

Conversions refer to any step or action that a prospect or customer takes to move them closer to a sale.

BUILDING AN EFFECTIVE CONVERSION PATH



Create Awareness:

Introduce the prospect to the value that your product or service provides.

2

Determine Your Endpoint:

What is the goal or end destination for this path? You need to know the endpoint in order to create a deliberate conversion path that leads the prospect to the desired result.



3



Chart Your Course:

Create the steps in the conversion path that will bring the person from awareness to becoming a customer.

4



Analyze: Figure out what worked well and what didn't work well. Use this information to adjust your conversion path.