

Potential Solutions to Lead Conversion Issues

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Tactical

The following may help resolve tactical issues:

- User experience testing
- Information architecture and card sorting
- Responsive design (or lack thereof)
- Streamlining content
- Prioritizing and reorganizing content
- Common questions received by customer service
- A/B testing design elements, user experience, and content
- Analytics review
- Delivery methods aligned with audience types

Timing

Map out all your calls to action and review them in context of the audience journey. Then determine whether:

- Call to action sits before information needed to choose
- Call to action arrives too soon
- Call to action arrives too late or is too deep
- Didn't ask often enough
- Asked too frequently
- Literally, the time it is sent

Brand Story

Are you speaking to the right audience? Have you completed an Audience Analysis or Personas?

Do you know your Core Messaging Priorities?

Do you link audience benefits to all your product features?

Do you show WHY you're in business? Why they should care?

Do you provide provable reasons to believe in you?

Do you make it easy by leading them through an ideal audience journey?

Do you keep in touch, provide value, and make them feel valued?

Does your voice speak to the right audience?