

**Interpret your customers' pathways and understand what makes them CONVERT**

What skill sets are required for conversion?

Use the customer journey analysis to look at the map of your customers and where they are along the journey

Understanding your customer pathways

Copywriting

What is conversion?

This is conversion to sale. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online E commerce transactions or offline channels

What is A/B/Split Testing?

A/B testing (also known as split testing) is a method of comparing two versions of a webpage or app against each other to determine which one performs better

AB testing is essentially an experiment where two or more variants of a page are shown to users at random, and statistical analysis is used to determine which variation performs better for a given conversion goal

Different channels of conversion

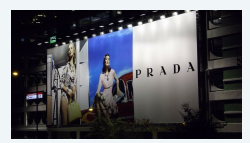
- Online
  - Through website/landing pages
- Human Interaction
  - Through live chat via websites
  - Through telephone calls
- In Store
  - Through direct conversation when the customer is in the store



Vende Buzz: 5 B2B Website Conversion Tips to Increase Conversion



Three Steps to Convert Loyal Customers into Enthusiastic Customer Advocates



5 Old School Marketing Strategies That Still Convert Customers

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# Interpret your customers' pathways and understand what makes them CONVERT

## 1. Articles on the top tips & tricks to help your conversion

### 1.1. Vende Buzz: 5 B2B Website Conversion Tips to Increase Conversion

**Link:** <https://vendesocial.com/blog/vende-buzz-b2b-website-conversion-tips/>

### 1.2. Three Steps to Convert Loyal Customers into Enthusiastic Customer Advocates

**Link:** <https://www.linkedin.com/pulse/three-steps-convert-loyal-customers-enthusiastic-customer-don-peppers/>

### 1.3. 5 Old School Marketing Strategies That Still Convert Customers

**Link:** <https://www.linkedin.com/pulse/5-old-school-marketing-strategies-still-convert-john-white-mba/>

## 2. What is conversion?

2.1. This is conversion to sale. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online E commerce transactions or offline channels

## 3. Different channels of conversion

### 3.1. Online

3.1.1. Through website/landing pages

### 3.2. Human Interaction

3.2.1. Through live chat via websites

3.2.2. Through telephone calls

### 3.3. In Store

3.3.1. Through direct conversation when the customer is in the store

## 4. What skill sets are required for conversion?

4.1. Understanding your customer pathways

4.1.1. Use the customer journey analysis to look at the map of your customers and where they are along the journey

4.2. Copywriting

## 5. What is A/B/Split Testing?

5.1. A/B testing (also known as split testing) is a method of comparing two versions of a webpage or app against each other to determine which one performs better

5.2. AB testing is essentially an experiment where two or more variants of a page are shown to users at random, and statistical analysis is used to determine which variation performs better for a given conversion goal

## 6. Want more mind maps? <http://www.DigitalMarketingU.com>

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