

*Marketing Guide*



FOR CONVERSION

# IS YOUR ONLINE CONTENT *Optimized?*

Up until a few years ago, most business only worried about website content and driving visitors to their website through SEO. Now, marketers need to think about more than just content for websites, but also how to create and integrate content for all aspects of their online marketing strategy, including items like blogs, videos, webcasts, webinars, and more.

This guide is here to help you out and bring you into the age of online content marketing. Learn how to create and best optimize your digital content and turn visitors and viewers into credible leads and buying customers.



# 1. DETERMINING YOUR CONVERSION GOALS

Change is always preceded with goal identification. You need to determine what type of conversions your business wants to pursue with any given online marketing strategy.

The three common conversion goals that affect your bottom line include the following:

- Converting a website visitor into a subscriber on your email marketing list, with a set funnel in place to turn the subscriber into a customer
- Converting a lead with the submission of a lead form for your products or services
- Converting a customer who purchases your product or service from your website

There are many other types of conversion goals that you can pursue, such as getting a website visitor to like your Facebook page or to subscribe to your blog's RSS feed. However, the three goals outlined above are generally easier to measure in terms of Return-On-Investment (ROI) for your business, and therefore will be the focus for the rest of the guide.



## 2. OPTIMIZING YOUR WEBSITE BLOG CONTENT FOR CONVERSIONS

A well designed blog can be a great tool for both your customers and your business. Blogs offer content that allow your audience to build a connection with your company. The articles you generate give you content for your social media interaction. Additionally, they can have significant impact on your SEO and lead-generation. With the high impacts and relatively low cost, your blog should be at the center of your content marketing strategy. However, your articles filled with juicy information are only serving half their purpose if they do not convert visitors into customers. Below are the elements you should look to optimize to increase your blogs conversion.



### • Blog Topics That Can Drive Conversions

How do you choose topics to write about on your business blog? Writing content you think will be popular can certainly drive traffic, but it will not always drive conversions. Instead you have to think of topics that:

- Your ideal customer would be interested in learning.
- Would make your ideal customers more interested in the products and services your business has to offer.
- Naturally lead your ideal customers into a strong call to action to subscribe to your mailing list, submit a lead form for more information about your products and services, or purchase your product.



There are a few ways to discover topics that would fit these criteria. Start with what you know best—your product. Look at the questions your prospective and current customers are asking your sales and support team. Maybe there are common pre-sale concerns that you can address in a blog post, which will give prospective customers confidence in your business right from the start. There may be a common support issue both you and your competitor struggle with. Addressing how to fix the problem in a well-crafted blog entry could give your competitor's customers a reason to switch, and stay, with your business when they encounter the issue.

Once you've exhausted those avenues for topic ideas, you can move onto looking at what your top competitors are blogging about. If a competitor has been blogging for a while, they have likely already done research into the topics their ideal customers love. Generate your own creative content and improve their findings through other outside sources. Read through the comments on other articles and identify common questions that other blogs seem to ignore. Create a solution and address them in your own blog entry.

*Drive Conversion*  
with topics that appeal to your idea customer.



## • Blog Elements That Can Lead to Conversions

People need direction. If you want a website visitor to do something specific, you need to tell with a call to action. Making the assumption that they will leap from your content to your opt-in form, product page, or contact page will reduce your content's conversion rate. Clear and inviting calls to action are an essential part of your content.



With your blog, you can start with a well identified “Comments” button. This allows users to give you feedback on your work while fostering a sense of community around your company. Requiring log-in information can be a great way to generate contacts that are interested in your product. Ensure your content is engaging enough to encourage the reader to participate in the discussion.

If you create a white paper, write a blog post introducing the subject and highlighting what will be covered. Do not overlook the importance of the blog entry's content, assuming the white paper will make up for it. You want to encourage your readers that the rest of the content is worth the read. The end of the post should have a call to action to access your report.

The easiest way to remember to add a Call To Action (CTA) to each piece of content on your blog is to incorporate it into your blog's design. This way, you don't have to write about it within each blog post — it will just appear.



The strongest two areas to incorporate a CTA are within the sidebar of your blog and at the end of your posts. This can include the following.

- An opt-in form at the top of your sidebar that highlights your lead magnet, and one at the end of your posts that says, "Like this post? You'll love our free [lead magnet]."
- A graphic highlighting a free trial offer for your product at the top of your sidebar and at the end of your posts.
- A contact form in your sidebar to enquire about your services, and a graphic at the end of your posts that invites visitors to find out how you can help them with the topic of your post and other services.

You can also use **HelloBar**, a piece of code that will add a bar at the top of your blog, which you can use for promoting your lead magnet, product, or services. If you look towards your top competitor's blog, you'll get some additional ideas on ways to convert your visitors.

No matter what call to action you present on your site, don't assume that the first button you create will be the most effective. Color, placement, wording, and surrounding content all affect the conversion rate of your call to action button. There is no guarantee to what will work and what won't. You need to test different options and see what converts the most customers.



If you look at **QuickSprout** by Neil Patel, you'll see conversion optimization of a blog in full force.

Learn how TechCrunch increased their traffic by 30% in 60 days. [Click Here](#)

Nonetheless, whether you have money to spend or not, you should be able to effectively steal your competitor's fans if you follow the steps above. Just don't focus on a pure number as more fans isn't necessarily better. Instead, you should try to get as many engaging fans as possible since the higher their percentage, the better off you are.

So, how else can you steal your competitor's fans?

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MICHAEL ARRINGTON  
of TECHCRUNCH

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He integrates HelloBar at the top of his blog and a graphic in the sidebar marketing his services. At the end of his posts, he also markets a strong lead magnet that gets people onto his email-marketing list and into sales funnel.

In addition to the above elements, he also utilizes a popup advertisement for his traffic course.

**Give Me Three Months and I'll Open the Floodgates to Consistently Profitable Traffic for Your Website.**



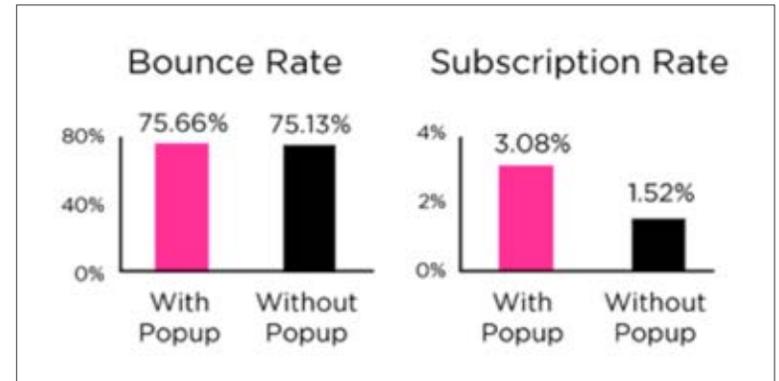
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QUICKSPROUT



But doesn't everyone hate popups? Don't people just click out of them, maybe even leaving your site, irritated by your intrusive tactic? Well...it maybe annoying for some, but popups can have an appeal if they address a viewer's need, want or desire. For an example, UpWorthy, a new viral content website that has experienced unprecedented growth, has had great success with popups.

Dan Zarrella, Social Media Scientist, did his own testing with his site. For almost two years, Dan had a popup on his site with the exception of about four months. During the time the popup was disabled, he found a drastic decrease in his subscription rate, with no significant change to his bounce rate.



Although popups can be successful, you should still test their effectiveness with your own audience. Either way, if you are using advertising platforms such as Google AdWords, note that they have a policy against targeting campaigns towards pages with popups.

Despite all the potential for converting customers with these design elements, be wary about implementing too many of them. Even Neil Patel acknowledges that too many advertisements on a website can raise alarm in customers.

### 3. OPTIMIZING YOUR OFF-SITE CONTENT FOR CONVERSION

What is else is important besides optimizing your on-site content for conversion? Optimizing your off-site content. In fact, it may be even more important as you are trying to capture a new audience with the content you post elsewhere.

Here are some conversion strategies for different types of off-site content and media. No matter what type of off-site content you post, refer back to the **Topics That Can Lead to Conversions** portion of **Optimizing Your Blog Content for Conversions** when choosing topics for any of the areas below.

- **Guest Posts That Convert**

Offering your unique insight for other companies through guest blogging can be a benefit to you and your readers alike. It builds relationships with other bloggers and editors that may offer to write on your blog in return.

When it comes to guest blogging and regularly contributing content to online publications, aside from topic choices, you will have two areas to focus on for conversion optimization.

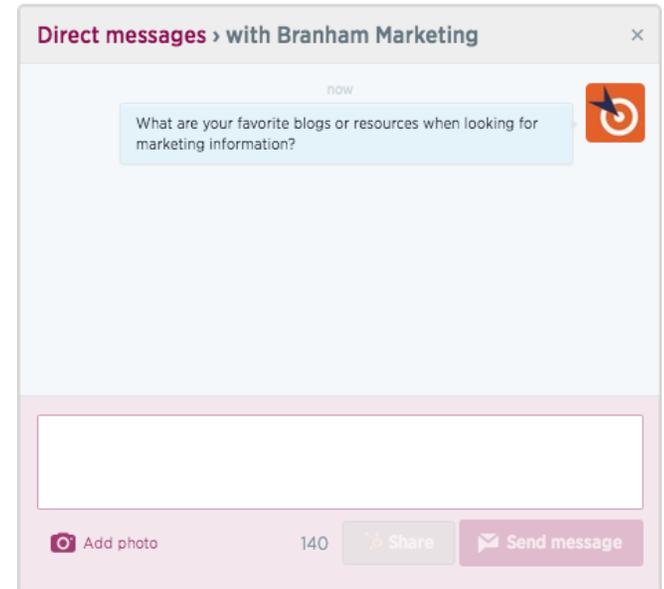
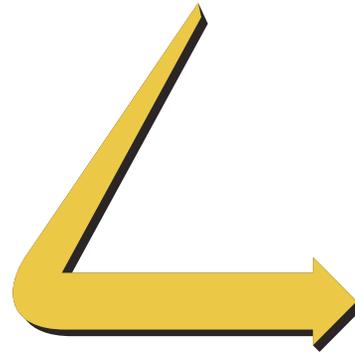
- **Audiences That Convert**

First, you will need to choose publications whose audiences are your ideal customers. While it's great to get published on a large site, if their readers are not your ideal customers, the increased traffic to your site won't lead to the conversions you want. Smaller publications that your ideal customers read can be easier to get a spot on match and bring you more results.



## *Not sure what your ideal customers read?*

Ask your current customers what their favorite blogs are on your Facebook page or on Twitter.



### • Author Bios That Convert

Next, keep in mind that most publications want guest bloggers and regular contributors who focus on submitting quality content that is not self-promotional. This means that your only chance to convert readers from these publications is within your author bios.

Author bios are, on average, two to three sentences long. Just like all your other written content, you want to stand out. You'll want to have an author bio that smoothly transitions the reader from your content to your offer or call to action.

If you write just one piece of content for a site, you can easily do this by keeping the topic flow between your content and your author bio.



Written by [Corey Eridon](#)

Corey is the HubSpot blog's lead editor, specializing in editorial and lead gen. As a lover of brevity, she's going to stop writing before she reaches her character count maximum.

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For example, you write a post on the latest Facebook page changes, and your author bio invites readers to learn more about managing a Facebook page in your free guide (lead magnet).

When you write regularly for a particular publication, you will either have to write about the same topic with a related author bio or create a generalized author bio that entices readers of any topic to go to your website.

Continuing our example, you will have to always write about Facebook with an author bio that leads visitors to a Facebook-related lead magnet. Alternatively, you can write about a variety of social networks with an author bio that leads visitors to a page on your website with lots of social media resources / lead magnets.

With any author bio you generate, pay special attention to your anchor text as they have a major impact on click rates and search engine rankings. Use keywords as your anchor text to help search engines properly tag your content. However, avoid using the same copy anchor text that may give Google a reason to flag your content.

If you need inspiration, you can always look at the guest posts and contributions your competitor's are submitting to other publications to see how they utilize their author bios. Backlink research tools such as **CognitiveSEO** will allow you to discover all of the links your competitor's have from other websites, including those from their off-site content, so you can analyze their topic choices, publication choices, and author bios. In addition to just seeing where a competitor has written, you'll also get an analysis on the quality of the site so you can tell the difference between good opportunities and ones that should be avoided to protect yourself from issues with Google.



Lastly and most importantly, don't forget to respond to your readers' comments. This will increase your interaction and credibility with your audience, a major goal of guest blogging. Some readers ask great questions that deserve a response. It is good practice and will increase the likelihood of being invited back to produce more guest posts.

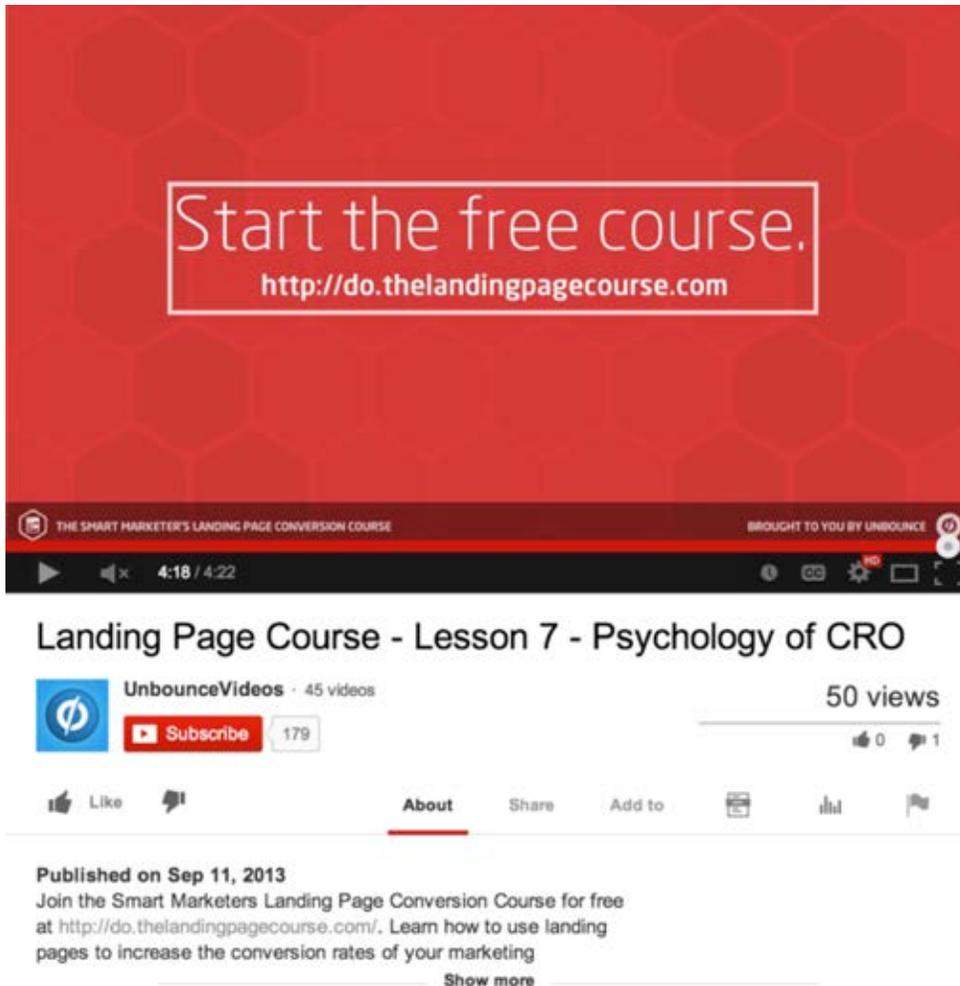
If you want more information on how to get started with guest blogging, I encourage you to read KISSmetrics thorough [Ultimate Guide to Guest Blogging](#).



*Increase Credibility*  
by always responding to blog readers' comments.

## • Videos That Convert

Video may have killed the radio star, but it's helping businesses thrive. Depending on the length of the video, customers who watch a product video are **64%-85% more likely to make the purchase than those who do not**. That is why making sure your video can convert viewers into customers is essential.



Video offers you a few different ways to convert a viewer. First, you'll want to introduce yourself and your business at the beginning. Include a URL to your website so that viewers who don't make it to the end can still learn more about you. You'll also want to end your video with a strong call to action, again directing viewers back to your website.

In addition to within the video itself, you can also add your call to action link within the video description on-sites like YouTube and Vimeo.

By adding your call to action in both the video itself and the description, you'll ensure that viewers can get to the conversion point on your website regardless of whether they watch the video on YouTube itself or in an embedded version on another website. The more popular your video becomes, and the more times it is embedded, the more chances you have to reach your ideal customers to convert.

## • Slide Presentations That Convert

If you enjoy creating PowerPoints, or use them in speaking engagements, take advantage of your conversion options on sites like **SlideShare**. You can include live links within your presentation itself that viewers can click on throughout your presentation, which means that you should have a link to your website in the footer of each slide. Make the links lead to content on your site that is relevant to the information on the current slide when possible. You should also include a strong call to action in the final slide.

In addition to links within your presentation, SlideShare also offers pro members the ability to add a contact form to the end of their presentation. If you are collecting leads for your products or services, this is a perfect way to capture them. While you may not get a lot of leads, the ones you do get will be very interested in hearing more about your products and services, likely leading to more conversions.



The screenshot shows a SlideShare presentation page for 'Pinpointe On-Demand'. The presentation is titled '20 OBVIOUS (and not so obvious) EMAIL MARKETING MISTAKES TO Avoid' and features a 'Get in touch' button. The slide content includes the Pinpointe logo and a 'Get in touch' button. The presentation is viewed on a desktop browser, showing the SlideShare interface with navigation controls and a sidebar with social media links and a list of related presentations and documents.

## • Podcasts That Convert

Whether you are hosting your own podcast, or participating in an interview for another podcast, make sure you have your elevator pitch ready.

On your own podcast, you will want to have a quick introduction that tells listeners about your business, how it helps your ideal customers, and your website (just in case they don't finish the podcast). At the end of your podcast, you'll want to have a strong call to action with a link to your website and a reason for people to visit. Invite them to check out a new product, download your new lead magnet, or contact you to find out how you can help them with the topic discussed in the podcast.



It can be boring listening to the same person talk endlessly, so podcasts usually have a guest speaker or two. On someone else's podcast, the host will typically introduce you and your business at the start. At the end of the interview, they will thank you for participating and tell their listeners where to learn more about you. Most will plug your latest product or service in exchange for the interview. Make sure you reciprocate the favor.



## • Webinars That Convert

When it comes to converting an ideal customer, a well-produced webinar can have outstanding conversion rates. Those who sign up to listen in on a webinar have a high interest in the information being presented. Often a guest speaker may present a portion of, or even the entire, webinar, generating the opportunity to create partnerships with people in your industry.

Let your audience know about your upcoming webinar through preliminary blog posts, your social media outlets, and potentially—an email campaign. Neil Patel found that although **adding “Webinar” to your blog title decreased the readership by 30%**, the conversion rate from those who attended the webinar went up by over 50%. Have any other presenters in your webinar similarly alert their own audience. If you think a webinar could help your conversions, check out Conversion Rate Experts amazing **step-by-step guide on executing a perfect webinar**.

### *Interesting Fact*

Adding “Webinar” to your blog title can decrease readership by 30%, but the conversion rate from those who attend the webinar can go up by over 50%.

## 4. MAXIMIZING OFF-SITE CONTENT CONVERSIONS

Once your business has built up a good amount of off-site content in various media platforms, you want to bring off-site conversion opportunities on-site. This can be done by creating a page on your blog or website that highlights your off-site content.

Examples include:

- A video library of your best YouTube videos
- A podcast page highlighting your latest podcasts or interviews you've done for other podcasts
- A presentation page with embedded presentations from SlideShare
- A press page with links to your latest guest posts and contributions
- A new blog post for each type of new media developed for your business and embed it into the post

Why is it good to highlight your off-site content? If you only write blog posts, you may not be able to convert prospective customers who are more comfortable listening to podcasts or watching videos. By sharing your videos on your website, you could convert video lovers, and by sharing podcasts, you could convert podcast enthusiasts.



### *On-Site Content*

that drives traffic to off site content will increase  
your search engine presence.

# Conclusion

## PROMOTING YOUR CONTENT FOR CONVERSIONS

Remember that you can't just create conversion-optimized content — on-site or off-site — and expect it to start generating revenue for your business. You have to promote your content in front of your ideal customers in order to get them to consume it and give them a chance to convert.

If you have a large social media audience, you can begin promoting your content to them. If you're just getting started, social media advertising such as Facebook Ads, LinkedIn Ads, and Twitter Ads can help you reach your ideal customers based on specific demographics and interests. LinkedIn Ads has the strongest targeting options for B2B, whereas Facebook Ads has the strongest targeting for B2C.

You can also promote your content when it is applicable in forums and social media groups. While you don't want to spam forums and groups by constantly posting links to your content, you can (in most communities) share links to your content if it helps answer another member's questions. Be sure to read up on each forum and group policy to see which ones allow this, and which ones consider it too self-promotional.

Last, but not least, keep visitors on your website even longer by interlinking your conversion-optimized content with other pieces of conversion-optimized content. The more a visitor consumes your content, whether it is on-site or off-site, the more chances you have to convert them into a lead or a customer.



# *A Great Idea...*

Use conversion optimized content to engage with your email marketing list. It's a refreshing break, for subscribers who are constantly being badgered to purchase products, to receive an email promoting content they are interested in and would genuinely enjoy consuming. This gives you the opportunity to convert email subscribers who may not have converted from your email messages or funnel.



## ABOUT PINPOINTE

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former Hi—Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization. Pinpointe offers top-notch resources like **informative webinars** and a **marketing tips blog** that help you to get the most out of your email marketing efforts and become a successful marketer.



## CONTACTING PINPOINTE

Pinpointe sales and support are available from 8 AM to 8 PM PST, M-F.

**Phone:** (800) 920-7227 or (408) 834-7577, Option #2

**General Information:** [info@pinpointe.com](mailto:info@pinpointe.com)

**Sales:** [sales@pinpointe.com](mailto:sales@pinpointe.com)

**Twitter (Daily Tips):** [@Pinpointe](https://twitter.com/Pinpointe)

**Facebook:** [www.facebook.com/Pinpointe](http://www.facebook.com/Pinpointe)

**LinkedIn:** [www.Linkedin.com/company/Pinpointe](http://www.Linkedin.com/company/Pinpointe)

**Marketing Tips Blog:** <http://blog.pinpointe.com/>

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