



*“Spending a fortune to drive traffic to your website – when most of it never does anything while it’s there – results in high customer acquisition costs and hurts profitability.” - Anonymous*

## One Step at a Time

Years ago, the famous marketing theorist Theodore Levitt pointed out to the rail barons that they were in the transportation business, not just railroading. Following Levitt’s lead, we’d like to point out that Web marketers are not just traffic drivers. They are customer acquisition managers. They must manage the process from the point at which the customer first enters the conversion funnel until they exit.

Trying to increase sales simply by driving more traffic to a website with a poor customer conversion rate is like trying to keep a leaky bucket (your sales funnel) full by adding more water instead of plugging the holes. Instead, work on keeping more of your visitors from falling out of the funnel on the way to the close. Here are five great reasons to focus on increasing your conversion rate:

1. You don’t just get more sales — you get more sales from your existing traffic. There’s no need to increase your marketing expenses to attract more traffic.
2. Your customer acquisition cost goes down.
3. Your customer retention rate goes up.
4. Your customer lifetime value goes up.
5. The effect is permanent. It outlives any particular marketing program.

There are five discrete areas where improvements can be made that will increase closing/conversion rates: planning, structure, momentum, communication, and value. We have organized Call to Action into these areas of improvement so that you can get the most benefit from this information.

### Planning

Planning involves everything that happens before your prospect reaches your website, from how you get traffic, to developing your UVP (unique value proposition), to planning the elements for the clickstream and storyboard of your website, to understanding your marketplace, customers, brand and brand positioning. Planning is about understanding your visitors, so you can anticipate their knowledge levels, moods and mindsets.

The organization must understand the distinct roles of those involved in planning. Central to that understanding realizing that the functions and capabilities of marketing and sales are not the same. Marketing drives traffic; sales converts traffic into revenue. That being said, the organization must accept it is impossible to maximize your sales without using expert selling principles and processes. Unfortunately, most companies do not have any one person who is directly responsible for the sales effectiveness of the company website.