Rev Up Your Results — Five Ways to Increase Customer Conversion

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Regardless of your industry, there's always some type of conversion you want your audiences to complete, whether it's member or patient acquisition, content downloads, sales, etc. To support your overarching business objectives and achieve your desired growth, you should constantly think about how to drive more of those conversions.

In digital marketing, a conversion rate is the percentage of people who visit your website and complete the desired action. Conversion rates can happen all over your site, so to optimize its traffic, you must remove barriers to conversion and enhance all potential locations where conversions happen.

Conversions translate into customers, sales, and ultimately, growth. While some visitors to your site may be ready to convert right away, most require some TLC. Understanding user behaviors and having clear tactics to enhance your website's conversion rates are critical to success, so we're here to help you do that. Here are five proven and effective strategies that you can employ for effective conversion rate optimization (CRO).
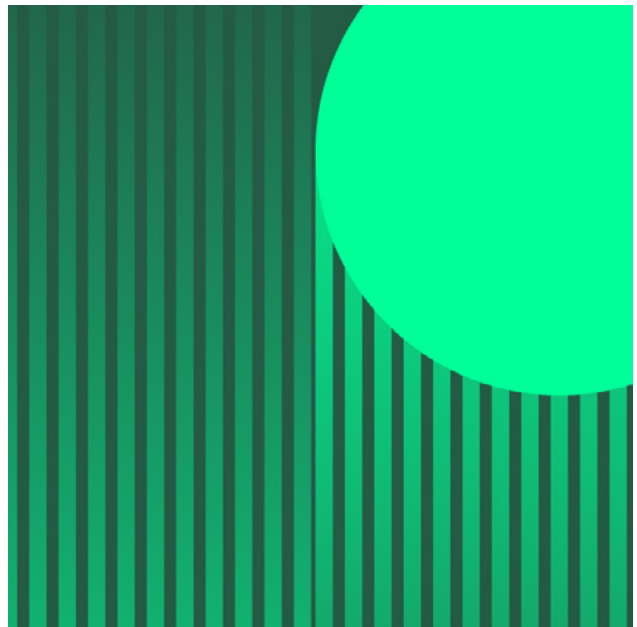
1.

Optimize User Experience (UX)

User experience plays a pivotal role in determining whether visitors convert into customers or bounce off your site. You should optimize your user experience by ensuring your website is mobile-friendly to support ever-growing mobile traffic. Improve page loading times, streamline navigation, and simplify any checkout processes or sign-up pages to create a seamless experience for your website's visitors.

Pro Tip: Utilize clear and compelling calls-to-action (CTAs) strategically placed throughout your site. Make these CTAs visually appealing and use persuasive language to encourage visitors to take the desired action. Also, implement user-friendly forms with minimal fields to reduce friction in the conversion process — you can always gather more information as you further nurture and engage your leads.

Did you know that personalized calls-to-action convert 42% more visitors as compared to generic CTAs?

Source: Sixth City Marketing

2.

Leverage High-Quality Content

Content is king (and queen too), so creating valuable, relevant, and engaging content can significantly increase your conversion rates. Make sure you know your target audience inside and out and develop content that addresses your audiences' pain points, provides them solutions, and showcases the unique value proposition of your products or services.

Pro Tip: Incorporate multimedia elements such as videos, infographics, and images to make your content visually appealing and easily digestible. Create landing pages that match the content of your marketing campaigns, to ensure a seamless transition from a user's initial click to their conversion point.

Content marketing generates three times as many leads as traditional outbound marketing and costs 62% less.

Source: Content Marketing Institute

3.

Implement A/B Testing

While often overlooked, A/B testing, or split testing, is a powerful method to optimize your website for higher conversion rates. Experiment with different variations of elements like headlines, images, CTAs, and even page layouts to identify what resonates best with your audiences. Chances are you already have some testing functionality in your content management system (CMS) or digital experience platform (DXP), but if you don't, you can easily add composable tools to your site like Optimizely, AB Tasty, and other similar products.

Pro Tip: Regularly analyze the results of A/B tests and use the insights you gain from them to continuously refine your website. Whether you're changing the color of a CTA button or adjusting the placement of key elements, A/B testing allows you to make data-driven decisions to enhance your conversion rates over time. Oh, and share your results so others can apply your learnings to the different digital marketing channels they may own.

When companies want to change their website to improve their users' experience, they use AB testing. In fact, in 2023, about **60% of big companies found AB testing helpful in increasing their growth and sales** and reducing their website's bounce rate.

Source: TechReport

4.

Personalize Based on Customer Data

Personalization is all the rage these days, and your website's visitors don't just expect it, they demand it. Make sure you have a way to capture both implicit (browsing history and content interests) and explicit (name, email address, etc.) user behavioral data that you can use to personalize your site's experience. Develop a crawl-walk-run approach to personalization so you can mature efforts over time as you capture and incorporate more data points into your planning.

Pro Tip: Landing pages are a great place to start your personalization journey. Design landing pages that dynamically adjust based on the source of the traffic, campaign, user segment, or past interactions. This creates a more relevant and engaging experience through a tailored, direct path to conversion.

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We now live in a world, where customers expect brands to understand their individual needs, preferences, and aspirations, so personalization is the cornerstone of effective marketing.

Jill Roberson
SVP of Marketing, Velir

5.

Deploy Targeted Marketing Campaigns

Implement targeted marketing campaigns to reach specific segments of your audience with personalized messages. Leverage data and insights on user behavior to create tailored content and promotions that resonate with different segments of your audiences.

Pro Tip: Use email marketing to nurture leads and guide potential customers through the sales funnel. Employ retargeting ads to re-engage visitors who showed interest but didn't convert during their initial visit. By delivering relevant and personalized content, you increase the likelihood of conversions and foster a stronger connection with your audience.

Professional marketers have found a 760% increase in revenue from building email lists and using email campaigns.

Source: Campaign Monitor

The Key to CRO Success: Monitoring and Adapting

Driving conversions on your website requires a holistic approach that addresses all aspects of user interaction. By optimizing user experience, creating compelling content, conducting A/B testing, personalizing content, and running targeted marketing campaigns, you can significantly enhance your website's conversion rates to propel your business to new heights. The key to CRO success is continuously monitoring performance metrics and adapting to changing trends so you can refine your strategies to ensure sustained success in the competitive online landscape.

Ready to rev up your results and explore the right CRO strategies for your organization? Contact info@velir.com and one of our Conversion Consultants will get in touch!