

CONVERSION Marketing

3 Tips to Better Optimization





1

KNOW

Your Customer's Journey

- Track all touchpoints across all devices, over time
- Include inbound, outbound, online, and offline
- Identify common paths

Know your customer's journey

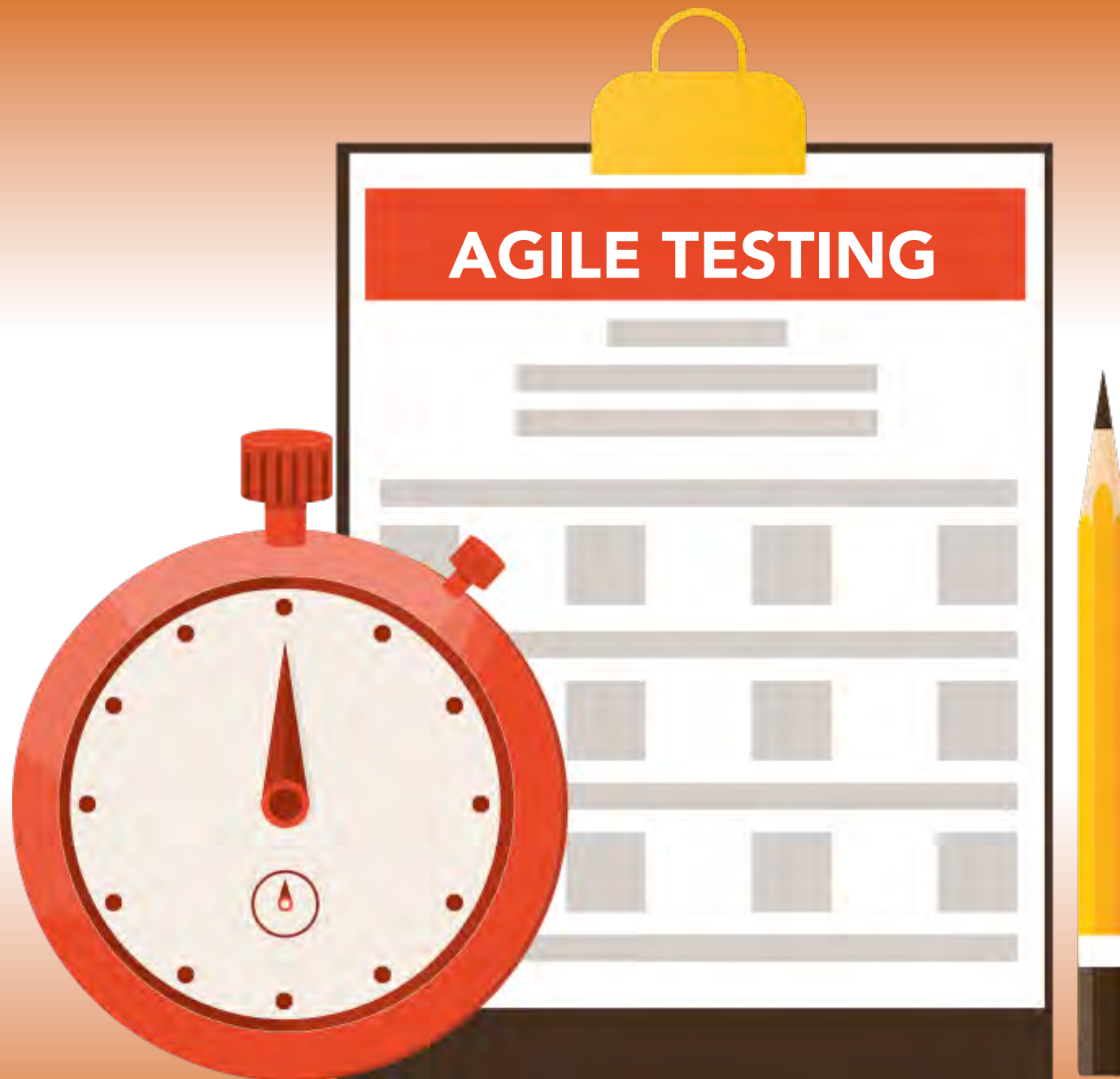
Understanding the paths your prospects take to become customers is critical to optimizing your conversion marketing efforts.

Every touchpoint, including online advertising, inbound phone calls, email, and even direct mail make up a pattern of moments that can help you identify optimization opportunities.

Knowing your customer's journey requires more than just tracking the web pages they visit. You'll need to instrument each of your campaigns to track touchpoints such as phone calls, physical mail, and even television and radio ads.

Once you have a complete path for each conversion, you'll see commonalities and patterns that will help in optimization.





TEST

New Concepts With Agile Sprints

- Try new channels, creative work, and messages for short, 2-3 week cycles
- Establish agile teams composed of cross-functional disciplines to brainstorm and deliver programs
- Compare results to a proven baseline

Test new concepts with agile sprints

A/B testing is nothing new, but just because B performs better than A doesn't mean that C won't be better than B. The point is, you need a constant mentality of testing to find the next higher-performing campaign... the next optimization. Rather than letting this become a hassle, implement an agile mindset that moves in short, continuous cycles to learn what works best for now.

Agile teams are also important. Today's marketing requires more than just great creative work. Build teams that include a data analyst and a web developer. Agility requires moving fast and moving with a team that supports rapid experimentation and execution.





CALCULATE

The Cost of Every Conversion

- Costing needs to include a portion of every touchpoint
- Look for campaigns with low cost-per-influence
- Analyze costs over several months to see how they change

Calculate the cost of every conversion

Ultimately, optimizing conversions means optimizing costs by allocating budget spent on low-performing campaigns to high-performing ones. To do this requires complex calculations that involve knowing the “cost per influence” or the attribution cost for each customer touchpoint.

Costs can change over time as future conversions occur that were influenced by past campaigns. It's important to factor previous campaigns and touchpoints to measure the true cost per conversion.



CONVERSION Marketing



3 Tips to Better Optimization

- **Know Your Customer's Journey**
- **Test New Concepts With Agile Sprints**
- **Calculate the Cost of Every Conversion**