

# Digital Marketing ROI Worksheet

imagewerks MARKETING

THE CREATIVE AGENCY OF STREAMWORKS



## 1 BUILD A BETTER AUDIENCE

Drive traffic to your website while tracking who is visiting and converting—uncovering valuable data and behavior insights.

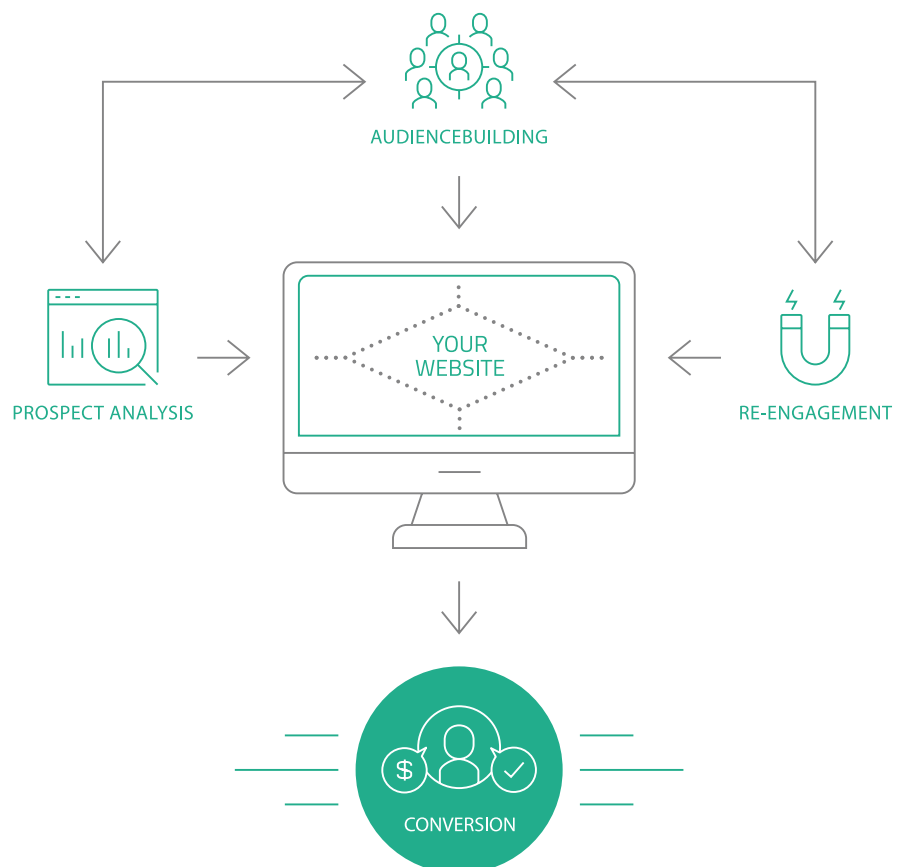
## 2 DISTRIBUTE A BETTER MESSAGE

Data driven insights are used to create relevant messaging targeted for your website visitors to re-engage them online and offline.

## 3 MAKE A BETTER INVESTMENT

Targeted and consistent messaging combined with a better qualified audience generates higher lead conversion rates from your website.

## How It Works



### How can we help?

We can turbo charge your website and drive more tours. How? With our single-vendor solution: Prospect Engine. Prospect Engine creates pathways to convert website visitors and determine the best re-engagement strategy, driving lost website visitors back into your sales funnel generating tours and in the end, attracting new residents.

Learn more: [www.iwmarketing.com/prospect-engine](http://www.iwmarketing.com/prospect-engine)

# Discover how many possible tour requests you're losing every day—and how it's impacting your bottom line.

Gain an advantage over your competitors by taking the first step to turn your website into your most effective marketing tool.

Find out how many potential residents leave your website every day before they even know what's on it. Poor user experience and irrelevant content can lead to high bounce rates – and lost revenue.

Request a FREE "Lost Visitors" Report to uncover how many potential residents you're losing and why they are leaving your website almost immediately after clicking.

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## Use the FREE report insights to:

- Lower bounce rates with a more qualified audience
- Enhance user experience
- Create better website content
- Improve SEO rankings & audience targeting

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Sign up today for your **FREE "Lost Visitors" Report** at the [ideas.iwmarketing.com/senior-free-report](https://ideas.iwmarketing.com/senior-free-report)

