

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?