

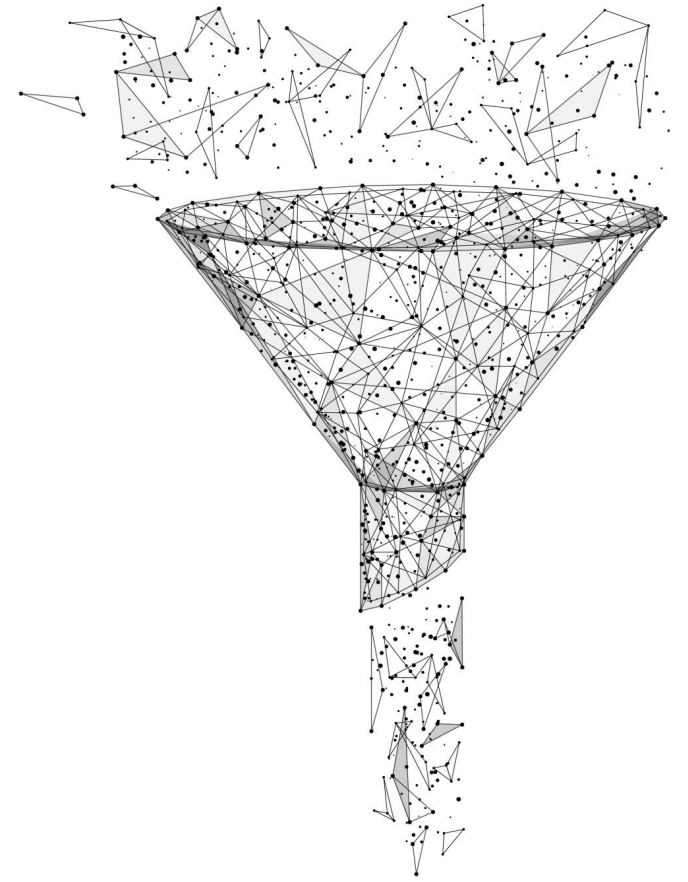
Conversion

Stage 2

Take Suspects and turn them into prospects

There are several approaches here

We'll cover the common ones





Assumption

You have Read and understood the deck

<https://hubs.ly/Q0257mPt0>

You understand the Attract Phase

– Creating Suspects / Personas / Educating / Social Tools / Attract Journeys / Tools


- This deck is not designed to cover end to end but to start you off in the right direction
- Simply to “educate you” to tread carefully, think before “you start doing”.
- To think in an ordered way, those that don’t are the 99% who struggle.
- What do we mean by struggle, struggle to get a business to grow and scale.
- They will make money – however only a fraction of those folk who focus on getting it right.



<https://hubs.ly/Q0257mPt0>

1. Researched Keywords identified those that are going to be your targets.
2. Bought SERanking or a similar research tool for keywords
3. Deployed Google Analytics and Console
4. Got started with a marketing and CRM platform - HubSpot equivalent
5. Started to Map your Attract Suspects customer Journeys
6. Set up your Social Media accounts
7. Started the work on Publishing the Attract “problem solving” educational pieces
8. Figured out the call-to-action Tools to narrow suspects into Prospects
9. Worked out the common customer personas that you are serving
10. Built Attract and CTA journeys for them

Work you should have done
or
Delegated to get done



OLD Approach

Build	Build a website
Throw	Throw a load of Social Media at folk
Hope	Hope they go to the website
Realise	Realise they are not not going to the website
Redesign	Redesign the website
Throw	Throw a load of social media at folk
Realise	Realise they are not going to the website

These folk are every web designer's ideal customer

99% of companies do this

New Approach

Design a proper customer journey

Solving customers Issues

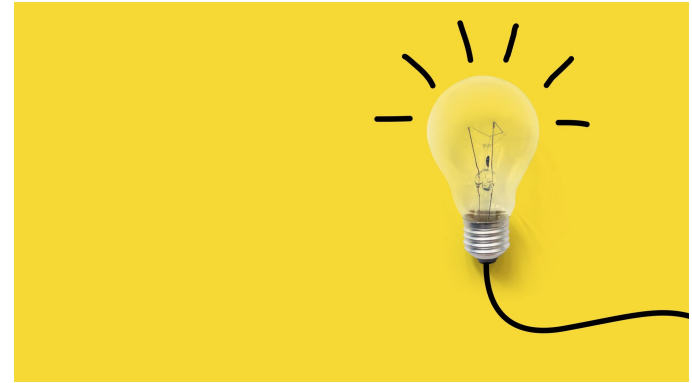
Educate them - how to get out of trouble

Show them why your different

Give them the reasons not to go elsewhere

Get Data

– make informed decisions



Build great customer journeys

- Measure every step / option the customer takes – gain insight & learn
- Build a customer profile that lets you communicate tailored options



Measure Google decision data

- Which pages they start at
- Which ones they engage with
- Tweak them to improve and learn



awareness

Suspect
Educate



Consider

Qualify through education
And through diagnosis



Convert

A trusting
In a frictionless manner

Typical Customer Journey – Traverses the suspect customer down the awareness path educating them

Problem Educate the suspect

Customers issue

Logical
Call To Action

Differentiate yourself
Help the suspect
Collect Data
That helps Tailor the
suspects decision

Give them the logical fix options
Remove reasons to go elsewhere

No 1 lesson – no need to sell

No 2 lesson – gather data from customers

No 3 lesson – design the customer journeys then build the website



Golf Example

- Design a customer Journey
- That massively increases Suspects and prospective customers
- Let's customers enjoy a frictionless journey
- Where the natural take the right decisions
- Educate you how to build a tailored experience for them
- Whilst scaling your business
- Learning how to improve from the customers data



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Problem

Landing Page
What's your bad shot?
3 Options

1. Slice

2. Hook

3. Poor Strike
or
Distance

Education

Slice Doorway Options

Grip Size Video
Grip Size Blog
Poor Grip
Shaft weak
Stance open
Swing open

Hook Doorway Options

Grip Size Video
Grip Size Blog
Poor Grip
Shaft weak
Stance open
Swing open

Strike Doorway Options

Grip Size Video
Grip Size Blog
Poor Grip
Shaft weak
Stance open
Swing open

Call To Action

CTA Book A
15 minute
Free Diagnostic
Session

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See Slice Example over for the rest of the journey





awareness

Suspect
Educate



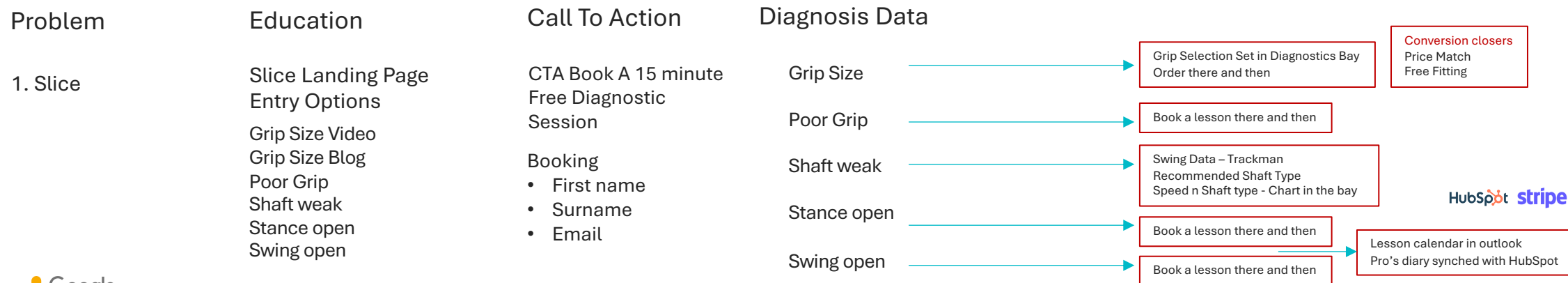
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Entrance Data
Performance by page

Entrances
Per problem
category

Entrances
To the diagnostic session
True Insight into your base numbers



Customer
Journey
data

Lead Scoring
The more
areas they look
at the better
the quality of
suspect
1,2,3,4,5,6

The Higher the Score
Indicates level of
suspect seriousness
at fixing their issue

Diagnosis session
Results Entered in
HubSpot on tablet or
Mobile to expand the
customer profile
(insight)

Order / Book Results
Entered in HubSpot
Now you have
conversion to deal
data & values

Payment data
collected from
stripe gives you
customer values
and a frictionless
payment process



awareness

Suspect
Educate



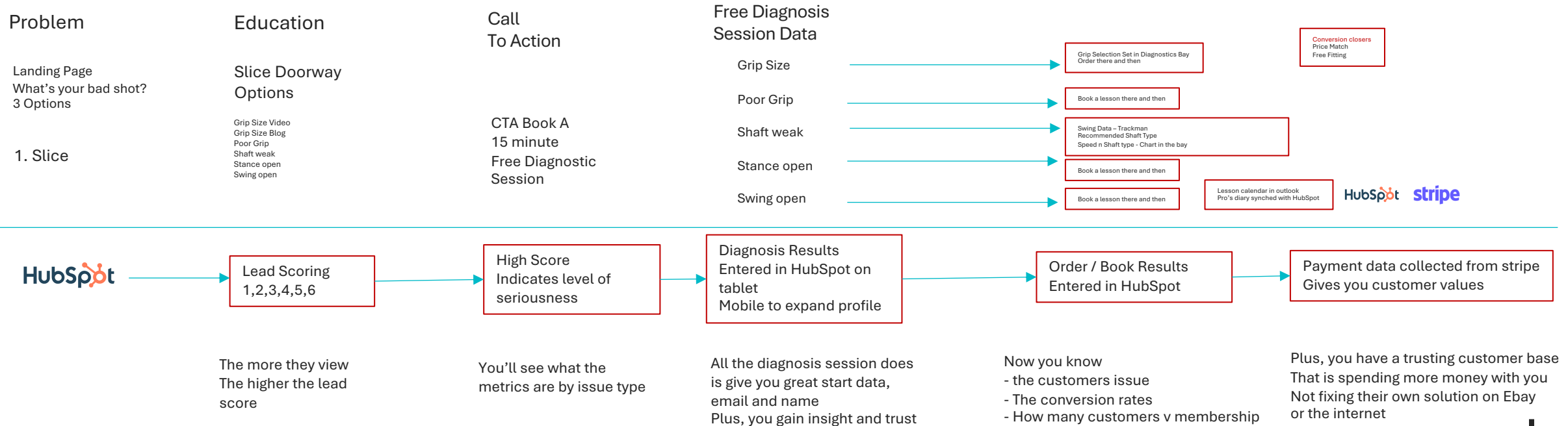
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Because you have end to end data you know what your conversion numbers are phase to phase from awareness to consider, to convert
Now when you change something you have metrics to see the impact on your conversion numbers and revenue
Essentially you're giving your business a diagnostic set of numbers (exactly as you would a customer reviewing trackman data)



awareness

Suspect
Educate



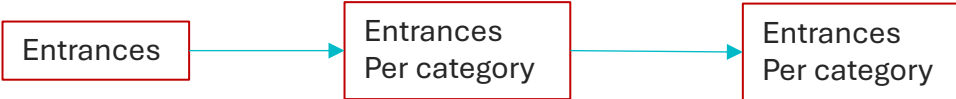
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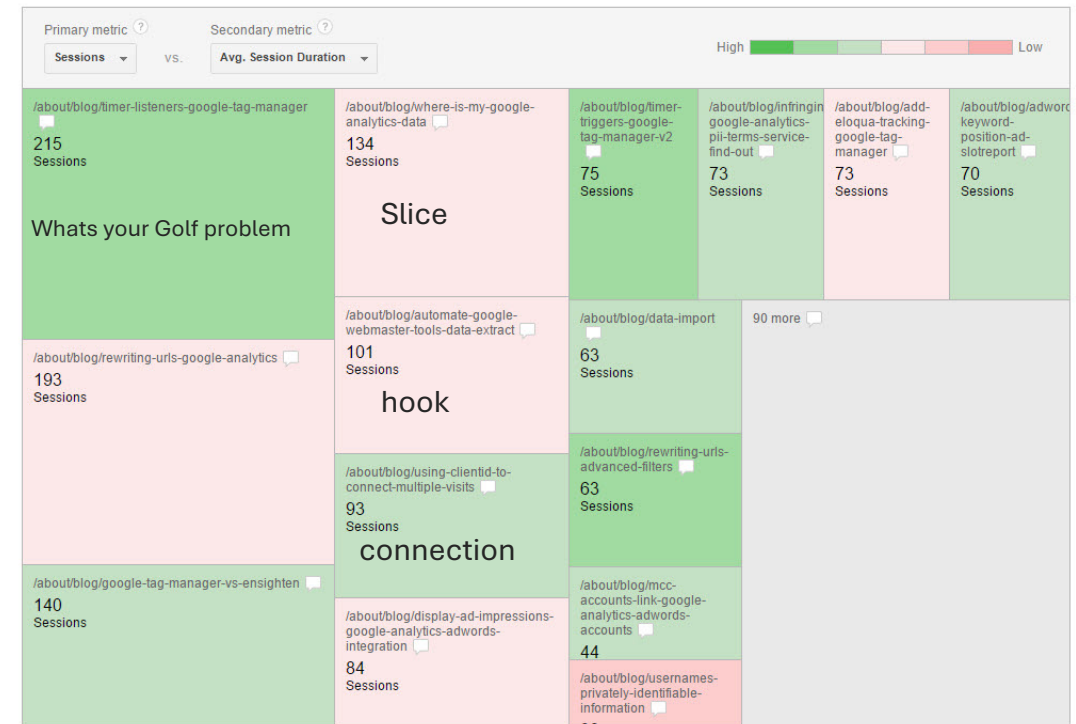
A trusting
In a frictionless manner



Tweak the Journey content
To optimize conversion

Golf Example

You can see
How many enter the Landing page
What proportion go to each educational piece
What % go to the Diagnostic booking phase
And adjust content to improve your performance





awareness

Suspect
Educate



Consider

Qualify through education
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What have you gained by proper customer journey mapping?

A view of how many members/suspects have an issue – unique visits

The Booking of the diagnostic session has given you the email and name in their HubSpot profile

The Diagnosis session gives you what their real problem is
- the ability to fix the equipment issue
- The ability to book a lesson to fix it

The linking of Stripe to HubSpot gives you the revenue per customer

The conversion path data gives you your conversion numbers – a basic to start tuning the process to improve the data

The frictionless path for a customer gives you the chance to build trust on fixing their personal problem

You have gained mass data on what good looks like to then lean by tweaking things – some will make numbers worse , some better
However, the certain thing is you'll grow your business, grow your insight into the customers issues.

Next

I'd argue you then offer them a lesson subscription, £10 a month, 2 lessons a year, £20 a month 4 lessons a year, £40 a month 8 lessons
So, whether its every half year, quarter or every 6 weeks you can retain contact and build trust



OR

- You can continually try everything
- Without numbers to support decisions
- Become a Busy Fool very easily
- Never scale your business
- Scratch a living!