

Quick Start Guide

Convert Your
Digital Visitors into
Paying Customers!

onMERIT
DIGITAL DESIGN & MARKETING

One of the biggest pitfalls businesses run into is when it comes to digital marketing is letting leads die on the vine.

Think about it. New visitors (which are potential leads) come to your website daily from Google or various social media platforms. But what happens once they arrive on your site? You need a way to engage your visitors and keep the conversation going.

Your goal should be to convert your visitors into paying customers, and to do that you need a digital marketing plan that creates a system for making that happen.



So how do you know if you have the right steps in place and what it should look like from end-to-end?

That's exactly what this quickstart guide is designed to help you figure out!

Introducing the **Conversion Funnel**

A conversion funnel, also known as a marketing sales funnel, is a term used to describe your customer's journey from clicking on an ad or using a search engine, to visiting a website then finally moving on to purchasing.

The purpose of your conversion funnel is bring visitors who come to your site through a series of steps that will lead them towards a specific action. What that "action" looks like can vary depending on what you're trying to accomplish on your website.

By creating a conversion funnel you're leading your site visitors to what you want them to do and making the most of visitors to your site.

Here's a visual of what should be happening when visitors visit your site:

Steps for Marketing Sales Conversion Funnel

1

Engage with Your Website

2

Capture Leads with an Email Opt-In

3

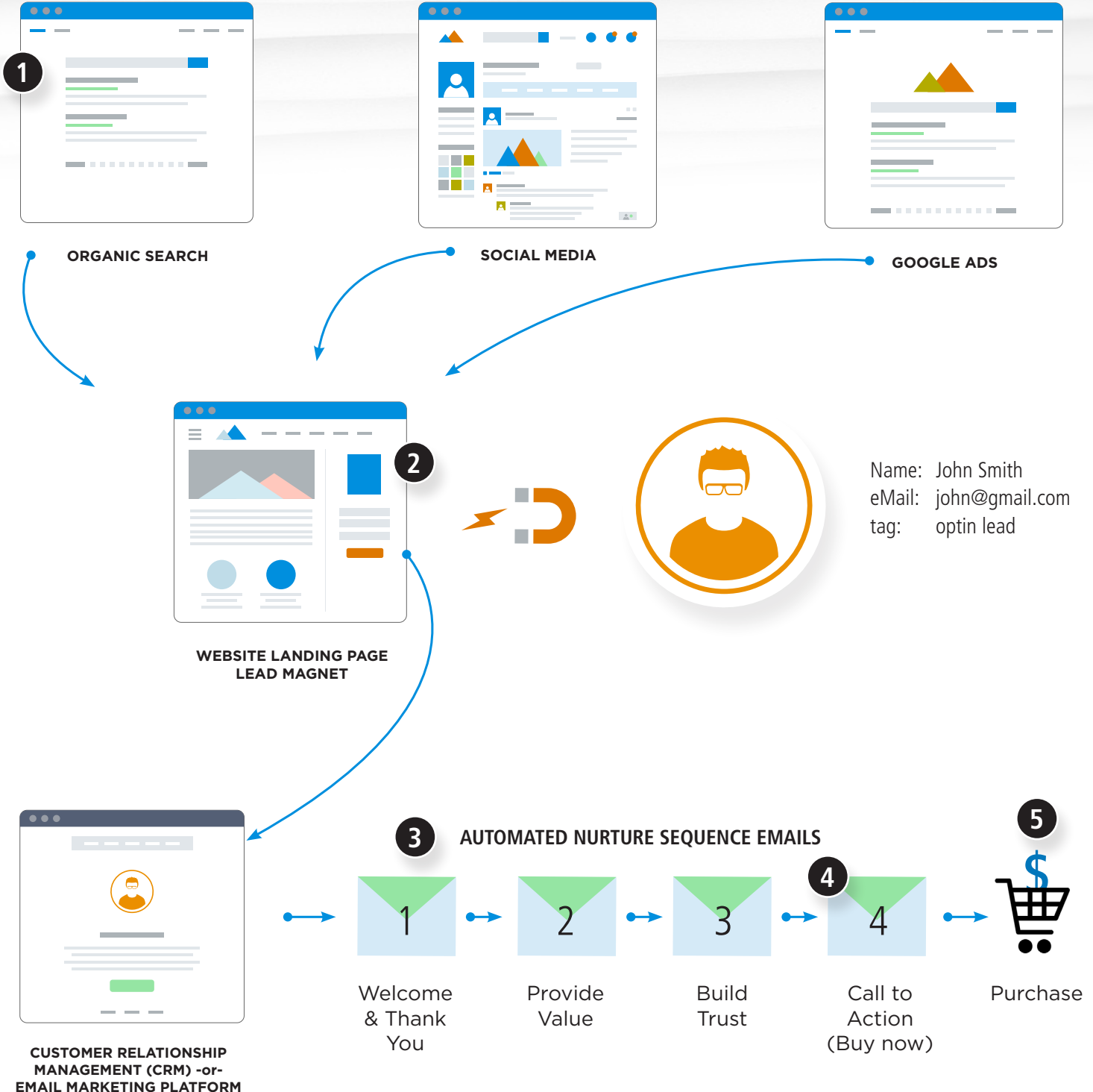
Build Trust with an eMail Nurture Sequence

4

Invite Them to Take Action

5

Purchase



Whether it's making sure inquiries are getting routed to the right place, or capturing information on your clients for future contact, there are always ways to tighten up your funnel and make sure that you're leading potential clients from one step to the next.



Before you think, “uh oh, what’s happening to my leads?”, let’s walk through the steps in your funnel so you can get a better understanding of how to convert a website visitor into a buyer.

Step 1:

Engage with Your Website

Your website is the foundation for all of your digital marketing. It's the face of your business on the internet and the first thing most people will look for when trying to find information.

If you don't have a website, what will come up when someone plugs your business name into a search engine? [As a business in the age of the internet, you really can't get away with not having a website if you want to continue to grow your business and attract new clients.](#)

Also, if you're actively using social media to promote your business, you need a place to send people to when they want more details about your products and services. (Don't let anyone convince you that any social media platform is a substitute for a website.)

Your website should be informative regarding your business and include dynamic, fresh content. Having a blog where you add new content regularly (like weekly or monthly) is a key way to generate traffic through search engine optimization, as it signals to Google that your site is active and increases the number of ways people can find your site.

Step 2:

Capture Leads with an Email Opt-In

From the moment someone lands on your site, your goal is to turn them into a repeat visitor. The easiest way to do this is to create what's called an email opt-in.

An email opt-in is simply a method of collecting email addresses in exchange for something of interest to the site visitor. This may be a guide (like the one you're reading right now), a checklist, a quiz or even a coupon code. The idea is that you provide something that's compelling to your audience and that makes them want to hand over their email address.

Let's say you're a real estate agent. You could offer a free checklist on buying a home, or a guide for sellers on how to get open house ready. Each of these items are relevant to the audience and offer something of value in exchange for providing their email address.

By having an email opt-in in place, you're able to build a list of leads or a database that you can nurture over time to help move them closer to deciding to do business with you.

Step 3:

Build Trust with a Nurture Sequence

Now that you have an email list of interested subscribers, your next step is to start engaging them. The goal is for you to nurture the relationship via email and to actively maintain communication on a regular basis.

There are two ways to nurturing your potential clients by email:

1. Nurture Sequence. When a site visitor chooses to subscribe as part of an opt-in, this is an excellent time to start a dialogue as you can use the content of the opt-in to build from and add additional value. A nurture sequence is a series of emails that follows right after the opt-in over the course of several days. This sequence of emails can be purely educational, or it can work towards inviting the subscriber into the next step in the process.

2. Newsletter. Keep the lines of communication open and educate and/or entertain your subscribers with a newsletter. People will often want to get to know your business before making any purchasing decisions, so creating a regular touch point (like a weekly or monthly email) delivers both ongoing value and helps keep your business top of mind.

At this stage in the funnel, the goal is to get subscribers used to hearing from you and compel them to go back and visit your site at regular intervals.

Step 4:

Invite Them to Take Action

Each of your nurture activities above should be designed to move your subscriber towards taking some type of action - ideally an action that'll lead to them doing business with you.

This invitation is called a call to action.

In this step you're moving them down the funnel towards doing business with you.

Here are some samples of calls to action on the path to purchase:

- **Purchase:**
Shop now, buy now, get a coupon, get free shipping.
- **Events:**
Reserve your seat today, order tickets, register for our upcoming webinar.
- **Trial Offers:**
Start your free trial, book a consultation today, get your upgrade today.

Step 5: Purchase

The purchase is the end goal of your lead nurturing process. You've captured their email address, engaged them through email or a newsletter, and then extended an invitation to them to move them towards the final step - doing business with you.

By ensuring you have a system in place to nurture your digital leads, you have more opportunities in place to engage with potential buyers.

Keep in mind not every lead is going to purchase from you, and some may take many months (or even) years of being nurtured and then invited to actually make a decision.

By building the relationship over time with your database of leads, you have a golden opportunity to keep your subscribers "warm". Taking the time to build this type of funnel provides you with a way to build a relationship with visitors so you can capture, and then convert them to paying customers!

About OnMerit



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DIGITAL DESIGN & MARKETING



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Meet Gary, owner, brand designer and online marketing specialist at OnMerit Marketing. With over 25 years of experience, Gary has helped hundreds of businesses, entrepreneurs and marketers connect with and inspire their customers nationwide.

Whether you're looking for an expert to help with your branding or need help refining your marketing strategy, OnMerit can help.

You can learn more about OnMerit and the services offered at onmeritmarketing.com.