



HOW TO TURN YOUR WEBSITE VISITORS INTO CUSTOMERS

03 WHO IS THIS DOCUMENT FOR?

04 ESTABLISHING A STRONG ONLINE PRESENCE

08 BOOSTING YOUR WEBSITE TRAFFIC

12 MAKING SMARTER DECISIONS WITH DATA

WHO IS THIS DOCUMENT FOR?

Whether you're a business owner, Head of Sales, VP, or Head of Marketing, you are constantly wondering how to turn your website visitors into paying customers. Your website afterall is the sales hub of your business, a place where potential customers find solutions to their needs, accelerating your sales process.

However, a website alone isn't enough. You need multiple channels driving traffic to your site, and the variety of channels potential customers use today is vast. To remain competitive, businesses must engage with their customers through multiple channels.

While some channels may have increased impact in certain industries, a multichannel approach ensures that customers have a consistent, integrated experience whether they interact with your business online, in-store, or via mobile devices. This consistency fosters trust and enhances customer satisfaction. According to a Harvard Business Review study, companies with strong multichannel strategies retain an average of 89% of their customers, compared to just 33% for companies with weak multichannel strategies.

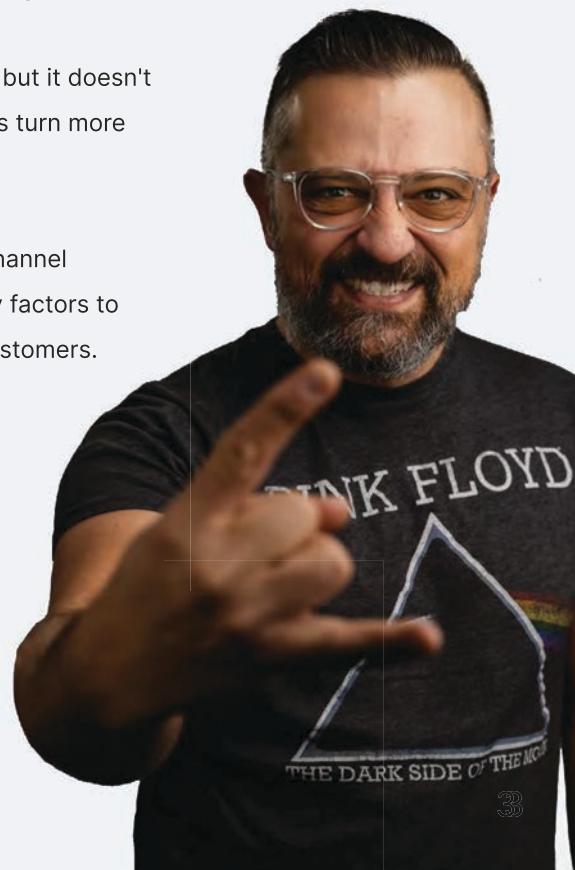
So, what does this mean for your business? Digital marketing may sound complex, but it doesn't have to be. For over 20 years, we have helped businesses across various industries turn more website visitors into customers.

This document aims to help you understand the key factors of a successful multichannel strategy, allowing you to achieve the same for your business. While there are many factors to consider, this guide is a great start to convert more of your website visitors into customers.

Enjoy!

George

George J. Fabian



Key Factor #1

ESTABLISHING A STRONG ONLINE PRESENCE

HAVE YOU HEARD THE SAYING IN MARKETING, CONTENT IS KING? IT'S SPOT ON.

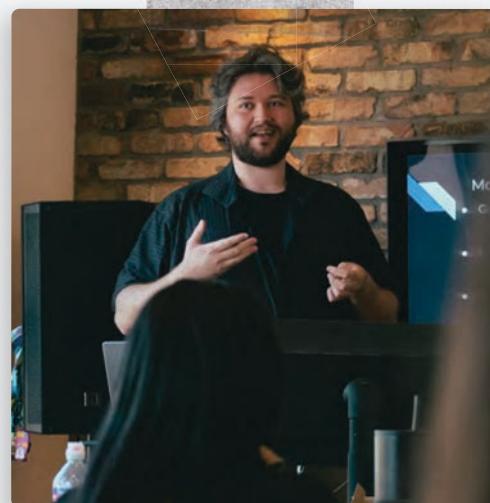
Establishing a strong online presence is crucial for turning website visitors into loyal customers. Think of your online presence as the face of your business. It's the first impression potential customers get of your brand and the solutions you offer.

HIGH-QUALITY, RELEVANT CONTENT

The foundation of a robust online presence is high-quality, relevant content. Your prospects are searching for answers to their questions, and by providing these answers, you establish your business as a trusted authority. And guess what? If your prospects can't find this information on your website they will look to your competitors for answers. Content that addresses common pain points and queries can significantly boost your SEO efforts, enhance your social media presence, and improve website engagement.

BUILDING TRUST THROUGH

SEO, SOCIAL MEDIA, AND WEBSITE CONTENT. THESE ARE PIVOTAL IN CREATING AWARENESS AND BUILDING TRUST WITH YOUR AUDIENCE.



SEO

Organic search drives **53% of all website traffic**.

By optimizing your website for search engines, you ensure that your content is easily discoverable by potential customers. Effective SEO strategies increase your website's visibility, driving organic traffic and establishing credibility when your customers want to hear what you have to say the most.

SOCIAL MEDIA

Platforms like LinkedIn, X (Formerly Twitter), and Meta allow you to engage directly with your audience. By sharing valuable content and interacting with followers, you can build a community around your brand and reach new audiences.

WEBSITE CONTENT

Your website is often the first point of contact for potential customers. High-quality content that answers their questions and addresses their needs can significantly enhance their perception of your business. Your website must be optimized for conversions if you sell online.

MINI AUDIT:

ASSESS YOUR ONLINE PRESENCE

01 / 03

Does your content address the specific questions and pain points of your target audience?

No Partially Yes

02 / 03

Is your website discoverable by search engines?

No Partially Yes

03 / 03

Are you actively engaging with your audience on social media platforms and are they engaging back?

No Partially Yes

Key Factor #2

BOOSTING YOUR WEBSITE TRAFFIC



Ok, assuming your website contains a clear message about your business and you have built or are in the process of building a strong online presence, it's time to consider other initiatives to make more people visit your website.

While establishing a strong organic online presence is critical, it often takes time to see significant results. To expedite this process and generate more immediate website conversions, leveraging paid advertising and nurturing channels, such as email marketing, is essential.

Both strategies contribute differently to driving traffic & nurturing leads,

**BUT TOGETHER,
THEY CAN SIGNIFICANTLY
IMPROVE YOUR WEBSITE
CONVERSIONS.**

THE ROLE OF PAID ADVERTISING

Paid advertising plays a crucial role in driving conversions and generating website traffic quickly. Compelling ad campaigns on channels like Google Ads and social media can target specific demographics, ensuring that your message reaches the right audience. Effective paid advertising works with machine learning algorithms to scale performance to encourage brand awareness and drive conversions. Proof is in the data with about **1 out of 5 businesses** citing Paid Advertising as their most profitable marketing channel.

THE ROLE OF EMAIL MARKETING AND LIFECYCLE MANAGEMENT

Do you know anyone who doesn't have an email nowadays? Your potential customers certainly do. Email marketing remains one of the most effective channels for nurturing leads and driving conversions. By managing the customer lifecycle through targeted email campaigns, you can keep your audience engaged and guide them through the sales funnel, delivering the right message to the right person at the right time.

Don't forget. Most of your website visitors won't convert into customers on the first visit. By leveraging email marketing, you have the option to nurture the relationship, eventually generating conversions. Email marketing offers a high ROI, with an average return of **\$42 for every dollar spent**. It allows you to build long-term relationships with your customers by delivering personalized content and offers.

MINI AUDIT:

EVALUATE YOUR PAID ADS & EMAIL STRATEGIES

01 / 03

Are your paid ad campaigns effectively targeting the right demographics?

No Partially Yes

02 / 03

Are you building an email list? How well are you nurturing your leads through email marketing?

No Partially Yes

03 / 03

What is the ROI of your current paid advertising and email marketing efforts?

No Partially Yes

Key Factor #3

MAKING SMARTER DECISIONS WITH DATA



DATA IS A POWERFUL TOOL FOR BUSINESSES AIMING TO CONVERT WEBSITE VISITORS INTO CUSTOMERS

By leveraging data analytics, you can gain valuable insights into visitor behavior, track the performance of your marketing efforts, and make informed decisions to optimize your strategies continuously. Understanding what works and what doesn't allows you to fine-tune your approach, improve user experience, and ultimately ***drive higher conversion rates***.



MEASURING THE SUCCESS OF YOUR DIGITAL MARKETING STRATEGY

Paid advertising plays a crucial role in driving conversions and generating website traffic quickly. Compelling ad campaigns on channels like Google Ads and social media can target specific demographics, ensuring that your message reaches the right audience. Effective paid advertising works with machine learning algorithms to scale performance to encourage brand awareness and drive conversions. Proof is in the data with about **1 out of 5 businesses** citing Paid Advertising as their most profitable marketing channel.

THE IMPORTANCE OF ATTRIBUTION

Do you know anyone who doesn't have an email nowadays? Your potential customers certainly do. Email marketing remains one of the most effective channels for nurturing leads and driving conversions. By managing the customer lifecycle through targeted email campaigns, you can keep your audience engaged and guide them through the sales funnel, delivering the right message to the right person at the right time.

Don't forget. Most of your website visitors won't convert into customers on the first visit. By leveraging email marketing, you have the option to nurture the relationship, eventually generating conversions. Email marketing offers a high ROI, with an average return of **\$42 for every dollar spent**. It allows you to build long-term relationships with your customers by delivering personalized content and offers.

MINI AUDIT:

ANALYZE YOUR TRACKING & ATTRIBUTION

01 / 03

Are you tracking the right metrics to measure the success of your website conversions?

No Partially Yes

02 / 03

How effectively are you using attribution to identify the most successful marketing activities?

No Partially Yes

03 / 03

What insights have you gained from your data analysis to improve your marketing efforts?

No Partially Yes

CONCLUSION

Turning website visitors into customers requires a multifaceted approach. Establishing a strong online presence, boosting website traffic, and making smarter decisions with data are all crucial factors in achieving this goal. Each of these elements plays a unique role in creating a seamless and effective digital marketing strategy.

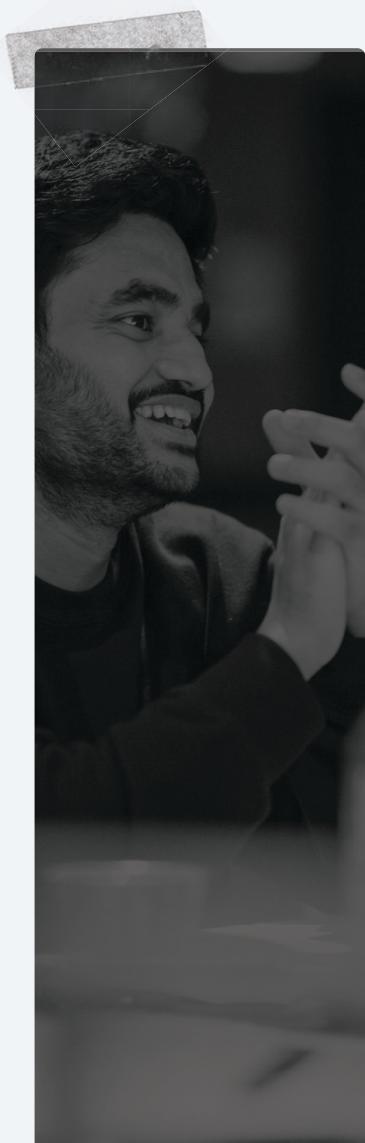
For over 20 years, NVISION has been at the forefront of helping businesses transform their digital presence and convert more website visitors into customers. Our expertise and proven strategies have consistently delivered results across various industries. We believe in the power of a well-rounded, data-driven approach to digital marketing, and we're here to support you every step of the way.

If you have any questions or need further assistance, don't hesitate to reach out. We're always here for a chat and to help you navigate the ever-evolving digital landscape.

I hope you enjoy this guide and find it valuable in enhancing your business's digital marketing efforts!

Get in contact

George Arabian
GeorgeA@nvision.co
nvision.co



Sources

BrightEdge. "2017 Channel Share Report: How Different Digital Marketing Channels Drive Traffic." Accessed 2023. https://www.brightedge.com/resources/research-reports/channel_share.

Harvard Business Review. "A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works." Accessed January 2017. <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>.

Constant Contact Blog. "What is the ROI of Email Marketing?" Accessed 2023. <https://constantcontact.com/blog/what-is-the-roi-of-email-marketing/>.

HubSpot Blog. "25 PPC Statistics That Prove Paid Search Can Boost Your Website Traffic." Accessed 2023. <https://blog.hubspot.com/marketing/ppc-statistics>.



NVISION



N

nvision.co