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PERFORMANCE MARKETING

WORD PROMPT

THIS WEEK'S WORD IS "CONVERSION RATE OPTIMIZATION"



LinkUnite is a movement aimed at uniting communities and the greatest minds in marketing and wider industries. Poised to break barriers and elevate the soul, LinkUnite is where egos are left at the door and members are encouraged to connect. Create and discover the next level of your career and cultivate a new extended family. Join at LinkUnite.live



AMANDA FARRIS
Founder & CEO of LinkUnite
linkunite.live

When it comes to conversion rate optimization (CRO), we all have one thing in common - overthinking. But don't fret fellow marketers, let's tackle this with a dose of humor.

Imagine your website is a dating profile. Nobody likes a dull date, right? Same goes for websites. Speed it up; optimize your site's speed to keep your audience engaged and avoid the dreaded left swipe. As for commitment, make your calls-to-action so irresistible, your users will feel like they've found 'The One.'

Now, content is like a first date conversation. Keep it interesting, avoid the awkward silences (nobody likes those). A/B testing is the dating equivalent of testing out appropriate topics. Some work, some don't. Find what resonates with your audience and connect on their level.

Need backup? Share customer testimonials – they are your wingman. Most importantly, treat analytics as your relationship counselor. Be attentive, absorb, and adjust quickly.

The most important thing, don't overthink it. It doesn't have to be perfect. Get to know your audience and cater your website to be the date they've been looking for.



SUSANNAH RAYBURN
GM, Diablo Media
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If you're lucky enough to have the phrase conversion rate optimization in your daily vocabulary, chances are you're dedicating significant time and resources to driving traffic to a website.

Yet, if those visitors aren't transforming into leads or sales, the effort invested in getting them to the site might seem wasted. CRO involves an ongoing process of A/B testing and adjusting websites to create a user experience that is simple, seamless, and enjoyable. Ensuring that the content on the site is easily digestible, compelling, and relevant to the target user is also crucial to boosting conversion rates.

In performance marketing, the truth is that yesterday's successes might not hold up today, and what's effective today may not stay relevant tomorrow.

With escalating marketing costs mirroring the rising expenses of everything else in the world right now, adaptability and evolution are essential. Increasing our conversion rates is one of the ways we can maximize the efficiency of our resources in this ever-changing landscape.



PHOEBE PINDER
Sales Director at ActiveProspect
ActiveProspect.com

I think it's fair to say that conversion rate optimization is an overall goal of the lead generation industry. When I was on the vendor side of things, we were constantly asking for conversion data from our buyers so that we could optimize campaigns.

On the other hand, buyers sometimes struggle to provide that data for a multitude of reasons (time constraints, limited visibility, etc

At ActiveProspect, we sit right in the middle of that operation and can help take the manual process out of the equation and optimize in real-time.

Our platform, LeadConduit, allows users to customize lead flows based on their specific needs so that the only leads delivered to their system, are leads that have a high likelihood of hitting their conversion metrics.

Keeping in strong communication with your partners, while leveraging custom lead management systems, are the recipe for conversion rate optimization.



MELANIE BIVENS
Senior Manager, Verse.ai
Verse.ai

Compliance changes have occurred in phones, text, and now email. The era of pure volume has backfired. Strategy and customer experience are more important than ever to maintaining effective campaigns.

"Leads" are your organization's future community. Customer respect and balancing volume with value offered is critical. Communicate with the consumer on their terms. Ensure consistency in messaging across different channels (email, calls, SMS).

A unified brand voice and message help reinforce your value proposition and build trust. For example, the first three calls are most effective, but all three coming at once aren't helpful. While the speed of the first call is important, it's equally important to utilize data to discern when you make the following two. SMS has such large read rates, so be welcoming but don't be promotional.

Instead, focus on educational and helpful content. Clearly communicate the value users can expect and avoid self-serving language. The bottom line is more is not better. Be thoughtful, analyze data, and put on your consumer hat when creating your plan!



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