The 5 Ways to Actively Convert Your Website Visitors into Leads

JAMES COOPER

Founder & CEO, Convoboss

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ABOUT THE AUTHOR

James Cooper

Founder & CEO, Convoboss

James is a seasoned digital entrepreneur who has many years of experience delivering digital marketing solutions to hundreds of Fortune 1000 companies and SMBs.

Convoboss helps businesses grow with website lead generation and conversion rate optimization tools and strategies.

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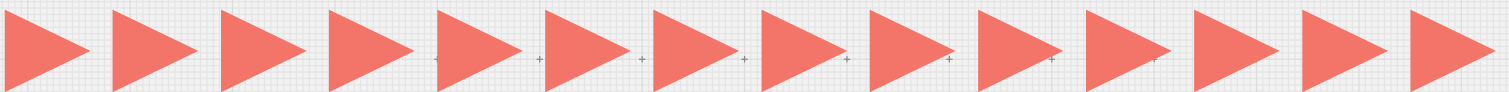
Chapter One

INTRODUCTION

LOW CONVERSIONS?

If you're struggling with your website conversions, you're not alone.

Here are some sobering stats:

- **You only have 0-8 seconds to impress a first-time visitor before they turn around and leave**

- **On average, only 2% of website visitors buy at any given visit**

- **It takes 7 interactions on average to convert a lead into a customer**

These numbers might make for painful reading. But they also show us how much room there is for conversion optimization.

So what can we learn from them?

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KEY INSIGHTS

First impressions are critical. Your audience takes a massive dive after 8 seconds. So like a Bond movie, you need a big "all-action" opening scene. Don't be afraid to immediately call your audience to action (otherwise, it might be too late).

The sales process involves multiple interactions and touchpoints. So it's better to think of your website as one piece of a sales *funnel* — composed of ads (and retargeting ads), landing pages, blog posts, emails, and social media posts. And therefore — **remarketing is critical**.

If you're not able to re-connect with your visitors once they leave your website — via both email and retargeting ads — you're throwing away **98% of your leads!**

So in this guide, I want to show you **5 ways to convert every website visitor into a remarketing lead actively.**

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ACTIVE VS PASSIVE CONVERTING

So what does it mean to **"actively convert"** your website visitors?

The best way to illustrate this is by comparing online conversions to real-life because web-traffic is just people (even though it's easy to forget this!).

So let's imagine two small "bricks-and-mortar" businesses; a couple of local grocery stores...These stores look identical to each stocked with the same products, in the same way.

However, your **experience** with each one is very different.

When you walk into the first store, no one looks up; no one smiles or says, "hi." No one reacts when you pick up a product.

And when you walk to the door and leave, you're still ignored.

In contrast, when you enter the **second store**, you're greeted with a smile.

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The shopkeeper asks you how they can help.

When you look at a product, they give you some more information about it; suggest some other products that you might also like.

And when you go to leave, you're offered a special discount.

At which store are you more likely to make a purchase? It's no contest.

The second store does much better, despite having the same products and layout as the first store.

So why is this?

Well, in the 1st store, it's as if you're not there. Your presence does not affect them. They're entirely passive.

In contrast, from the moment you enter the 2nd store, it "comes alive," and they create a personal, interactive experience for you.

The store re-acts to you and your behavior — **they attempt to "actively convert" you.**

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A good salesperson knows that sales are about responding to your prospect. Not just "pitching" at them but creating an interactive dialogue with them — In a face-to-face setting, this is mainly about observing body-language and reacting in the right way.

According to a Harvard study, 55% of face-to-face communication is via body language! It's our main "clue" to what someone is thinking.

If your prospect looks disinterested, you try a new angle or suggest a new product. If they look interested, you push to close the sale.

But how do you actively convert people on your website?

How can you make the online sales process more like it is face-to-face — when done correctly?

After all, you can't observe-&-respond to your visitors' body language when they're on your website, can you?

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True, you cannot see their physical body language. **But you can respond to customers' "digital body language."**

You can respond when a visitor:

- *Enters your site*

- *Scrolls through your content*

- *Clicks on or hovers over specific items*

- *Goes to exit your site*

These are all moments when you can jump in and actively convert your visitors.

In the next chapter, I'll explain how you can do it with 5 active conversion levers.

Chapter Two

THE 5 ACTIVE CONVERSION LEVERS

LEVER 1:
PIXEL BANKING

What is it?

This first way of converting your website visitors to remarketing leads is invisible but increasingly necessary.

Pixel Banking allows you to build segmented audiences of everyone who visits your web properties. You can then "retarget" them with contextual ads on Facebook, YouTube, Instagram, and 1000s of other websites via ad networks.

Why does it work?

Pixeled audiences are pre-qualified leads; they have already shown interest in you. So unsurprisingly, **retargeting ads give you a much better ROI.**

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Remember, most people don't buy on their first visit to your website, or even their second.

As digital marketers, we must build these pixeled audiences (on Facebook, Google, YouTube, and others) to leverage them now and in the future. These audiences are just as valuable as your email lists.

"Soon, all display advertising will be retargeted advertising, and the pixel will become even more valuable than the click itself. As larger advertisers continue to buy up ad inventory (and create their retargeting audiences), those that fail to 'pixel' their site visitors won't be able to afford to advertise."

Ryan Deiss, CEO, Digital Marketer
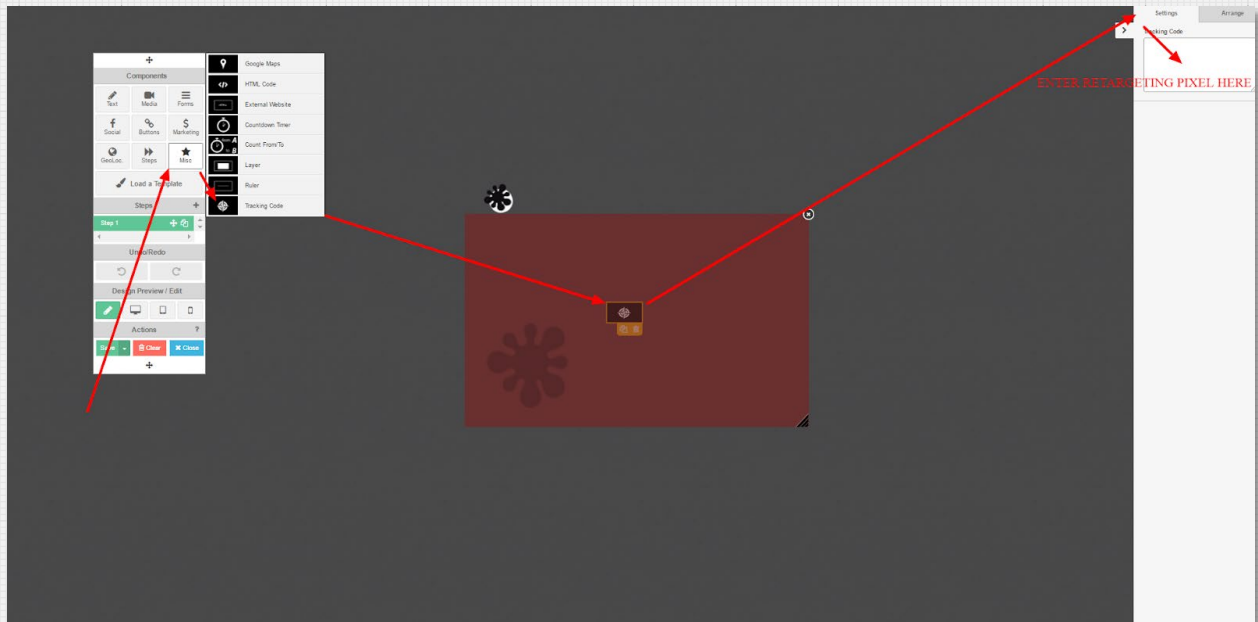
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Adding your retargeting code is quick and easy.

How do I add it?

You can add your retargeting code to ALL your Convoboss campaigns. Just copy & paste the pixel code from the advertising platform (e.g., Facebook) into your Convoboss campaigns.

Adding your retargeting code is quick and easy.

Note regarding "Onsite" retargeting: *You can also use pixels to trigger (or hide) popups or conversion mats for returning visitors. That is another excellent way of making the sales process more relevant, personal, and useful.*

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What is it?

A full-screen call-to-action that displays when your visitors land on your site.

Use these 'Mats to welcome first-time visitors, announce new products & promotions, deliver coupons, capture email subscribers, and more.

Why does it work?

It is like the shopkeeper who welcomes you to their store as you enter.

By adding a 'Mat to your website, your site reacts to your visitors when they enter. You show your visitors that they're vital to your business.

But more importantly, this allows you to instantly convert your prospects (e.g., to subscribe or share) before they get distracted and move on.

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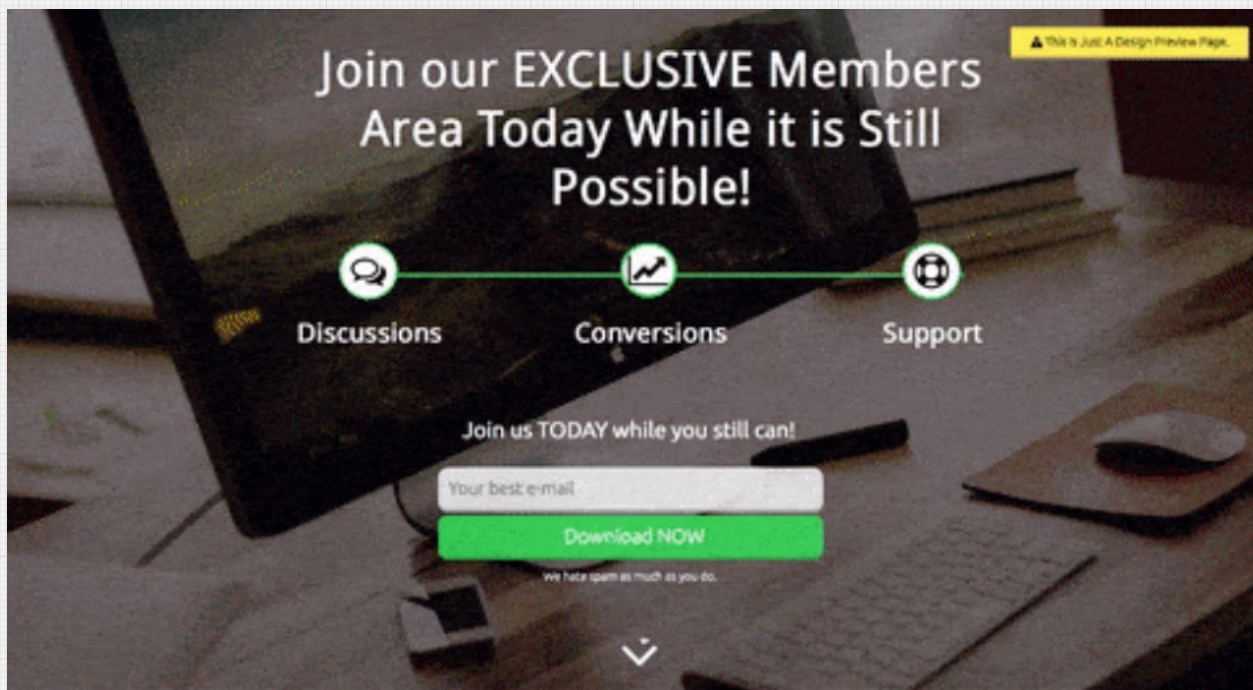
Remember, many of your visitors leave within 8 seconds. But by dynamically "interrupting" their normal browsing behavior, conversion mats instantly grab their attention – **making your call-to-action unmissable.**

How do I add it?

*Create your conversion mat with **Convoboss.***

Select a template, customize your design with our drag-and-drop builder, and then connect Convoboss to your website.

So once you've made a great first impression with Convoboss, how do you keep your visitors engaged?

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LEVER 3: SCROLL BOX

What is it?

It's a call-to-action box that pops up or slides-in as your visitor scrolls through your page. You can set it to trigger at specific points down the page (e.g., 50%, 80%).
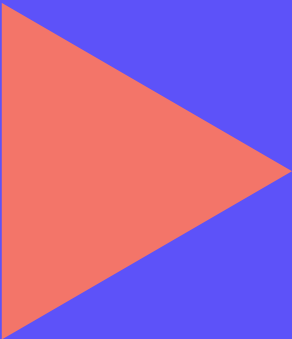
Use scroll boxes to ask your visitors for their email address: as they finish reading your latest blog post, offer a trial as they learn more about your product, highlight essential information on your page, and much more.

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Why does it work?

It is a timely, unobtrusive way of delivering your message.

Scroll-boxes convert well because you can set them to appear at a relevant moment in your visitors' experience. For example, you could show a scroll-box with a related opt-in (e.g., "enter your email download the full guide here") that appears when readers get to the end of your blog post.

They're a more natural (less annoying!) way of getting your prospects to move to the next step in the sales journey.

PRO TIP: *set your scroll-boxes to appear in the corner of the page – so your visitors can continue to read your site without having to close them down. That will boost your conversions further.*

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LEVER 4: CONTEXTUAL POPUP

What is it?

It's a popup triggered when your visitor clicks or hovers over a specific image, button, or text (of your choice).

Why does it work?

Like Scroll-boxes, contextual popups deliver your message in response to your visitors' behavior, so they are more timely and relevant.

For example, suppose you use a button or text to trigger the popup.

In that case, visitors who click on the button/text make a "micro-commitment" before your call-to-action shows.

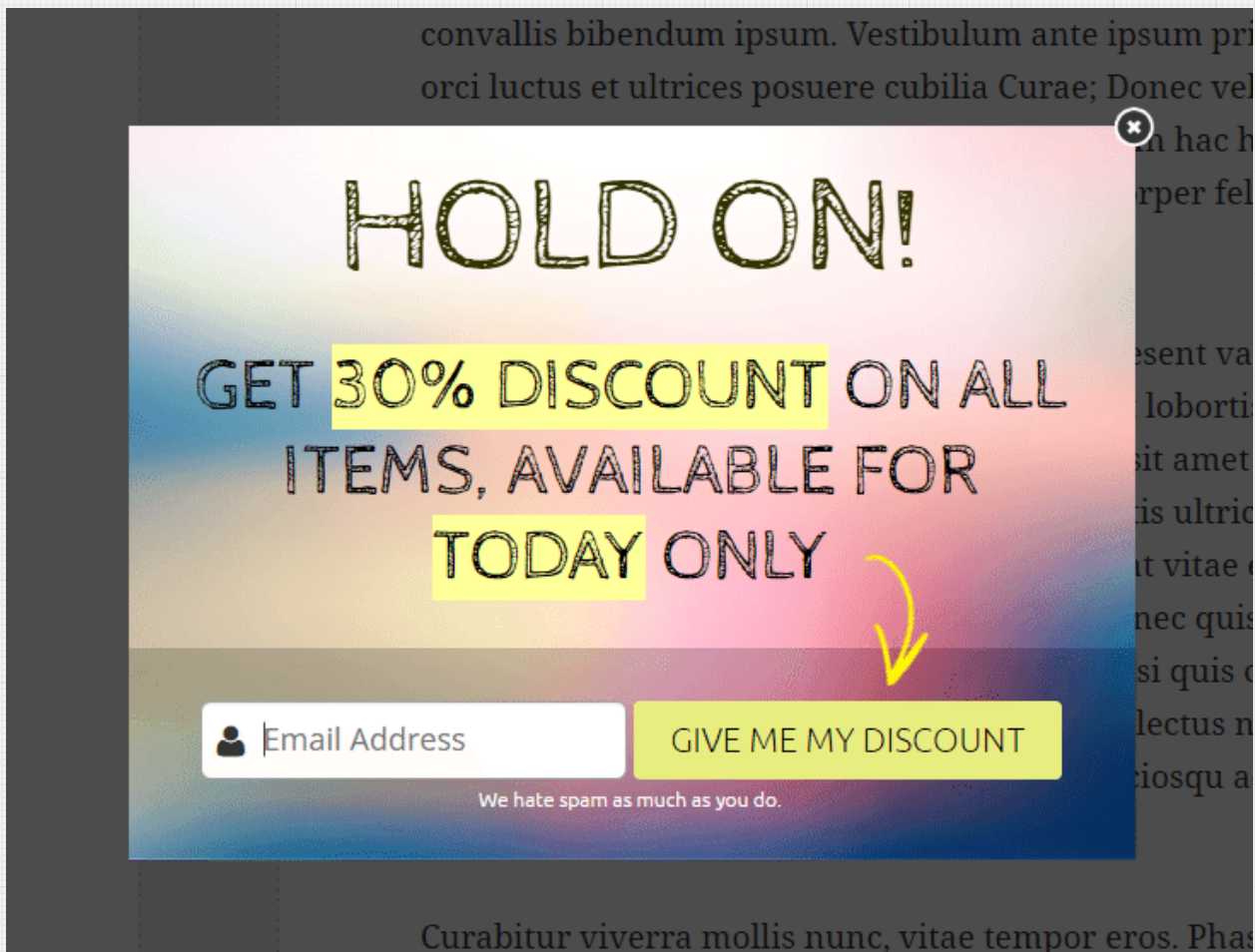**So don't be surprised if you see them convert at over 50%!**

LEVER 5: EXIT OFFERS

What is it?

A pop-over that shows to your visitors when they exhibit "exit intent" behavior — they move their mouse to close the tab.

PRO TIP: *Most advertising networks do not permit page-close popups (triggered by clicking the tab "X"), but exit-intent popups are allowed.*
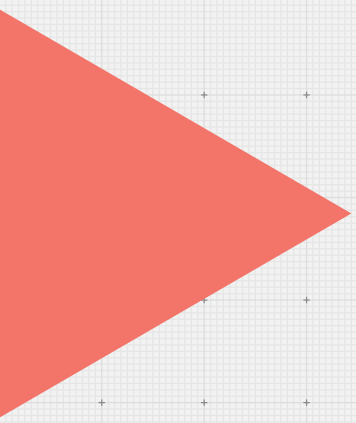
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Why does it work?

Remember, on average, over 90% of your website visitors leave without taking any action.

You can use exit pops to give these abandoning visitors a new incentive to stay (or at least not leave empty-handed) – a discount coupon, special report.

That gives you a chance to convert visitors who would otherwise be lost – so any conversions they achieve are a bonus!

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Chapter Three

TAKE ACTION

HOW TO ADD BEHAVIOR-DRIVEN POPUPS TO YOUR WEBSITE?

*Create your Scroll-Boxes, Contextual Popups & Exit Offers with **Convoboss**.*

Select a template, customize your design with our drag-and-drop builder, and then connect Convoboss to your website.

By adding these 5 active conversion levers to your website, you will:

- *Immediately grab your visitors' attention.*

- *Dynamically respond to their browsing cues ("digital body-language").*

- *Give yourself multiple bites at the cherry — and generate more leads and customers as a result.*

To maximize your conversions, we recommend adding at least 2 of the above levers to every single webpage.
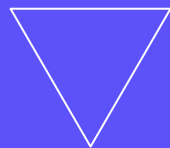
So give them a try – and see how they boost your website!

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START BOOSTING YOUR WEBSITE CONVERSIONS

Sign up for a free 14-day trial of Convoboss today.

SIGN UP FOR FREE