



# Course: Startup Marketing

## Module 6: Conversion Paths and CTA's

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# 01

WHAT IS A CONVERSION PATH?



“A conversion path is a set of actions an anonymous user takes to get from when their interest is piqued until a sale is closed. Oftentimes, this concept can be visualized when tracking the steps through e-commerce websites, but it largely applies across all industries. When a user first engages with a website or sales process, a successful conversion path will guide the user’s intended behavior through a series of micro-interactions, CTAs, easy purchasing options, and a reward. In the most concrete terms: a conversion path consists of a compelling offer, a call-to-action, a strongly written and designed landing page, and a thank-you confirmation.”

**Payge H. Kerman,**  
president of Wink Digital.





## CONVERSION PATHS ARE NOT SALES TACTICS

Sometimes conversion **paths** can be confused with sales tactics, landing **pages**, and other promotional materials that lead to **conversions**.

The **main** difference is that conversion **paths** are many steps, **time consuming**, and often **highly** calculated and strategic **for your brand** based on user activity and behavior.



# 02

## TYPES OF CONVERSION PATHS

# TYPES OF CONVERSION PATHS

There are dozens of paths that someone can take to be converted as a customer. An ad may sway some people. Another group with previously interacted or purchased products from the brand may click through a newsletter or email blast.



Others can search for brands organically. Tools like Google Analytics can help you find all the different paths your customers have targeted. The following example does not represent all other conversion paths, but it is some of the most common ones that Google Analytics can identify.

MCF Channel Grouping Path <sup>?</sup>	Source Path <sup>?</sup> <sup>✕</sup>
1. Paid Search → Direct → Paid Search → Direct → Social Network → Direct	google → (direct) → google → (direct) → l.facebook.com → (direct)
2. Paid Search → Social Network → Paid Search	google → l.facebook.com → google
3. Social Network x 2	facebook.com → l.facebook.com
4. Paid Search → Social Network → Referral	google → facebook.com → search.1and1.com
5. Social Network → Direct x 5	m.facebook.com → (direct) x 5
6. Paid Search → Direct → Paid Search → Direct → Social Network	google → (direct) → google → (direct) → l.facebook.com
7. Paid Search → Direct → Paid Search → Direct → Social Network → Direct x 2	google → (direct) → google → (direct) → l.facebook.com → (direct) x 2
8. Paid Search → Direct → Paid Search → Direct → Social Network → Direct x 3	google → (direct) → google → (direct) → l.facebook.com → (direct) x 3
9. Paid Search → Direct → Paid Search x 2 → Organic Search → Social Network	google → (direct) → google x 3 → m.facebook.com
10. Paid Search → Direct x 32 → Social Network → Direct	google → (direct) x 32 → m.facebook.com → (direct)

## Simplified Conversion Path



## THREE STAGES OF A CONVERSION PATH

Conversion paths can look different from website to the next, but most follow the same general direction, sometimes referred to as the "website conversion funnel." With the right design and language, you should be able to successfully convert your users through the stages and send a confirmation email in the final stages.

All conversion paths need to be tailored to the specific needs of your brand, but there are three steps to success.

# THE CONVERSION PATH

## THE VISITOR'S CONVERSION PATH

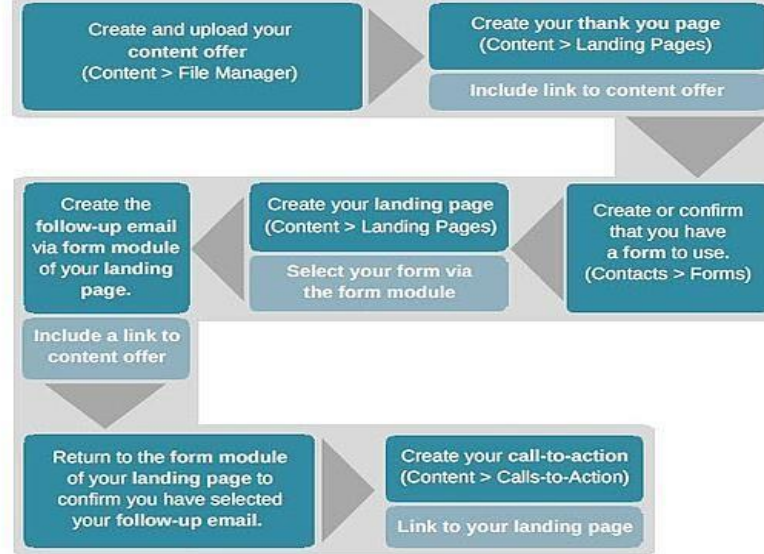
This is the path a visitor of your site would follow to download an offer via a form. This is also a model you can use to verify that all 5 connection points have been correctly made.

To verify the 5 connections within your conversion path, the rule of thumb is to reference the tool that is higher in the flow chart. For example when verifying that your Landing Page Form is appropriately linked to the Thank You Page, you check the form module of your Landing Page.



## THE MARKETER'S ORDER OF OPERATIONS

The order that you, the marketer, builds a conversion path is not actually in the same order that the visitor goes through the conversion path. For example, you can't create a call to action without having a landing page to link it to. By using the order of operations below you will save time and have the right assets when you need them.



### ADDITIONAL STEPS

- Verify all 5 connections using the figure to the left.
- Promote your CTA on your blog, in your emails, and your website pages.
- Schedule a date in the future to review your landing page's performance.

---

# Brauchst Du mehr Traffic?

Brauchst Du mehr Webseitenbesucher und Kunden? Gib Deine URL ein, wenn Du mehr Umsatz machen willst.

**WEBSEITEN ANALYSE**


## Create your account

 Continue with Google

or

Email

Password

Send me Semrush news, events and exclusive offers 

By clicking "Create your account", you agree to Semrush's [Terms of Service](#) and [Privacy Policy](#)

Create your account

Already have an account? [Log in](#)

“

By using Semrush, my team saves a lot of time by working on the right content and in a more data-driven way.

Idan Segal  
Organic Growth Lead

Wix.com

TRUSTED BY

TESLA

P&G

Forbes

Walmart

# Crazy Egg



## Create your account

Start your FREE 30-day trial

Sign up with Email >

OR



Sign up with Google >

Already have an account?

[Log In](#)

[Need help?](#) [Terms of Use](#) [Privacy Policy](#)

“

“In 5 minutes with Crazy Egg, we were able to identify and implement a change that doubled conversions on one of our landing pages. The insights and ROI are game-changing.”



**Jessica Lunk**

Digital Marketing Manager  
at Benchmark One

# CoSchedule



## Create Your Account

Get started with your 14-day free trial, no credit card required.

Full Name

Email Address

Company

Website URL

Password

Next →

# See Hootsuite in action

Experience a live customized demo, get answers to your specific questions, and find out why Hootsuite is the right choice for your organization.



## What Can I Expect?

- ✓ A brief conversation to discuss your social KPIs, reporting needs, and how your team uses social to build your brand and connect with customers
- ✓ Live demonstration of our Enterprise platform, tailored to the way you work
- ✓ All your questions answered to make sure you have all the information you need
- ✓ No commitment whatsoever

### Request a Demo

#### Step 1 of 2

Business Email Address

First Name

Last Name

Country:

Next Step



## Thanks! You're Awesome. *Seriously.*

Here's your copy "Mastering the Essentials of an Inbound Marketing Website":

[VIEW MY GUIDE NOW](#)

CHECK OUT SOME OF OUR LATEST BLOG POSTS.

*How to Find Your Tribe (And Grow Your Business in the Process)*

6/6/2016

*IMPACT ICYMI: Inbound Marketing Trends (June 5th, 2016)*

6/5/2016

*6 Popular Beer Brands Rocking Their Instagram Marketing*

6/3/2016

## WHY CONVERSION PATHS IMPORTANT IN MARKETING?

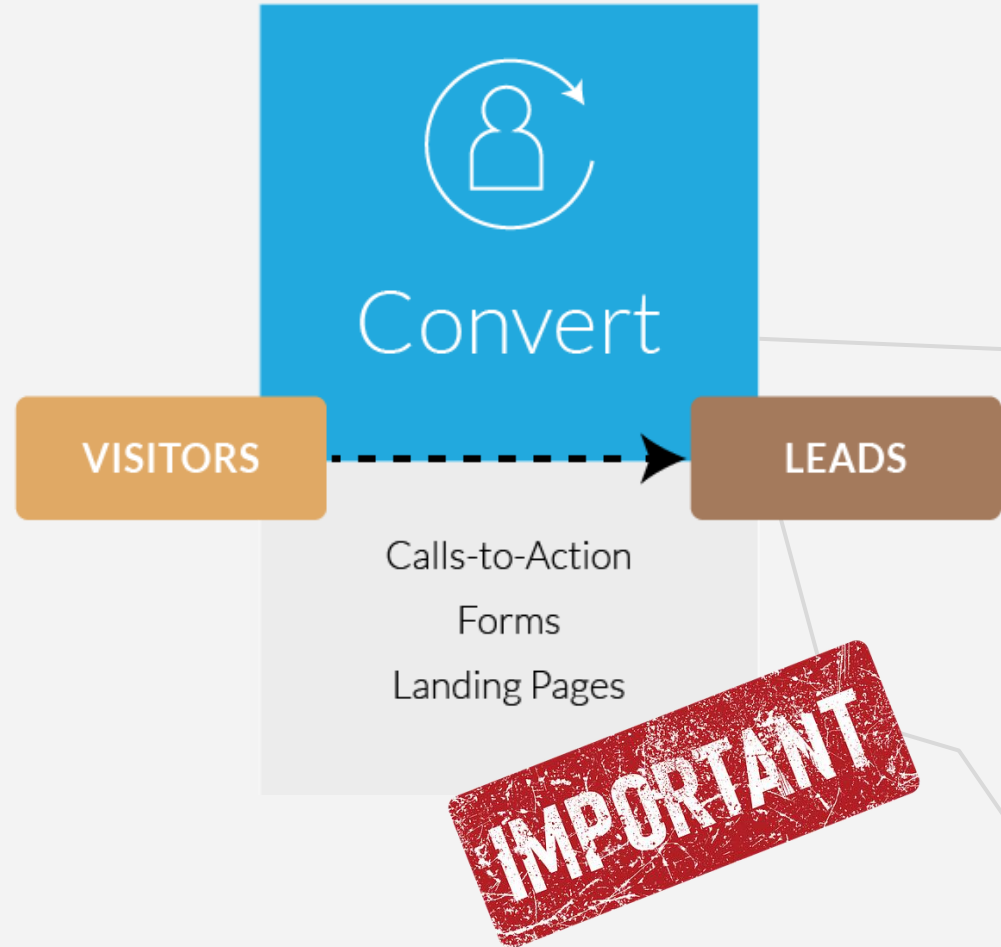
Simply put, a **brand cannot** exist without **its** customers. **In short**, brands **are taking** every opportunity to **turn** people **in their** social media, Google search, **and** even email **inboxes** from **prospects to paid customers**. **The only way to do this is with a conversion path**. **The conversion pass is one way to increase** brand awareness.

If **users** experience your **brand seamlessly**, they will **probably** spread the word.

**The conversion path is** essential for **your** brand to grow and **make money**.

**The translation path shows what works** and **what doesn't**.

**The conversion pass tells** you more about the customers you **have and** the **people** you **want** to attract.



# LEAD GENERATION



## CONVERSION PATH

**Whatever** definition you **stick** to, the **meaning** of a conversion **path** is **very simple-a business needs** leads to **keep it going**. **A well-defined** and optimized **translation path facilitates this** process by **drawing** the **user's** attention **to** becoming a lead. When **properly configured, the** conversion **path** can also set **a stage to encourage leads** to become **customers** or **influencers**.



**What is website conversion?**

# Conversion Path





## INDOOR, OUTDOOR, MOBILE & ONLINE ESCAPE GAMES

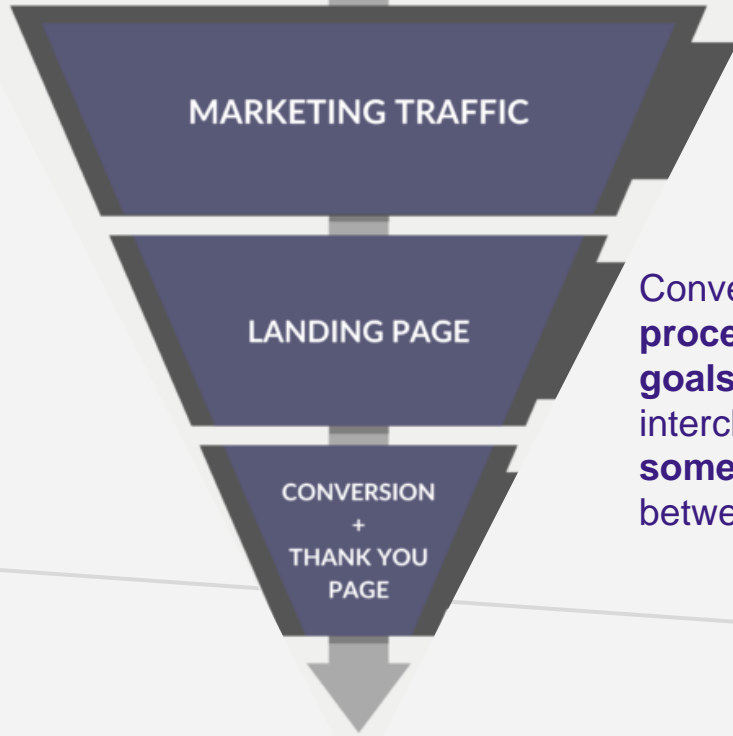
With our new escape games, the best elements of the well-known escape rooms are supplemented with the latest augmented reality technology and exciting puzzles and guarantee fascinating team experiences! Whether mobile at your company, remote as an online game or together outdoors: unforgettable experiences are waiting!

# 03

DIFFERENCE BETWEEN  
CONVERSION PATH AND  
SALES FUNNEL



## CONVERSION PATH VS SALES FUNNEL



Conversion **channels** and the **process of reaching sales goals** are sometimes used interchangeably, but there are **some important** differences between the two.



## DIFFERENCE BETWEEN C.P. AND S.F.

The biggest difference is that **the conversion channel is part of the sales target achievement process. In addition, the sales target reaching process can include multiple conversion channels. The conversion path is at the top of the goal-achieving process because the goal of the conversion path is to turn the user into a lead.**

**If people reach the middle of the funnel and the end of the funnel, they are already qualified leads. Another difference is that if you think of the conversion path as just a step that occurs before the conversion, you can start the conversion path before the lead reaches the sales goal achievement process.**

**Difference**  
**Difference**  
**Difference**

# SALES FUNNEL STAGES



## Awareness

Use content marketing, social media campaigns, SEO, and online ads to raise awareness about your brand.



## Interest

Nurture leads and keep their attention with targeted content through social media campaigns, ebooks, videos, etc. Pique their interest in your solution.



## Consideration

Present all info about your solution and make it seem easy-to-use by providing how-to videos, case studies, testimonials, trials and webinars.



## Decision

Offer trials, demos, new customer discounts, anything that will make your prospect put your product in the cart and press checkout.



## Purchase

Provide personalized attention, emails with valuable onboarding content, good customer service, and regular newsletters so the customer doesn't feel neglected after the sale. This can turn your customer into a loyal brand fan.



04

3 PARTS OF CONVERSION  
PATHS

# PARTS OF A CONVERSION PATH INBOUND METHODOLOGY SPECIFIES DISTINCT PARTS FOR A CONVERSION PATH THEY ARE:



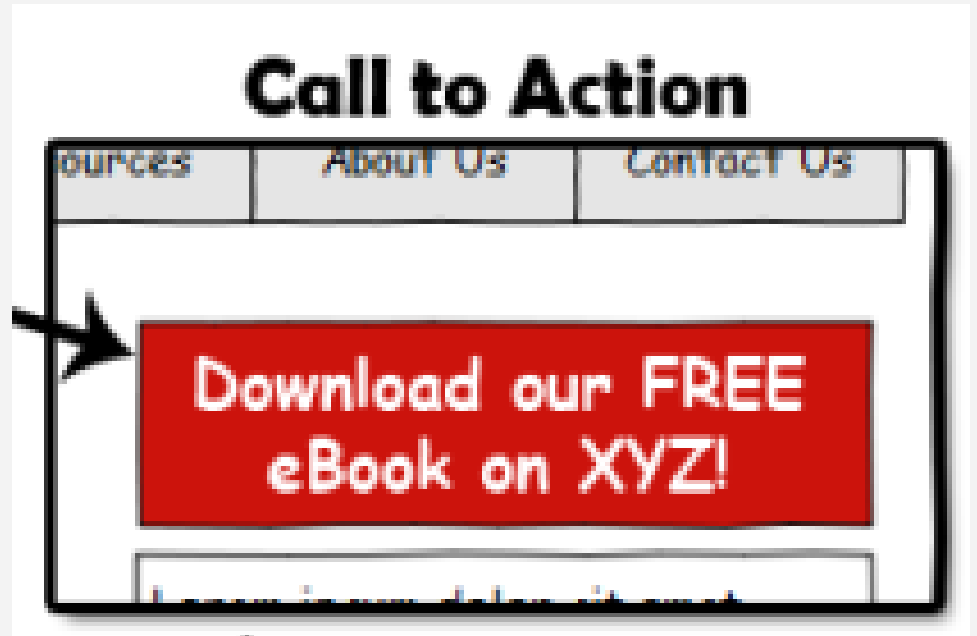
## 1. OFFER

Users need to have a reason to become a lead. That's your offer. It's something of value that your business provides in exchange for the user's information.

# PARTS OF A CONVERSION PATH

## 2. Call to Action

The call to action gives users a directive on how to take advantage of the offer. It should compel them to stay on the path to becoming a lead.



# Landing Page

Page Title

Landing Page Headline

Form Headline

100 x 100

Introduction paragraph explaining what the offer is...

The benefits of the offer:

- Benefit #1
- Benefit #2
- Benefit #3
- Benefit #4

A final Call to Action encouraging people to fill out the form...

First name:

Last name:

Email Address:

Submit

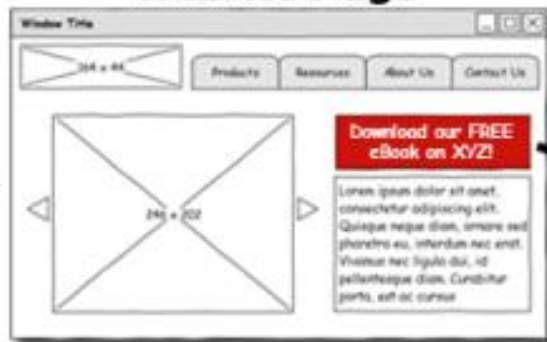
## 3. LANDING PAGE

Once the user clicks on the call to action they should be taken to a landing page. A landing page is designed with an express purpose of allowing users to exchange their information for the offer.



**Prospect** →

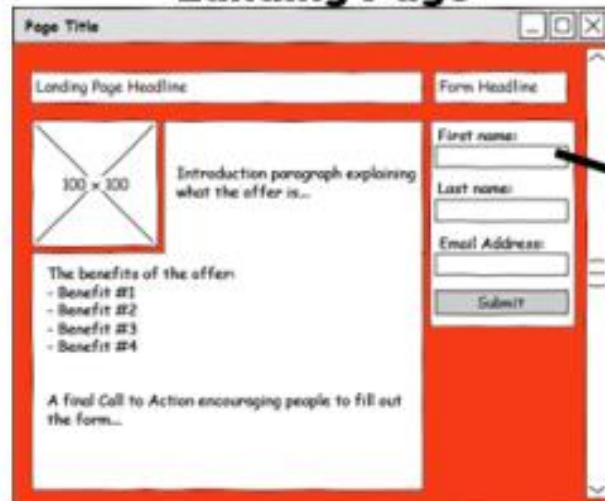
## Website Page



## Call to Action



## Landing Page



## Form



→ **Lead**



**05**

**CALL TO ACTION (CTA)**

A photograph of a silver laptop on a wooden desk. The laptop screen displays the words "TAKE ACTION" in large, bold, black, sans-serif capital letters. In the background, a person's arm is visible near a potted plant. The scene is brightly lit, suggesting an office or home workspace.

**TAKE  
ACTION**

## CALL TO ACTION (CTA)

Your **Call to Action** (CTA) to promote **offers**, including **webpages**, social media, **blogs**, email campaigns, **advertising**, and more. The **important thing** is to **get** someone to **take** action. Everything you **create** digitally **needs to be** associated **with the** action you **want** your **prospects** to take. **This action** is your CTA. **Use** client's **journey** to map the most relevant **locations and** add **CTA** for **related offers**.



## CALL TO ACTION (CTA)

Your goal **is** to **include relevant offers and targets where** the **visitor is** most likely to land **during** the **buyer's entire itinerary, regardless of** whether **the visitor has** just **begun the** initial **survey** or **is** in the **industry. It is to place a phrase that encourages the action of becoming. -**

**Manufacturing** process.

In other words, right content, right place, right time.

**For example, if you're** just starting to think about **buying** a new car, **it's unlikely that** a hard **sell** to buy a **new** luxury sedan within the next two weeks **will drive** you **into** action. First, you need to educate yourself so **that** you can **understand** your **needs**, compare different **manufacturers** and models, and **decide** which car best **suits** your **specific** needs.

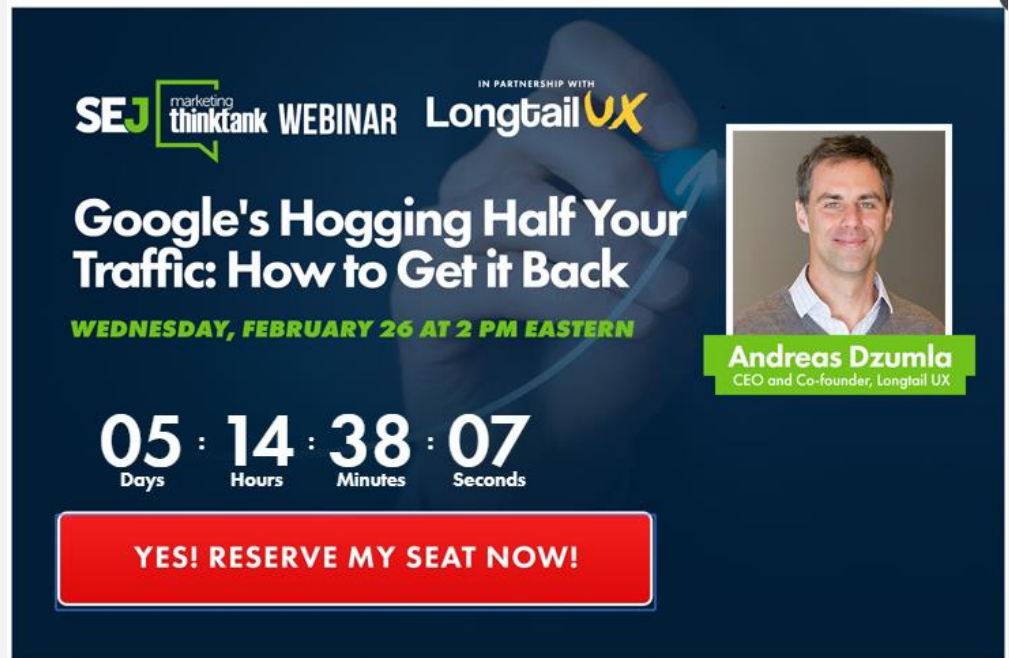


## CALL TO ACTION WORDS AND PHRASES

There **are various** words and phrases that **you** can **use** to create **horrifying action calls**, but action verbs such as login, registration, phone, subscription, purchase, donation, order, share, follow, download, click here. Always takes precedence. One of the most useful psychological tactics to get people to take **immediate** action is to add a sense of urgency and fear of **miss**.

### Example:


- Buy now before supplies run out
- Limited quantities available!
  - Offer expires on Christmas
  - Reserve your spot now!



SEJ marketing thinktank WEBINAR Longtail UX IN PARTNERSHIP WITH

# Google's Hogging Half Your Traffic: How to Get it Back

WEDNESDAY, FEBRUARY 26 AT 2 PM EASTERN



**Andreas Dzumla**  
CEO and Co-founder, Longtail UX

05 : 14 : 38 : 07  
Days Hours Minutes Seconds

**YES! RESERVE MY SEAT NOW!**

## Why does a CTA matter?

### Why **is** CTA **important**?

As mentioned earlier, strategic CTA can help you grow your sales while expanding your customer base. However, it is not always enough to know the effect on the surface. We need to dig deeper into the real case to understand how CTA can do for our business.

**First**, it helps to get the attention of web users within a second. Most visitors stay close to less than 59 seconds to see what to look for. Without the right CA, you lose the opportunity to hold the CA for a long time. Conversely, combining the right messages with the right movements on the website at the right time is essential to getting people out of the browsing trance and taking action. Second, it helps target and transform online users based on their intentions.





**Second**, it helps target and transform online users based on their intentions.

Intentional targeting and transformation is the use of associated CTA to provide intent about what the end user or prospect really needs at the moment. There are several factors to consider when assigning a CTA to a job.

- Who they are
- The content of the page a visitor is on
- Where are they coming from
- What intent is indicated by their behavior on your website

## RESOURCES

<https://www.clearvoice.com/blog/what-is-a-conversion-path/>

<https://blog.hubspot.com/marketing/how-conversion-paths-work-faq>

<https://mixpanel.com/blog/conversion-path/>

<https://www.demandgen.com/conversion-paths-the-yellow-brick-road-of-converting-unknown-prospects-to-leads/>

<https://www.clearvoice.com/blog/what-is-a-conversion-path/>

[https://en.wikipedia.org/wiki/Call\\_to\\_action\\_\(marketing\)](https://en.wikipedia.org/wiki/Call_to_action_(marketing))



**THANK YOU  
FOR YOUR  
ATTENTION**

**THANKS**

HUSNIDDIN MIRZAJONOV

LECTURER AT TSUE

