Damascus (Rel 2.8.3) Process Map & Conversion Planning

"Customer Journey" Process Mapping & Conversion Optimisation

Damascus Release 2.8.3 brings powerful new targeting and conversion optimisation capabilities to your website.

Let's first understand this one truth – people will buy when they are ready to buy, not when you are ready to sell. This is called the "buying cycle".

Gartner research shows that 87% of people will buy the product or service they first enquired about within 12 months, so your job is to:

- Stay in front of your prospect in a way that is targeted to their needs
- Be highly relevant and informative
- Create strong desire and compulsion to act
- Make it easy to engage with you
- Deliver the best customer experience possible

Know Your Customers, Grow Your Business

Think about your prospective customers in segmented groups. Each group might have quite different needs and price points, so you must understand which group a website visitor fits into and then show them a solution that:

- Very closely matches their need
- Is reinforced with case studies and testimonials (written and video)
- Displays external validation (e.g. independent reviews, industry accreditations)
- Matches their price point
- Upsells with value added features they need
- Outperforms your competitors
- Meets or exceeds their aspirations

Identify Your Customers & Their Needs

Follow these steps to create your sales funnel for each customer group:

Who are you targeting?	Think about who are your target groups
What more information do you need from them?	Collect additional information to help you segment your visitors in groups, for example, turnover, when do they want to buy
What are you giving them in exchange for more information?	E.g. Useful downloadable information, free webinars or seminars, free video explanations, preview material, notification of new information relevant to them
What do they need?	What is the full range of products / services this type of customer is looking for?
How will you fulfil that need?	Identify which products/services you offer which will meet their needs and their price point
How will you prove you can fulfil their need?	Provide case studies, testimonials, useful downloads and white papers

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How are you going to encourage sharing?	E.g Send to a friend, Facebook, Twitter

Decide On Your Call-To-Action & Outcome

Your “call-to-action” will create an activity or outcome which you need to identify for each customer group. These could be passive (i.e. you are collecting data and there is no direct action at that time) or active (i.e. you are looking to make a contact which the prospect has agreed to).

Passive Call-To-Action

This is most likely to involve the collection of data via forms or statistical evidence via web analytics. This data can be used to better understand your customer segments and journey through your website.

Active Call-To-Action

This will involve the prospect agreeing to receive information, promotions or direct contact from you

For example:

Book a sales call
Receive literature to better understand a product or service
Book a demo
Attend a webinar or seminar
Receive an invite to visit you at your next event
Receive updates or promotions via opt-in email
Participate in benchmarking
Share your site with friends and family
Review your product or service

Create Your Process Map (Sales Funnel)

Now you have identified each customer group, their needs and your solution, you need to create a process for each of them:

Draw out the sales funnel route per group
(e.g. starting on your home page or specific landing pages set up for pay per click visitors)

Identify your slippery slope
(i.e. Identify passive and active actions and assign owners and timescales)

Set up sales users
(i.e. sales person's email addresses to receive alerts and login details to be able to view / action form responses)

Set up User Groups into which the customers will fall as part of the data capture route
(e.g. Startups, Established business, Contact Now / 1 month / 3 months etc)

Review your content to ensure you have strong, up-to-date material which can be used to compel the visitor to engage with you
(e.g. properly written descriptions, case studies, testimonials, reviews, video)

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Set up your Content Pages for each stage of the route
(e.g. product / service descriptions and videos, form placeholder)

Set up Downloads and categorise accordingly
(e.g. create / add downloads to the site which are relevant to the target group)

Create your forms and add them to pages
(i.e. use Form Builder and App Builder to create the specific forms and data capture)

Test each process works as planned
(i.e. run a series of tests through the system and ensure the outcome is as expected)

Review your journeys
(i.e. put yourself in the mindset of your visitors. Have you created a compelling story and strong selling points. Would you become customer based on the journey?)

Launch, Review, Improve.
Make your journeys live and then monitor their effectiveness regularly, tweaking them as required.