



Build a Content Marketing Machine

**Increase Your Leads and Grow Your
Business**

Session 4: Convert

Session 1: Get Strategic: How leaders are growing their business on the modern web

Session 2: Manage Right: Building state-of-the-art websites that look great on all devices

Session 3: Attract the Masses: Content, SEO, and social media that drives traffic and engagement

Session 4: Convert More: Driving sales by optimizing lead conversion and customer retention

Session 5: Work Smarter: Measuring and maximizing results with intelligent analytics

Conversion is the science of getting users to take action.

Conversion is what increases leads, sales and retention.

A site that converts well allows marketers to focus less on generating huge amounts of traffic.

It is important to provide multiple ways for visitors to engage versus simply calling or buying something from your site (subscribing to newsletter, downloading an EBook, etc.).

Web Forms

Web Forms



Contact Us

First name *

Last name *

Email *

How can we help?

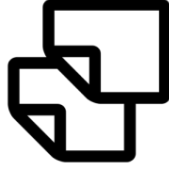
- ☐ Sales program
☐ Loyalty program
☐ Motivation program

Subject *

Message *

☐ Subscribe to newsletter

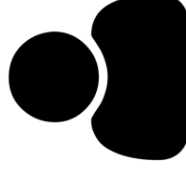
SUBMIT



Content



Contact Us Form



Sales Leads

Web Form Essentials



Form builder UI

- Field types for common inputs
- Validation
- Multi page



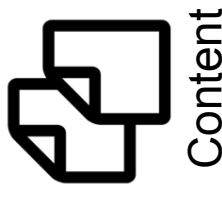
Notifications & Data handling

- Email
- Auto responder
- Database storage with export
- SMS

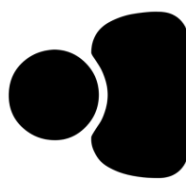


Integrations

- Analytics
- CRM
- Email marketing / marketing automation



Contact Us Form



Sales Leads

Exercise



Form Building

Landing Pages & Offers

Landing Pages

levelten
INTERACTIVE

Download a complimentary guide to turn your website into a marketing machine!

Make sure your next website is an unprecedented success. Learn the 8 essential strategies savvy managers are using to become online market leaders.

The Web Redesign Success ebook offers a step-by-step process to transform your website into a results generating machine.

- Setting effective goals to keep your project on the right track
- How to build a homepage that attracts and delights visitors
- Multiply your visitors by ranking higher in the search engine and leveraging social media
- Sure fire ways to convert visitors into customers and keep them coming back for more
- Deploy everywhere, vital trends for intelligent content and mobile management



Download the
Website Redesign
Success ebook

First Name*

Last Name*

Email*

Website URL*

Submit

Attract

Think of landing pages
as your digital sales reps.

Improve

WORK

SERVICES

PRODUCTS

BLOG

ABOUT

CONTACT

Guide to Intelligent Websites

Most consumers spend an average of 4.4 hours per day in front of a computer, smartphone, tablet and TV screen. Businesses that allow users to interact with their brand across all devices are able to tap new revenue streams, build customer loyalty, and improve productivity.

This guide will give you the tools you need to reach your users on any device.



DOWNLOAD BOOK



The Intelligent Website Revolution
Transforming your website into an intelligent website.

* First name

* Last name

* Email

Organization

Title

Download Now!

SEARCH L10

Find something--

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CONTACT US

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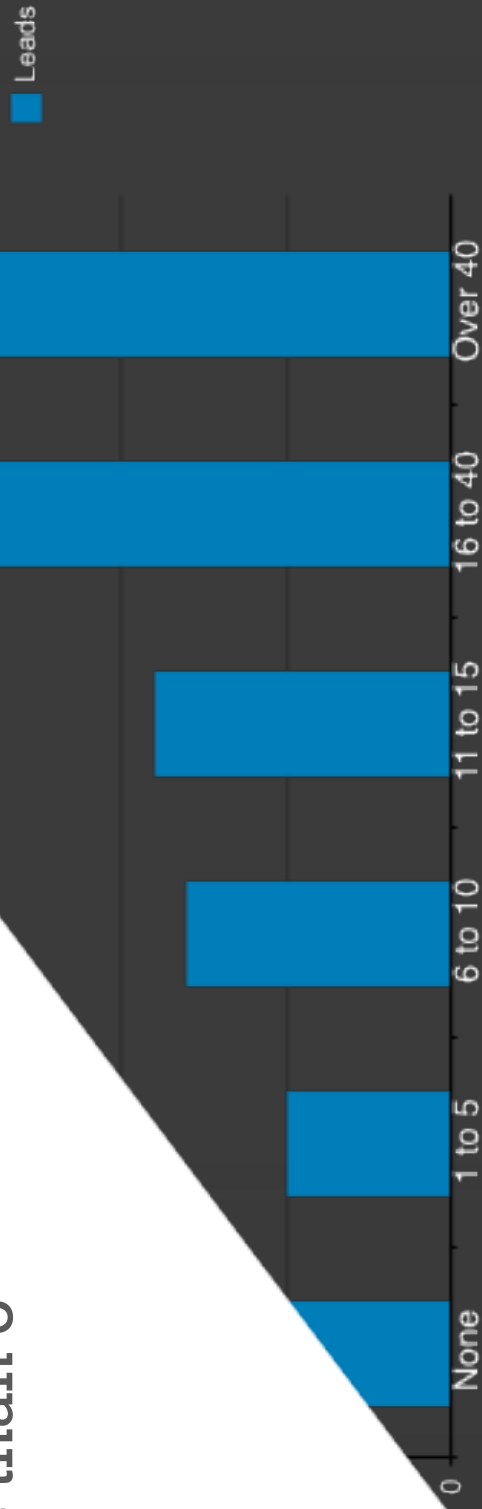
WORK WITH US

We'd love to help build your brand and your business. **Get in touch!**



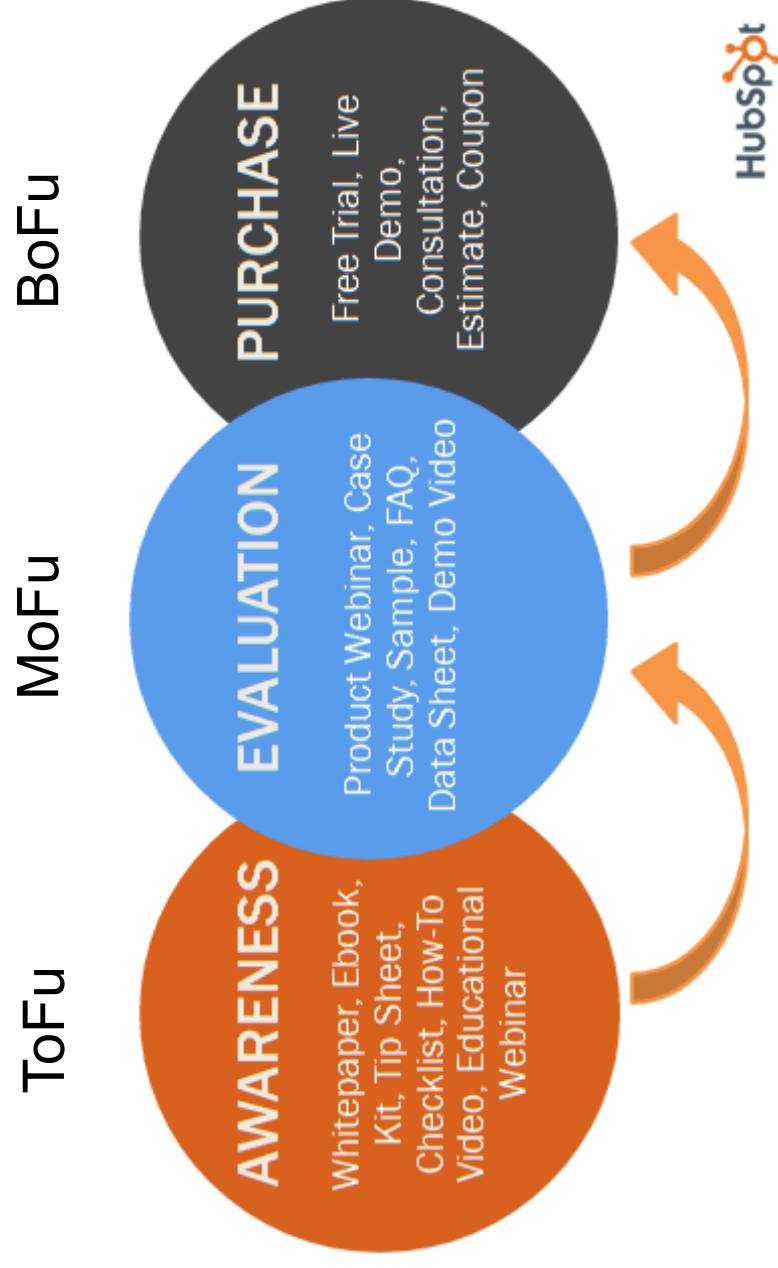
CONNECT WITH US

Companies that have
20+ landing pages get
3.5X
more leads
than companies
with less than 5



Landing Pages

Offer Levels



Building Better Landing Pages

Eye-Catching Headlines

- Main headline to confirm offer
- Secondary to explain value

Content

- What the offer is
- How you will benefit
- Remove unnecessary words
- Scanable: bullets, bold
- Provide relevant images or video

Easy to Convert

- Clear the clutter
- High contrast submit button

A/B Test



Free eBook: Website Redesign Success

Learn the 8 essential strategies forward thinking managers are using to become online market leaders.



The Web Redesign Success project plan maps out a step-by-step process to transform your website into a results generating machine.

- Setting effective goals to keep your project plan on the right track
- Critical checks to assure you don't lose valuable assets in the redesign
- Building a homepage that attracts and delights visitors
- How to future proof your site around an adaptive content architecture
- Multiply your visitors by ranking higher in the search engine and leveraging social media
- Best practices for converting visitors into customers and keep them coming back for more
- Deploy on any device and browser; vital trends for intelligent content and mobile management
- Tips on how to maintain your advantage by driving continual innovation

Get it now!

First name *

Last name *

Email *

INSTANT DOWNLOAD

Goal: 20% conversion rate

Landing Pages

Calls to Action (CTA)

CTA Examples



Build a Smarter Website

Eight essential steps
to transform your
site into an inbound
marketing machine

Download Free
E-BOOK



LevelTen is Hiring!

We're currently looking
for project managers and
Drupal developers.

LEARN MORE ABOUT WORKING FOR US. >



Build a Smarter Website

Eight essential steps to transform your
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Download Free
E-BOOK

Better Calls to Action

- Make it action oriented
- Make sure keywords are consistent w/ offer
- Needs to get noticed
 - Contrast colors
- Strong placement on page
 - Above the fold
 - End of attraction content
- Relevant to content subject



Build a Smarter Website

8 essential steps to make your next site remarkable.

[GET IT NOW!](#)



Build a Smarter Website

Learn the 8 essential steps to make your next site remarkable. Download our free step-by-step guide to transform your next website into a results generating machine.

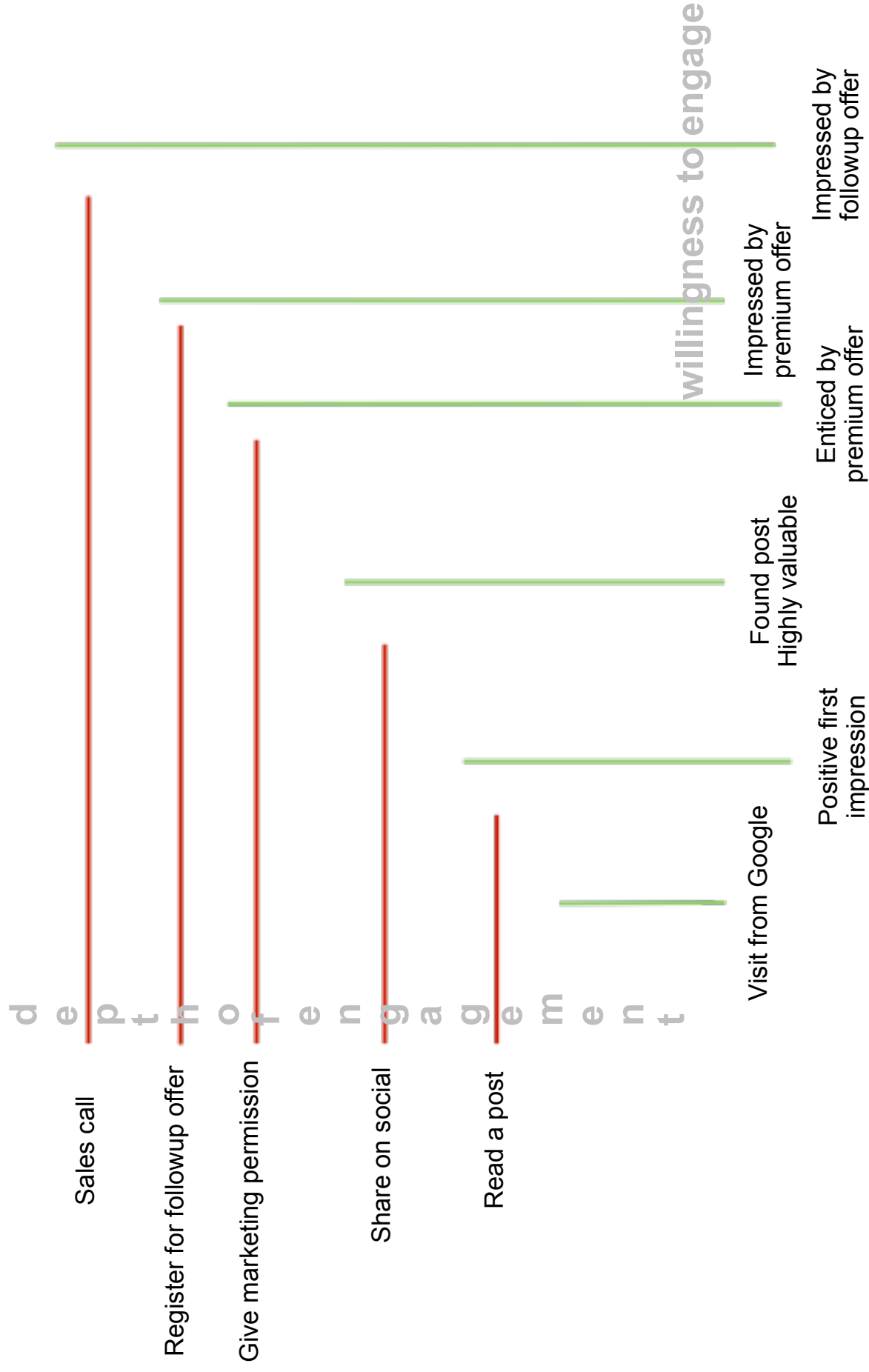
[GET IT NOW!](#)

Goals:
1-2% click through rate
10% clicks to submissions

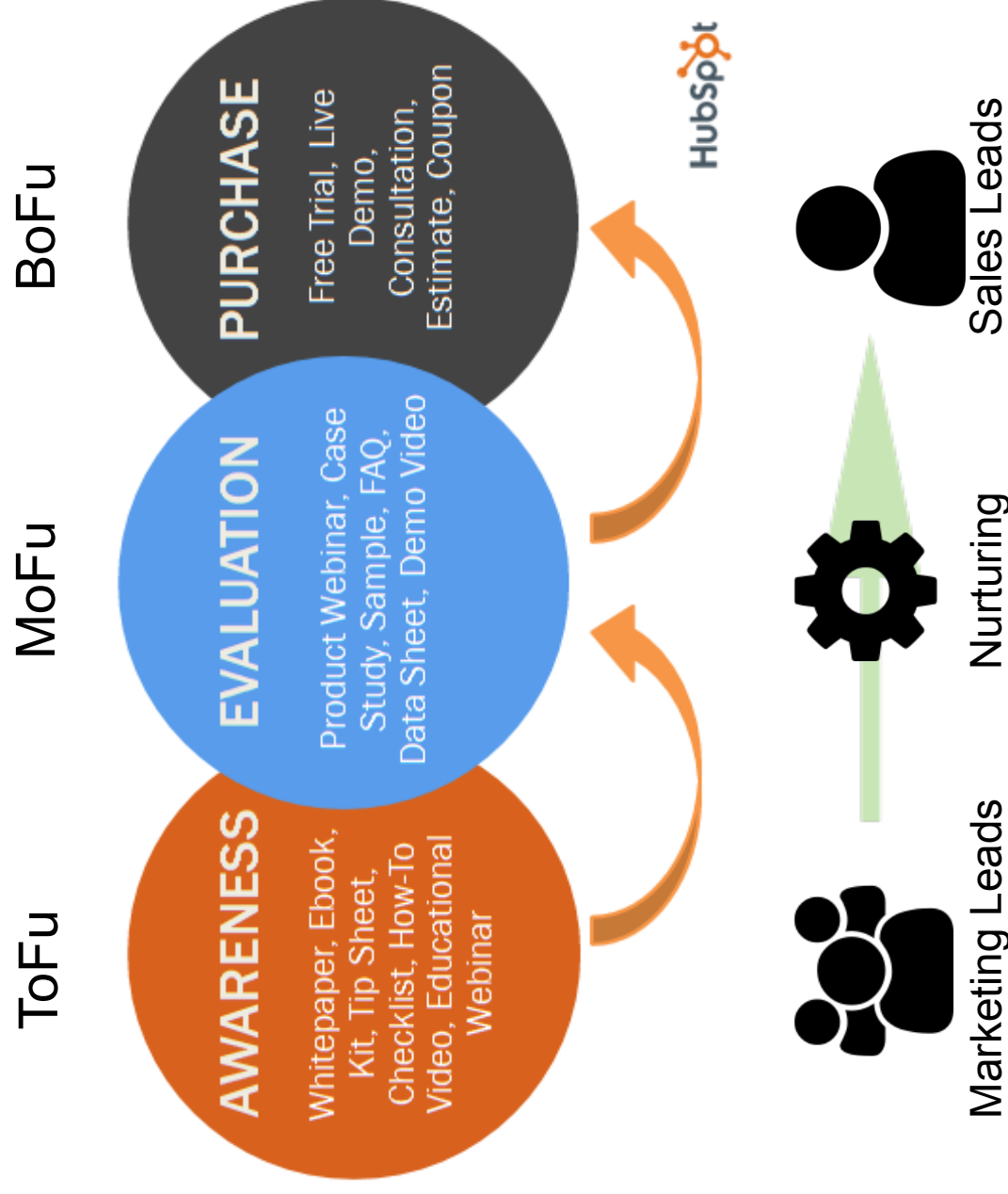
Calls to Actions

Lead Nurturing

lead nurturing



Nurturing sales ready leads



Email nurturing

Essentials

Newsletter
Feed digest
Special offers
Auto responders
Static drip campaigns

Advanced (Marketing automation)

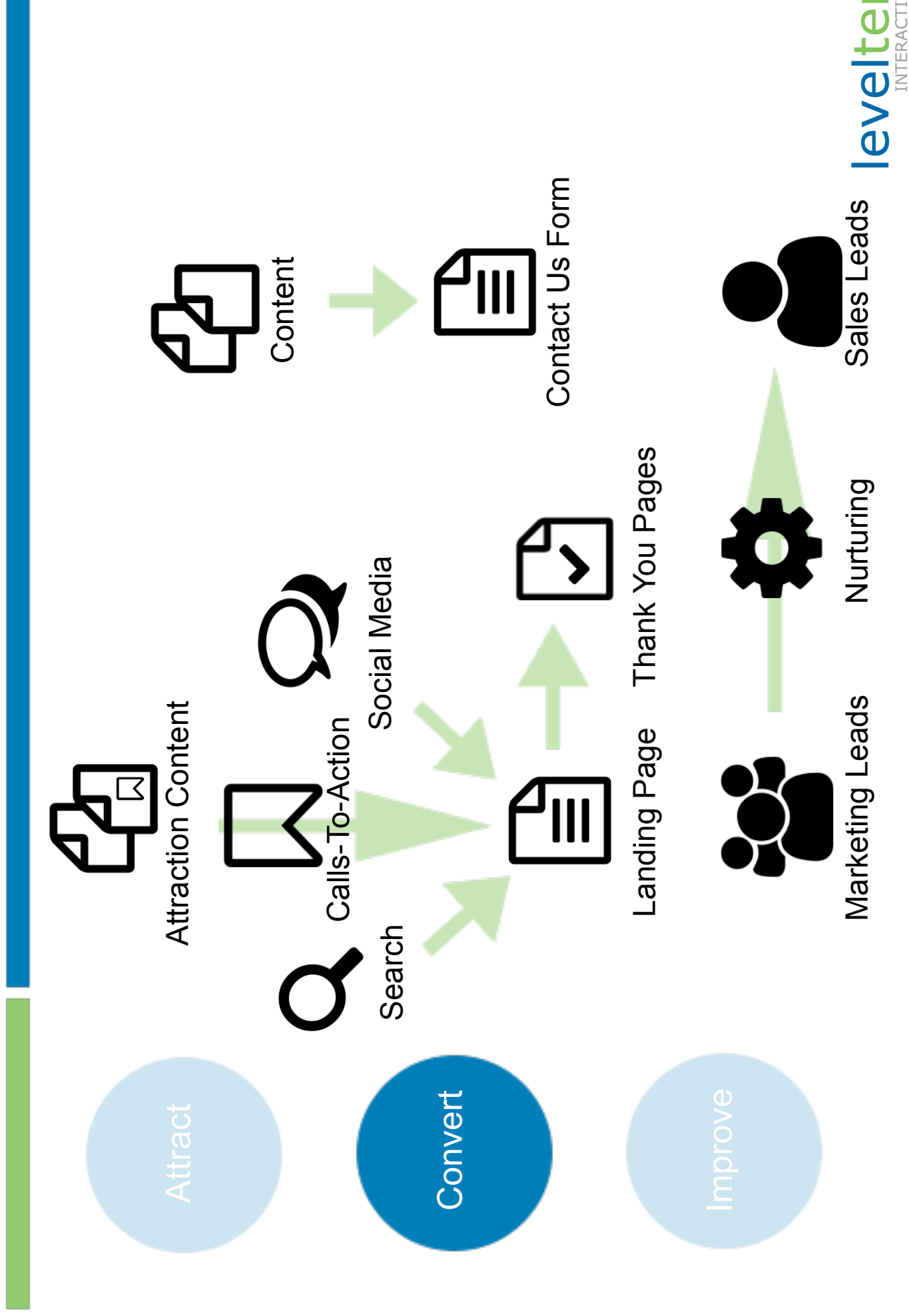
Automated emails
Rules based drip
campaigns
Rules based responders

Default performing research 

[Enroll](#) [Test](#) [Clone](#) [Delete](#)



The Conversion Process



Thank you!



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Director

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