

BOP DESIGN[®]

The Website Lead Conversion Bible

Your all-inclusive resource for converting a website lead into a new client.



A major goal of an effective digital marketing strategy is to attract new clients and drive new leads. But what happens next? What do we do with all these leads? What is the best way to convert these leads into revenue?

Once you have established and maintained strong traffic to your website, it's time to start focusing on converting leads into customers. A bucketful of leads is great, but a handful of paying customers is even better!

Start with Content that Converts

There is nothing more annoying than a person or company who goes on and on about themselves. Most people are naturally drawn to companies and people who focus on their audience by:

- Asking questions
- Providing solutions
- Discussing needs
- Sharing information
- Explaining how to do something
- Providing tips for being more successful at a task

A major mistake a lot of marketers make is treating content marketing as an opportunity to discuss only their services and products, rather than truly creating content pieces that matter to and engage their audience.

A lot of people seem to forget this fact when it comes to creating conversion-focused content marketing pieces for their company. Content that provides helpful, insightful, or educational information improves conversions of potential leads into new clients. Let's take a quick look at different types of content you can create to convert website visitors into new clients.

White Papers: Industry Specific Information

One of the most in-demand types of content for business-to-business industries is a white paper. White papers typically provide solutions to industry-related issues or problems. The format of white papers varies from a statistical format that relies on anonymous data, to specific examinations of client projects, to broader explanations that include a problem-solution-explanation format.

White papers are a great aid for conversion because they are a strong trade opportunity. A B2B firm who puts time, resources, and effort into creating a specific content piece can expect to trade that content piece for a potential client's email address. Potential clients believe it's acceptable to trade their treasured email address for the content piece when it contains highly relevant data that helps them do their jobs better, save money, and/or maximize resources.

Case Studies: Proof You Get Results

It's a very difficult sell when you don't have the proof to back up your claims about what your products or services can achieve. Creating case studies from actual clients is the best way to prove your firm's products or services actually work. Case studies are effective in converting potential clients into new clients because they validate your statements.

All case studies absolutely must include measurable results. For example, at Bop Design, we constantly rely on metrics like website traffic, forms completed and new client leads to evaluate results and performance. Provide quantifiable, trackable metrics to ensure your case studies are accurate and influential.

Before & Afters: All The Possibilities!

It's true that "Before & Afters" are a way to show off your work while communicating your products and services are fantastic. These are far beyond a show-off opportunity though. These content pieces entice potential clients to think of "what can be," and give potential clients a sense of the endless possibilities that accompany working with your firm.

Create "Before & Afters" of your top-tier client projects. Include excellent images and a clear description of how your company added value for the client. Be sure to highlight what your client expected and how you exceeded those expectations for maximum value.



eBook: Educational Resources

When done properly, eBooks build your authority and establish you are an expert. An eBook should cover a topic that is relevant to your client, address pain points, help solve a problem, or provide an explanation of how to complete a task or project. The biggest complaint companies have is that they are giving away their expertise in an eBook. We always tell them that is the point! Unless you have patented a new process or product, it's likely that there are competitors in your field and they have similar expertise.

Drafting an eBook that is educational and useful sets you apart from your competitors who think they have to hoard information to stay in business. It tells potential clients you are an authority on the topic and an expert in your field. It also tells them that you are the right company to work with since you will educate them throughout the process.

FAQs: Your Questions Answered

Every B2B firm, whether in software, medical devices, accounting, consulting or other field, gets asked a particular set of questions on a regular basis. Typical questions cover: cost, schedule, resources, goals, process, roles, responsibilities, end results, what to expect, etc. Answering these Frequently Asked Questions (FAQs) directly and concisely and turning that into a piece of content you give away on your website, in sales calls or via email tells a potential client you understand them. You know their pain points, reservations and concerns.

It's so simple, but a clearly drafted FAQ saves you time and builds trust with your potential client. Trust is essential to converting a potential client into a long-term client.

Know Your Audience

You know your products and services inside out and backwards. But do you know your audience that well? By gaining a clear understanding of who your ideal client is, what drives them, what pain points they have, and what they need help with, you can create excellent content that takes them from a potential client to a new client. Understanding their needs and creating content that fills those needs enables you to increase your conversions.

Conversions Are Easy with Great Content

By following these steps to create content that converts, you can make the entire lead conversion process easier for your sales team. Content focused on conversions addresses pain points, educates a prospect, and leads them down the funnel. This type of content prepares your lead for conversion. So, what's next?

Your Website & Your Staff: A Winning Combo

With all the effort we pour into generating leads on a website, we often forget that it does not exist in a vacuum. It's easy to overlook how instrumental you and your staff are to transforming website leads into new clients. The best way to convert leads is to combine the efforts of your website and your internal staff to maximize all potential client opportunities. The combination of digital marketing efforts and human resources really are a winning combo.

Attract

To continually attract new leads and visitors to your B2B website, you or your staff needs to keep it current, engaging and exciting by adding new blog posts, making edits to pages and creating new, useful content pieces.

Easy Tip#1: Create a blogging schedule with two to four topics a month. Assign dates and team members to the blog posts to ensure they are written and added to the website with regular frequency.

Convince

There are a variety of ways to convince website visitors and potential customers about the value of your products or services. Case studies, white papers, web pages, customer testimonials, etc. are all great components of an effective B2B web design that convince potential customers about the value of your services or products. A strong digital presence is essential to your company's credibility, but so is a responsive, helpful staff.

Easy Tip#2: Prioritize responses to website forms, social media engagements, content fulfillment, and emails to potential customers. A quick, friendly, helpful response takes the extra step in showing new website visitors that your company is easy to work with, engaged and has great customer services.

Convert

Your B2B website can't convert a customer by itself. Typically, a website is a lead generation tool and you or your staff are the lead conversion experts. Don't forget about the website leads that phone your business (these are still website leads that need to be converted). Every single interaction (phone, email and in person) a potential client has with your firm should contribute to converting that lead.

Easy Tip#3: Send calls to a great salesperson or train your staff how to answer questions and get a customer to commit to a consultation or appointment. Answering questions with a simple yes, no, or uncertain answer will always work against a conversion.

Retain

The key to long-term success for many B2B firms is repeat business or customer retention. When it comes to retention, you and your staff are the most effective companions to a strong website. Once a sale is made, customer retention efforts begin. Great customer service, follow-through and delivering a great product or service are the foundation of your retention efforts.

Easy Tip #4: Educate your staff about all the features and information available on your B2B website. Your staff can send links of helpful information on the website to existing clients.

Digital marketing is extremely important in today's B2B marketplace. However, in focusing on maximizing a strong online presence, we can overlook the importance of our human resources. By focusing on the strengths of both digital marketing and building relationships, you can create a powerful, successful brand.



How to Convert a Website Lead into a New Client

Many professionals overcomplicate the lead conversion process, so we are taking it back to basics here. Follow these simple steps to convert those website leads.

Establish a Process

Before your very first lead ever comes to your website and completes a form, or calls your office, establish a process. For all leads, determine:

- Who gets the lead
- How to answer the phone or contact form
- A sales script with FAQs and answers
- Roles and responsibilities
- Lead tracking tools

Inbound sales leads should go to a senior member of the team, a sales manager is best. If your sales team is new or junior, it's essential to have all the other items on the list to make sure every website lead is handled properly. For websites that are primarily lead generation tools, it's a best practice to have the phone number listed go directly to the sales department to ensure maximum lead conversion and a great first impression of your company.

Don't take for granted that your team knows how to answer leads or phone calls.

Remember that every interaction a potential client has with your company should be consistent with your brand. For example, every member of the Bop Design team answers the phone with "Bop Design, this is (NAME)." You'd be surprised how many professionals simply answer the phone with "Hello." Credibility can be lost when a caller is uncertain that they reached the business. ***Coaching and tools are essential to set your team up for success and create consistency with your branding.***

Time (REALLY) Is of the Essence

All B2B website leads should be responded to as quickly as possible, at least the same day. Quick responses accomplish several things:

1. It shows your company is responsive, quick, and customer service oriented.
2. It separates you from competitors (What if that lead contacted several companies and you are the first to respond?).
3. It makes sure the lead doesn't get lost or ignored.
4. It gets you one step closer to closing the deal.

Educate Your Team

Every member of your team is unique and has his or her own way of handling this. That doesn't work for creating a consistent brand image for your company. Educate your team by training them on how to handle and respond to a B2B website lead. Let them know what your expectations are for responsiveness, messaging, timing, and results.

Training is instrumental ***even for seasoned sales professionals***. Half the time, sales professionals won't ask the lead when they can schedule a consultation.

Training, continual coaching, and setting clear expectations equip your team for success.

Follow-Up

Whether it's a phone call lead or a lead from your B2B website, always follow-up after the initial contact. Assume that people are busy and will appreciate the follow-up. Remember that they contacted you! ***They want to hear from you.***

Send Materials (Hello, Content Marketing!)

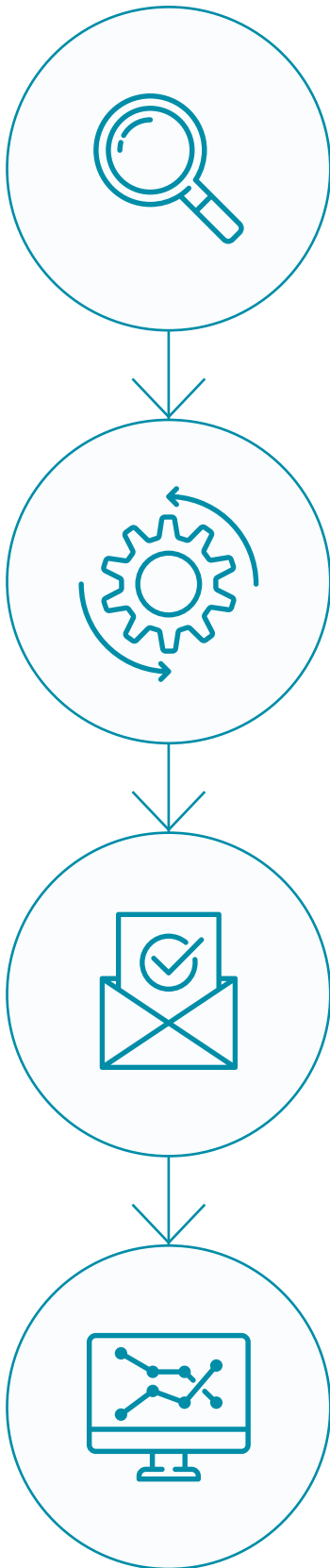
As part of your follow-up or initial response, you should share helpful materials with the potential client. Your B2B content marketing strategy should include materials for every part of the sales cycle – so put them to use. Sharing branded, educational content pieces with the potential client ensures that you nurture that client down the sales funnel until they are ready to commit.

Let's do a quick recap for converting B2B website leads into new customers:

- Have a Process
- Respond Quickly
- Train Your Staff
- Always Follow-Up Again
- Share Helpful Content
- "Always Be Closing"

Inbound marketing leads are a great opportunity to add a new customer to your customer base. Follow the tips here to put your best foot forward and create a great customer experience for your B2B website leads.





Lead Conversion Path

The lead conversion path takes a prospect on a journey towards becoming a new client. By understanding the process and meeting the needs of the prospect on their trip down the path, you can successfully lead them to the end to conversion.

Discovery

The potential client is learning about the products or services you offer. This is an opportunity for education, both about your company and your competition.

Tactics: *Buying Guide, Newsletter*

Consideration

The potential client is learning about the products or services you offer. This is an opportunity for education, both about your company and your competition.

Tactics: *Before & Afters, Project Proposal, Case Study*

Decision

It's time to close the deal. At this point, you are almost assuming you have the business and everything you provide to the client is personalized.

Tactics: *Project Schedule, Service Agreement, Payment Terms*

Measurement

Finally, you must gauge the effectiveness of your conversion process. At this time, you must review, reflect, evaluate, and retain.

Tactics: *FAQs, Blogs, White Papers*

Lead conversion is a continuous process that can always be fine-tuned and improved. Check out the [Bop Blog](#) for more tips and resources on lead conversion, or [contact us today](#) to discuss what we can do for your company.