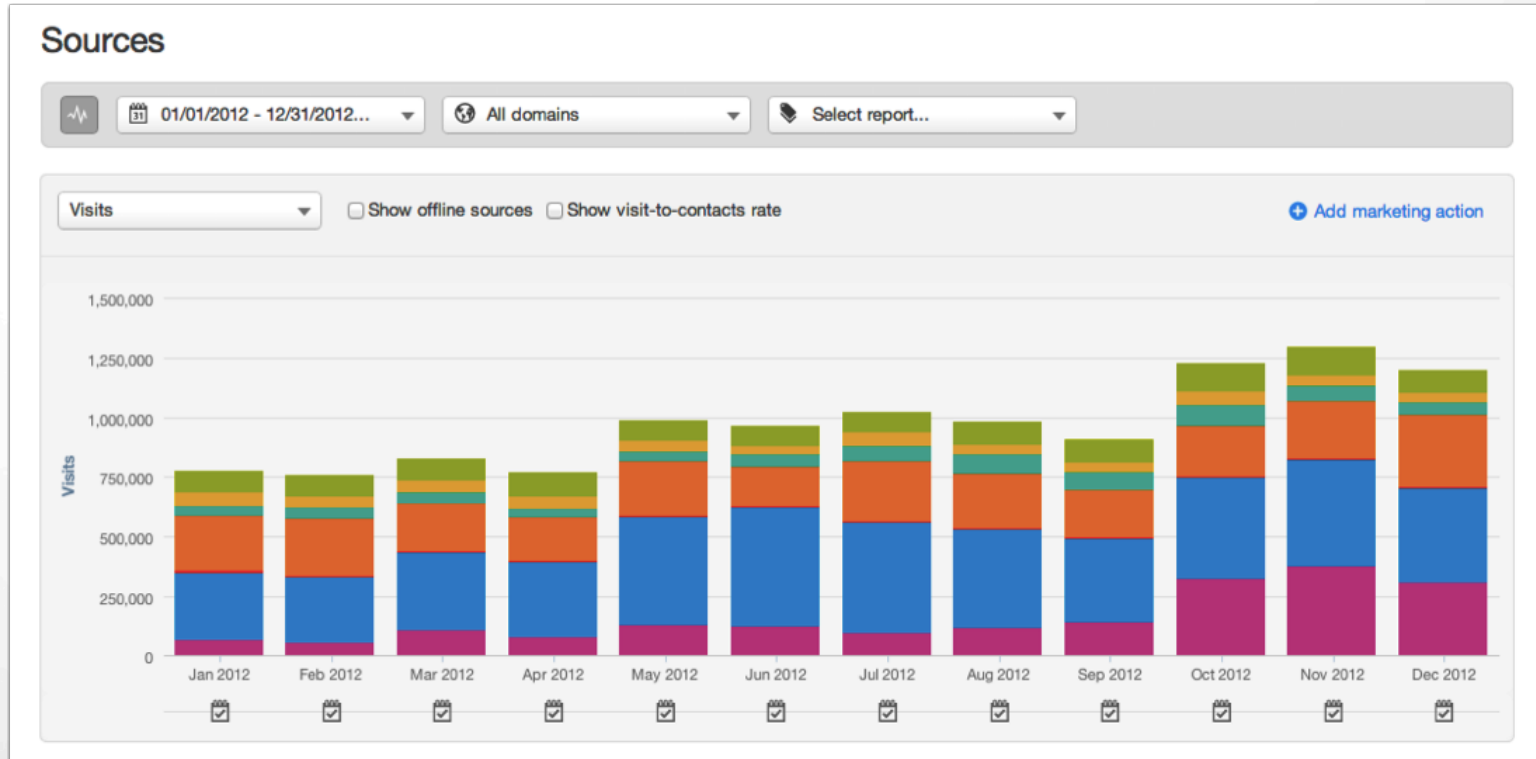
3

Thank You Page

2

HOW TO CONVERT  
THE RIGHT VISITORS  
INTO LEADS.

Your goal is to **attract** your buyer persona and **guide them** to the sale.





# Use your conversion paths to guide visitors through the **Buyer's Journey.**

The Buyer's Journey is the active research process a potential buyer experiences leading up to a purchase.



# CONVERSION PATHS AND THE BUYER'S JOURNEY

- 1 Call-to-Action
- 2 Landing Page
- 3 Thank You Page



- 1 Call-to-Action
- 2 Landing Page
- 3 Thank You Page



- 1 Call-to-Action
- 2 Landing Page
- 3 Thank You Page



# WHAT CAN YOU OFFER AT EACH STAGE OF THE BUYER'S JOURNEY?

Your buyer persona needs to learn different information at each stage in order to progress through the buyer's journey.

Use a new CTA at each stage to guide him to an offer that has that information.



# DEFINITION OF A **CALL-TO-ACTION (CTA)**

A button or image placed on pages with the sole purpose of driving visitors to your landing page.

You need CTAs to get their **attention**.



All CTAs must be **relevant**  
to the content where they live.

# For example ...

## Answers to 18 SEO Questions You Were Too Afraid to Ask

by [Rachel Sprung](#)

🕒 March 12, 2014 at 8:00 AM

When I first started out in marketing, I thought I knew what SEO was all about. I knew it stood for search engine optimization. And I knew that the better your SEO was, the higher you would rank on search engines. I'm an SEO genius now, right?



Not so much. There's a lot that I didn't know I didn't know -- and as I learned more, it bred more and more questions.

So let's talk about all of the SEO things I had questions about along the way, but wasn't sure who to ask for clarification. Hopefully it'll help you, too, if you're struggling with any of these questions that are seemingly simple, but still cause a lot of confusion.

# For example ...

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Should you use this CTA on this post?



**Master marketing automation.**

ATTEND THE HUBSPOT ACADEMY TRAINING CLASS



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Or **this** CTA on this post?

*The SEO Optimization Worksheet*

a guide to

Optimizing Keywords, Increasing Traffic, and more!

Download Now >

# Align your calls-to-action with the content's **topic**.

The second option aligns with the SEO topic of the blog post.

This alignment will **increase** CTA conversion. If a person was attracted to your blog by the SEO topic, most likely he will also be attracted to the related CTA.

Answers to 18 SEO Questions You Were Too Afraid to Ask

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*The SEO Optimization Worksheet*

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Once a visitor clicks  
on a **Call-to-Action...**

they'll be linked to a  
**Landing Page.**

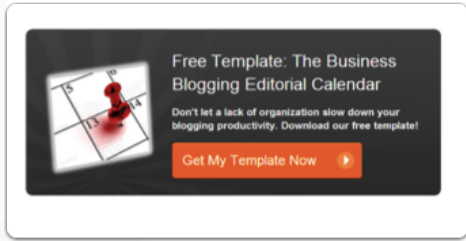
Once that visitor submits a  
**form on the Landing Page...**

they'll be taken to a  
**Thank you page.**

# DEFINITION OF A **THANK YOU PAGE**

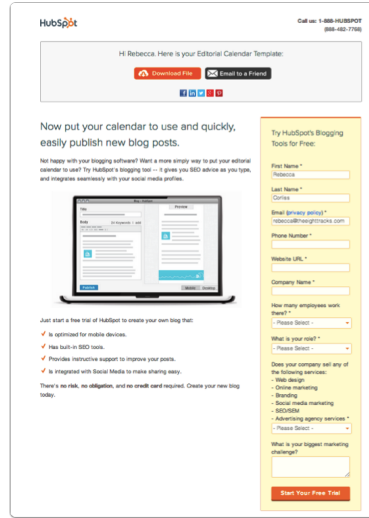
This is where the content introduced by the call-to-action and landing page is finally delivered to the visitor who, after submitting a form, is now a lead.

# Put it all together.



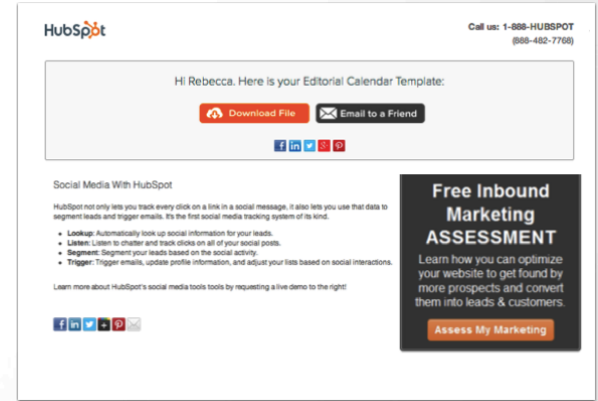
1

Call-to-Action (CTA)



2

Landing Page



3

Thank You Page

3

**CALLS-TO-ACTION  
AND THANK YOU  
PAGE EXAMPLES.**

# CALLS-TO-ACTION BEST PRACTICES



## **Make your copy action-oriented.**

Encourage click with clear, direct words. Brevity is key.



## **Use an attention-grabbing design.**

Make your CTAs stand out on your site. Try contrasting colors.



## **Make sure to use strong on-page placement.**

Don't place CTAs below the fold! Make them easy to notice.



## **Test! Test! Test some more!**

Improve CTA conversion by trying new elements.



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# CALL-TO-ACTION EXAMPLES



## PAWNTIQUE

An upscale, boutique, online pawn shop that provides short term collateral loans.



## GARDEN MEDIA GROUP

A public relations firm in the home and garden industry.

# CALL-TO-ACTION EXAMPLES



The screenshot shows the Invoip website's navigation bar with the logo and links for Home, Why Invoip, How Invoip Works, Benefits of Hosted Voice, and About Invoip. Below the navigation bar, the "Benefits of Invoip Hosted Voice" section lists eight advantages. A blue call-to-action box titled "Setup and Monthly Fee Calculator" is highlighted with an orange border. It features an icon of a calculator and a phone handset with a dollar sign, and includes a "Calculate Your Costs" button.

**invoip**  
hosted voice

Home Why Invoip How Invoip Works Benefits of Hosted Voice About Invoip

## Benefits of Invoip Hosted Voice

1. No upfront capital expense
2. No internal phone system to maintain
3. Multiple locations on one phone system
4. Simple installation and set up
5. Best-in-class Cisco technology
6. Flexibility to grow with business needs
7. One provider for your communications
8. Unlimited tech support

### Setup and Monthly Fee Calculator

Figure out how much it will cost to get started with invoip's hosted voice services.

[Calculate Your Costs](#)



**INVOIP – HOSTED VOIP**

A hosted phone system for small business.

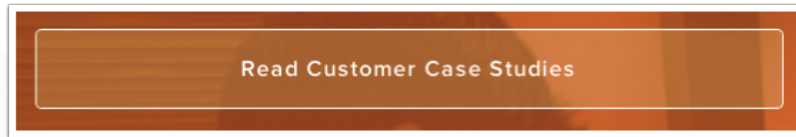
# CALL-TO-ACTION EXAMPLES

Aligned to Buyer's Journey



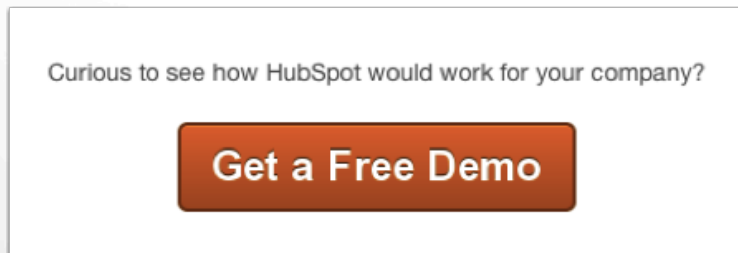
## **AWARENESS STAGE**

Uses educational content to attract new leads.



## **CONSIDERATION STAGE**

Guides leads to learn more about product/service value.



## **DECISION STAGE**

Encourages leads to talk to sales and make a decision.

# OPTIMIZE YOUR CALLS-TO-ACTION

to get more value from your CTAs.

1,000 Visitors



1%

10 Landing  
Page Visitors



# OPTIMIZE YOUR CALLS-TO-ACTION

to get more value from your CTAs.

1,000 Visitors


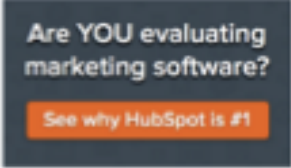
10%

100 Landing  
Page Visitors

# OPTIMIZE CTAs BY RUNNING A/B TESTS

## Elements to Test:

- Design
- Text & Copy
- Page Placement
- Positioning
- Offer Type


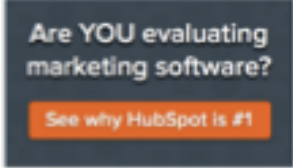
	Visits	CTR
	8,963	1.1%
	8,829	0.8%

# OPTIMIZE CTAs BY RUNNING A/B TESTS

## How to A/B Test

Use an A/B Testing tool that will show your two CTA variations equally to all visitors who come to your page.

The call-to-action with the **higher click-through rate** (CTR) is your better version!

	Visits	CTR
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# THANK YOU PAGE BEST PRACTICES



## **Deliver the offer.**

Make sure it's easy to receive the offer you promised.



## **Guide them further through the buyer's journey.**

Encourage leads to the next stage with a new CTA



## **Include social networking options.**

Help your content get additional reach.

# THANK YOU PAGE BEST PRACTICES



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## **Include social networking options.**

Help your content get additional reach.

Make sure all of your thank you pages  
include **all three elements.**



BUYER STAGES	AWARENESS	CONSIDERATION	DECISION														
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach														
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision														
<b>Content Types</b>	<ul style="list-style-type: none"> <li> Analyst reports</li> <li>Research reports</li> <li>eGuides &amp; eBooks</li> <li>Editorial content</li> <li>Expert content</li> <li>White papers</li> <li>Educational content</li> </ul>	<ul style="list-style-type: none"> <li> Comparison white papers</li> <li>Expert Guides</li> <li>Live interactions</li> <li> Webcase/podcast/video</li> </ul>	<ul style="list-style-type: none"> <li> Vendor comparisons</li> <li>Product comparisons</li> <li>Case Studies</li> <li>Trial Download</li> <li>Product Literature</li> <li> Live Demo</li> </ul>														
<b>Key Terms</b>	<table border="0"> <tr> <td>Troubleshoot</td> <td>Upgrade</td> </tr> <tr> <td>Issue</td> <td>Improve</td> </tr> <tr> <td>Resolve</td> <td>Optimize</td> </tr> <tr> <td>Risks</td> <td>Prevent</td> </tr> </table>	Troubleshoot	Upgrade	Issue	Improve	Resolve	Optimize	Risks	Prevent	<table border="0"> <tr> <td>Solution Provider</td> <td>Tool Device</td> </tr> <tr> <td>Service Supplier</td> <td>Software Appliance</td> </tr> </table>	Solution Provider	Tool Device	Service Supplier	Software Appliance	<table border="0"> <tr> <td>Compare Vs. versus comparison</td> <td>Pros and Cons Benchmarks Review Test</td> </tr> </table>	Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test
Troubleshoot	Upgrade																
Issue	Improve																
Resolve	Optimize																
Risks	Prevent																
Solution Provider	Tool Device																
Service Supplier	Software Appliance																
Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test																
<b>Example</b>	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>														

# THANK YOU PAGE EXAMPLES

Buyer's  
Journey



Social  
Sharing



The screenshot shows a HubSpot thank you page. At the top left is the HubSpot logo, and at the top right is a "Sign In" link. The main content area features a dark grey card on the left titled "Free Inbound Marketing ASSESSMENT" with a sub-headline "Learn how you can optimize your website to get found by more prospects and convert them into leads & customers." and a button labeled "Assess My Marketing". Below this card is the text "Follow HubSpot" and a row of social media sharing icons for LinkedIn, Twitter, Google+, Facebook, Pinterest, YouTube, and RSS. To the right of the card is a section titled "View the Science of Social Media Webinar" with a sub-headline "View the [interactive transcript](#). Generate social media leads with HubSpot. [Find out how in a free demo of the HubSpot software.](#)" Below this text is a dark image of an open book with a glowing light emanating from it. On the right side of the page, there is a large orange arrow pointing left towards the book image, labeled "Deliver Content".

Deliver  
Content



# THANK YOU PAGE EXAMPLES

**HubSpot** Call us: 1-888-HUBSPOT  
(888-482-7768)

Hi Rebecca! Click below to download:

Deliver Content → [Download File](#) [Email to a Colleague](#)

[f](#) [in](#) [t](#) ← Social Sharing

### Become a Certified Marketing Pro

We'll teach you all about inbound marketing and help you become a certified marketing professor, for free! Just click on the button below to get started.

Buyer's Journey → **Get Certified!** INBOUND CERTIFICATION

Join the thousands of professionals already certified in inbound marketing. What are you waiting for?

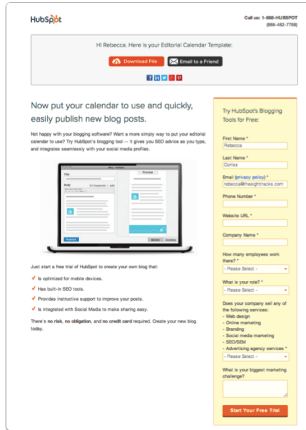
[Get Started.](#)

# THANK YOU PAGE EXAMPLES



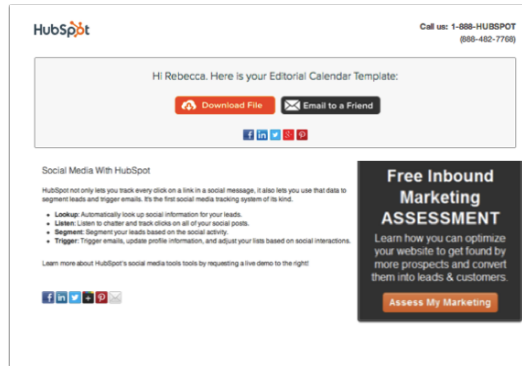
1

Call-to-Action (CTA)



2

Landing Page



3

Thank You Page



4

New Call-to-Action



Next Buyer's Journey Stage

# 4 KEY TAKEAWAYS AND RESOURCES.

# KEY TAKEAWAYS

## CALLS-TO-ACTION.

drive visitors to targeted offers to connect with and help them convert into leads.

# KEY TAKEAWAYS

# THANK YOU PAGES.

offer the downloadable content and encourage actions that further the relationship.

KEY TAKEAWAYS

CONVERSION PATHS.

guide your leads through the buyer's journey.



# RESOURCES

- 1 Call-to-Action placement checklist [[downloadable checklist](#)]
- 2 16 Ways To Simplify Your Prospects' Decision Making Process [[blog post](#)]
- 3 Thank You page best practices: 5 Steps to Creating the All-Important Thank You Page [[blog post](#)]