



INCREASE YOUR WEBSITE  
**CONVERSION**

## Increase Your Website Conversion

Have you ever looked into your Google Analytics page and wondered: "my website traffic is good, but why are our conversion rates so low?". If you ever thought about it, this white paper is for you.

Traffic on your website is great, but if it's not converting on sales or lead generation, it can be useless.

We put together a list of easy fixes that you can put in place on your website and you will see results instantly.

### But first, let's keep everyone on the same page.

**Do you know exactly what Conversion Rate means?** Expressed in percentage, it is the portion of visitors who convert into an offer. They can convert on lead magnets, registrations, sales and more and with proper tracking, you will be able to measure results on every call to action of your website.

Knowing your conversion rate is key to developing your marketing strategy properly, helping you to discover areas that need to improve and avoid a plateau in sales and revenues.



### How to Calculate the Conversion Rate

$$CR = \frac{\text{Conversion}}{\text{Visitors}} * 100$$

Conversion rates vary by industry and where your ads are, so it is important to keep track of referring domains to be able to compare the conversion rates of each source and figure out which one is performing better for your business.

## Tips to Increase the Conversion Rate on Your Website

First step you need to take to increase your conversion rate is think if you know what works for your targeted audience. Do you know what your prospective clients want, need and pain points? This exercise is very strategic to help you tailor the messages you want to use on your ads, and as consequence, bring them to your website.

Second step is to have a reality check on your website. Is it well written? Do you have a good design? What about your Call to Actions, are they effective?

**And then, apply some of our following tips:**

### 01 Data Analytics



Do you already have Google Analytics set up? Check out the data for patterns that will help you to create the Conversion Rate Optimization (CRO) Strategy.

You will notice that you have better performance on some pages and worse performance on other pages. You need to come up with sticky content and keep people navigating through your website for as long as possible.

By analysing this data, you can optimize the pages that are not doing so well and improve their results.

### 02 Check out your design

Design matters and the trend seems to be minimalistic, clean and easy to navigate websites. According to Google, website visitors make their first impression of a site attractive within 1/20th of a second.

So the key message here is, **simplify your design, and clear your message.**

### 03 Add different Call to Action (CTA) buttons

Use tangible verbs on CTA's that urge visitors to take action. Using the word Yes before a verb also brings results with high psychological effectiveness, like: **"Yes, I want my Incentive!"**.

CTA's can be placed on different points on the page. You can use a heat map to see where you have most engagement and place a CTA button there.

## 04 Use reviews and testimonials

Testimonials and reviews bring credibility and social proof for your business. Ask your clients for genuine feedback and place them on your website, landing pages and even on email opt in landing page.

## 05 Have a clear message about the benefits of your offer

Provide your visitors with clear information about your offer, value proposition and cost. Your prospects need to know exactly how your company will help them to solve their problems, so offer a clear and free to understand message.

Don't use jargons, technical or complex terms. Be simple, knowing that in this case, less is more.

## 06 Watch your headlines

Your headline is probably the most important element of your landing page. Study many possibilities before choosing the strongest one to use on your page. You won't regret it!

## 07 Offer Guarantees



We all know that customers tend to avoid risk, so they don't want to put their money at stake unless they are sure about what they are getting.

Guarantees like money back, roll out credits, etc can help your customers to overcome fears and move past objections.

They are good to build trust and help the customer feel more secure.

## 08 Publish Videos

Videos are great magnets for your website and can help to expand your audience by bringing new leads to the website.

They can be used in various forms such as explainers, screencasts, product videos, interviews, masterclasses and so on. Test different formats to see how your clients react.

**Videos can humanize your brand and show that there is a real person behind the business.**

## 09 Get your visitors excited

Use emotionally, attractive, fun language and offers, with amazing storytelling to get your visitors eager and excited to try your company.

## 10 Consistency

Make sure you have consistency on your ad campaign and the landing pages, making sure your customers will find exactly what they are looking for when they clicked on your ad...

## 11 Use directional tools

Get your customer's attention and point them to where you want on your website by using visual elements that will guide the eyes and navigation on your page. They have to be tasteful and modern, but they will work well to get your customer clicking on the form you need.

## 12 Create high converting forms

Although there is a common sense that less fields are better, you also need to think about the reality of your business. Use this moment to capture all relevant information that you need on a lead, and as a result, you will get high qualified leads instead of high volumes of leads that are not necessarily fit for your company.

**Choose wisely what information you need and ask for it.**

## 13 Optimize your Website

Improve the aspects of your website that contribute to traffic from SEO, Paid Search, Paid Social, Organic Search and other sources.

Create your content with good keywords, include meta tags, use semantically correct hierarchy and place your call to action points correctly.

## 14 Speed Up the Website

Did you know that 1second delay in page load can reduce your conversion by 7 percent?

We know that people multitask and they use multi tabs to surf the web. If your site is slow, they will probably leave. Test out the speed on your website by using many available tools online and if it is slow, invest in speeding up to improve your user experience.



## 15 Offer Incentives

Offering incentives are highly recognized as lead magnets for conversion rates. They can come as a form of a discount code, a free ebook, a BOGO (buy one, get one), extension on subscription and many other possibilities.

Create your content with good keywords, include meta tags, use semantically correct hierarchy and place your call to action points correctly.

## 16 Marketing Incentives and Promotional Giveaways

Another high value added, high conversion tool that not everyone knows, is **offer Marketing Incentives and Promotional Giveaways**.

You can offer Incentives to your clients as a form of appreciation for their business, for buying a product, signing up for a mailing list, sweepstakes and many other great ideas.

### Some real business applications are:

- Offer a free smart device for clients who signed up for your newsletter
- Offer a free vacation for clients who purchased your product or service
- Offer a \$100 dinner certificate for current clients who participated on a survey
- Sign up for our newsletter for a chance to win a 5day cruise.
- And so on...

**Adding marketing incentives activate the reward psychology on your customer and they will want to engage with your company, improving conversion on your business.**

When they get to a decision point, a differentiation that big can be a selling point to your business.

### Conclusion

By implementing some of those tips you will be able to see an increase of results and your conversion rates will have a boost.

To create a strategic marketing shift in place requires work and focus, but it pays off. Specially if you use tools like Creative Marketing Incentive Group, that not only gives you access to a number of really interesting and valuable incentive offers, but also helps you to create your campaigns by giving access to pre formatted ads made for any source you want to use.

**Creative Marketing Incentives** was created to solve that issue for you.

Aware that Promotional Contests and Giveaways are excellent tools that boost and convert sales, they created a program in which clients can have access to as many gift certificates as they wish, paying only a monthly fee.

*“Imagine how many more leads you will build by adding one additional tagline to your existing advertising”*

How many more valid referrals will you generate just by offering our airfare and accommodations package bound for Cancun, or Puerto Vallarta, Mexico? **Who Could Resist?**



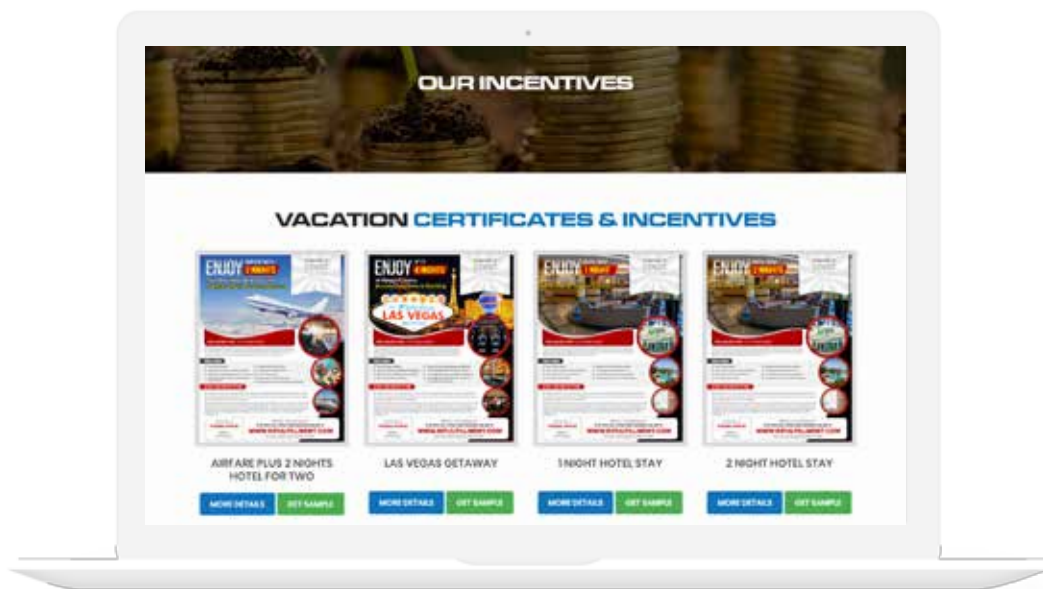
**Sound too good to be true?** Many years ago we might have agreed with you. But for the last fourteen years **Creative Marketing Incentive Group, Inc.** has contracted with world-leading hotel chains, cruise lines and travel companies to bring forth powerful incentives.



We Help in booking otherwise unoccupied rooms. Which hotels and resorts schedule as future sales. Reward your clients and customers with exciting vacation offers, Jumpstart sales and leads, growing your business through CMI's incentives.

Creative Marketing Incentive Group, Inc. has developed a successful program, allowing our members printing rights to unlimited certificates for a simple \$99 a month.

**FOR \$99/MTH YOU CAN ATTRACT MORE CUSTOMERS BY CREATING EXCITING PROMOTIONAL GIVEAWAYS WITH AN UNLIMITED AMOUNT GIFT CERTIFICATES REDEEMABLE FOR:**



The company now offers a FREE TOOLKIT with customizable ads that you can simply include your logo and start promoting your giveaways. This toolkit is available for all customers and downloadable for free as you sign up.





## THERE ARE MANY TYPES OF MARKETING ASSETS TO WORK WITH:

Google Ads

Facebook

Instagram

Banners

Printed Postcards

Magazine Ads

## PROMOTIONAL MARKETING MATERIALS TO HELP YOU PROMOTE THE INCENTIVES TO YOUR CUSTOMERS



As leaders in this segment, we offer innovative and creative solutions focusing on long term relationships with our clients.



14 Years in Business



15,000 Clients Enrolled



4 Million Certificates Distributed



Hundreds of Thousands of Redemptions



Top Notch Customer Service



Licensed Seller of Travel CST #2091925

## CLIENTS TESTIMONIALS



“

I have been using CMI for 6 months and have been so impressed with this company. I have used the incentives with my customers to encourage repeat business and referrals. It has always been a pleasure to work with my consultant, Robin. He calls me by name when we talk on the phone, and treats me like a professional and a friend. I have had several clients redeem their incentives, and all were incredibly pleased with them. Redemption is easy and fast. This strengthens my belief in CMI, and assures that I will use their services for a long time! I would recommend CMI to all my business associates, and anyone who needs an incentive program to take their business to the next level. CMI for 8 months now and I have never had a complaint from any of our clients who redeemed their certificates. It is the best deal out there.

**RACHEL H.**



“

I have been a customer with CMIG for almost a year now, and I have been using the certificates for not only a "thank you" to close business deals, but as gifts to past clients as a "thank you" for their loyalty. I have had an overwhelming response from my clients that have used the certificates. The hotels stays are great and the restaurant certificates are a huge hit. Some of my clients call me once a month to tell me about how great their dinner was at a new restaurant that they tried out with their certificate that I gave them. I am really impressed about how easy it is to redeem the certificates as well. I truly appreciate the incentive program and what I like about it the most is that it helps me differentiate myself from others in my industry. CMI for 8 months now and I have never had a complaint from any of our clients who redeemed their certificates. It is the best deal out there.

**TIMMY O.**



“

I began using your program nearly two years ago to boost lead generation efforts for my company as well as my client's companies. Since that time, I have experienced a 63% increase in lead captures. And, even more importantly, conversion rates have increased as well. I believe this is due to my being able to provide a valuable incentive to the new leads, which helps convert them to paying customers. The ability to offer unlimited certificates is perhaps the best feature of the program, but the automation and website interface are also wonderful. I recommend CMI to anyone looking for an effective marketing tool to help expand their business and increase their income.

**JON E.**

## TALK TO OUR SALES TEAM TODAY

and see how you can use our Incentive Programs to quickly improve your sales



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