

InterACT with your customers - What is your "Middle Of the Funnel" strategy?

Introducing ACT

Act is short for Interact. It's a separate stage since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketers

It's about persuading site visitors or prospects take the next step, the next action on their journey when they initially reach your site or social network presence

How to interACT with your customers

It's about engaging the audience through relevant, compelling content and clear navigation pathways so that they don't hit the back button

The bounce rates on many sites is greater than 50%, so getting the audience to act or participate is a major challenge which is why we have identified it separately

What does ACT mean for your business?

For many types of businesses, especially, Business-to-Business, this means generating leads, but it may mean finding out more about a company or its products, searching to find a product or reading a blog post. You should define these actions as top-level goals of the funnel in analytics



Lessons Learned From Interacting Directly with Your Customers



3 Ways to Interact with Your Customers in Real Time



Developing content for the customer journey - Search Engine Land

Articles on ways and lesson on how to interact with your customers

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Link: <http://digitalmarketingu.com/login/>

5. Articles on ways and lesson on how to interact with your customers

5.1. Lessons Learned From Interacting Directly with Your Customers

Link: <https://torquemag.io/2017/10/lessons-learned-from-interacting-directly-with-the-customers/>

5.2. 3 Ways to Interact with Your Customers in Real Time

Link: <https://www.business2community.com/customer-experience/3-ways-interact-customers-real-time-01999525>

5.3. Developing content for the customer journey - Search Engine Land

Link: <https://searchengineland.com/developing-content-customer-journey-278510>