

**CONVERSION**

# CONTENT FOR GOALS

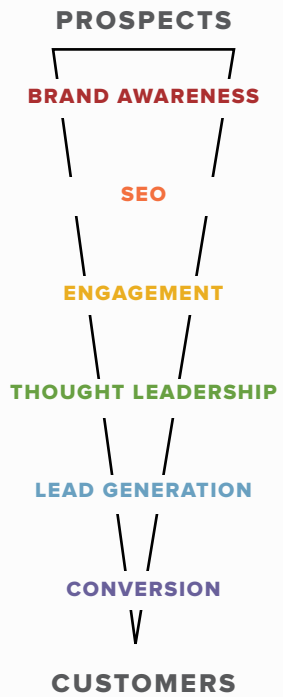


# TABLE OF CONTENTS

- [04](#) WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY
- [05](#) KEY PERFORMANCE INDICATORS
- [06](#) CONTENT STRATEGY
- [08](#) CONTENT FOR CONVERSION & eCOMMERCE
- [09](#) eCOMMERCE WIN



# INTRO



## DEAR MARKETER,

All businesses want to drive sales opportunities from their web marketing.

For some, this means eCommerce transactions and for others, it may be service trials or product demonstrations. Content targeting this goal should create demand for specific products or offerings to increase the likelihood that web audiences will buy.

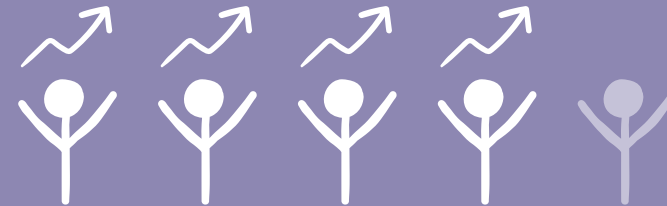


# WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY

**BUSINESS BENEFITS:** Conversions and sales are the ultimate win for web marketing. It means you've reached the correct audience, nurtured leads and influenced their purchase choices.

**SALES-READY LEADS:** This type of content makes it even more likely that prospects will buy, and that customers will buy again. Tracked the right way over time, you can predict HOW likely they are to buy because of content.

**REVENUE:** When you follow content's influence on conversions, you get a sense of the dollar value you're getting for your marketing spend.



**77% OF B2CS WANT STRAIGHT UP SALES FROM CONTENT, AND SO DO 75% OF B2BS.**

# KEY PERFORMANCE INDICATORS



SALES



EMAIL RESPONSES



DEMONSTRATION  
REQUESTS



PAGEVIEWS ON DEMAND  
GENERATION CONTENT




REPEAT INTERACTION  
(OR REVENUE PER- SALES CALL)

**CORRELATIONS  
BETWEEN:**


&

# CONTENT STRATEGY


## PRODUCT- OR SERVICE-SPECIFIC

 **TITLES:** Create ongoing content that specifically demonstrates the value of core services. Bonus: if you're working with a marketing automation tool, insert this content into automated nurture streams.


## KEY PERSONNEL PROFILES:

 Who makes feature decisions, or consults customers on specific offerings? Add transparency about people to drum up interest.

## NEW PRODUCT ANNOUNCEMENTS:

 Sell and upsell by ensuring people know everything you offer. Pair this approach with brand awareness efforts.

## SHOW REAL-WORLD VALUE:

 Just as in lead gen, create demand with content that proves ROI prospects want to see.

# CONTENT FOR CONVERSION & eCOMMERCE

## **CONTENT FOR LEAD GENERATION:**

Landing pages for product descriptions/ service overviews: Offer web copy with in-depth descriptions and high-level benefits.

**VIDEO DEMOS:** Let people virtually test drive your offerings.

## **PICTURES (AND LOTS OF THEM):**

Whether of products or teammates, help customers get a sense of what they will be buying.

**NURTURE EMAILS:** Send product-specific nurture emails to the lead database. Segment your audience based on product interest or purchase history.

**COMPANY-CENTRIC BLOGS:** Blogs should educate, but allocate some monthly titles in each blog category for an inside look at your offerings, and why you manage things as you do. This also impacts thought leadership.

## **CASE STUDIES & VIDEO**

**TESTIMONIALS:** Let customers talk about the benefits they've seen.

### **B** SUCCESS STORY

ADDING VIDEO DEMOS TO  
PRODUCT PAGES BOOSTED ONE  
CLIENT'S WEB CONVERSIONS 270%





# SUCCESS STORY

**INDUSTRY:** Fundraising Technology

**GOALS:**

- Generate demand with blog content
- Convert blog readers

**STRATEGY:** Create bottom-funnel content & promote through email blasts

**RESULTS:**

- 33% higher conversion rate for blog readers than the site average
- 840% ROI on content marketing efforts



**54% OF MARKETERS SAY ARTICLES AND CASE STUDIES ARE THE MOST EFFECTIVE FORMAT FOR RESULTS.**

SOURCE: <http://ascend2.com/home/wp-content/uploads/Content-Marketing-Trends-Summary-Report-150310.pdf>



# CLOSING

## DEAR MARKETER,

You did it! You've made it through the ultimate marketing challenge successfully. Bask in the glory of your conversion winnings!

But before you start assembling your parade float, remember: Content marketing opportunities never end. You have many more conversions ahead, from untapped audiences AND your new-found customers. The true leaders of the industry tribe continually audit and create content for their entire customer journey.

Keep building your content program with style to get your audience's attention, smarts to hold their interest and savvy to keep them to buy from you over the competition.





# **B** BRAFTON

FUEL YOUR BRAND

2 Oliver Street, Floor 2, Boston MA 02110

**Phone** 617.206.3040

**Fax** 866.272.8122

**Web** [www.brafton.com](http://www.brafton.com)