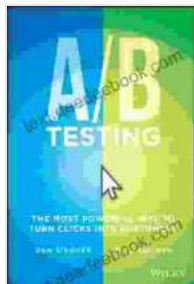


The Most Powerful Way To Turn Clicks Into Customers



A / B Testing: The Most Powerful Way to Turn Clicks Into Customers by Dan Siroker

★★★★☆ 4.1 out of 5

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In today's digital world, businesses are constantly looking for ways to turn clicks into customers. After all, what's the point of driving traffic to your website if no one is taking action?

The good news is that there is a proven formula for converting visitors into customers. It involves using a landing page to capture leads, and then using email marketing to nurture those leads into paying customers.

Creating a Landing Page That Converts

A landing page is a standalone web page that is designed to capture leads. It should be focused on one specific goal, such as getting visitors to sign up

for a free trial or download a whitepaper.

Here are some tips for creating a landing page that converts:

- **Use a strong headline.** Your headline is the first thing that visitors will see, so make it count. It should be clear, concise, and attention-grabbing.
- **Use persuasive copy.** The copy on your landing page should be persuasive and convincing. It should explain the benefits of your offer and why visitors should take action.
- **Use a clear call to action.** Your call to action should be clear and concise. It should tell visitors what you want them to do, such as sign up for a free trial or download a whitepaper.
- **Use social proof.** Social proof is a powerful way to persuade visitors to take action. It shows them that other people have already taken action, so they are more likely to do the same.

Using Email Marketing to Nurture Leads

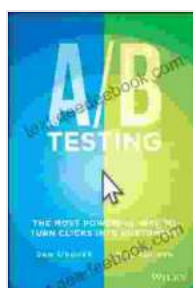
Once you have captured leads, the next step is to nurture them into paying customers. Email marketing is a great way to do this. You can use email to send leads valuable content, such as blog posts, whitepapers, and case studies.

You can also use email to build relationships with leads. You can send them personalized emails, such as birthday messages or congratulations emails. This helps to build trust and rapport, which can lead to sales.

Here are some tips for using email marketing to nurture leads:

- **Segment your list.** Segmenting your list allows you to send targeted emails to different groups of leads. For example, you could segment your list by industry, job title, or lead stage.
- **Personalize your emails.** Personalizing your emails makes them more relevant to leads. You can personalize emails by using the lead's name, company, or job title.
- **Use a variety of content.** Don't just send leads the same type of content over and over again. Mix it up by sending them blog posts, whitepapers, case studies, and videos.
- **Track your results.** It's important to track your email marketing results so that you can see what's working and what's not. You can track metrics such as open rates, click-through rates, and conversion rates.

Turning clicks into customers is a multi-step process that involves using a landing page to capture leads, and then using email marketing to nurture those leads into paying customers. By following the tips in this article, you can increase your conversion rates and grow your business.



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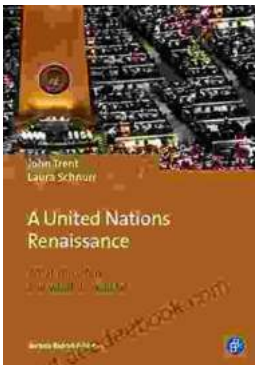
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