

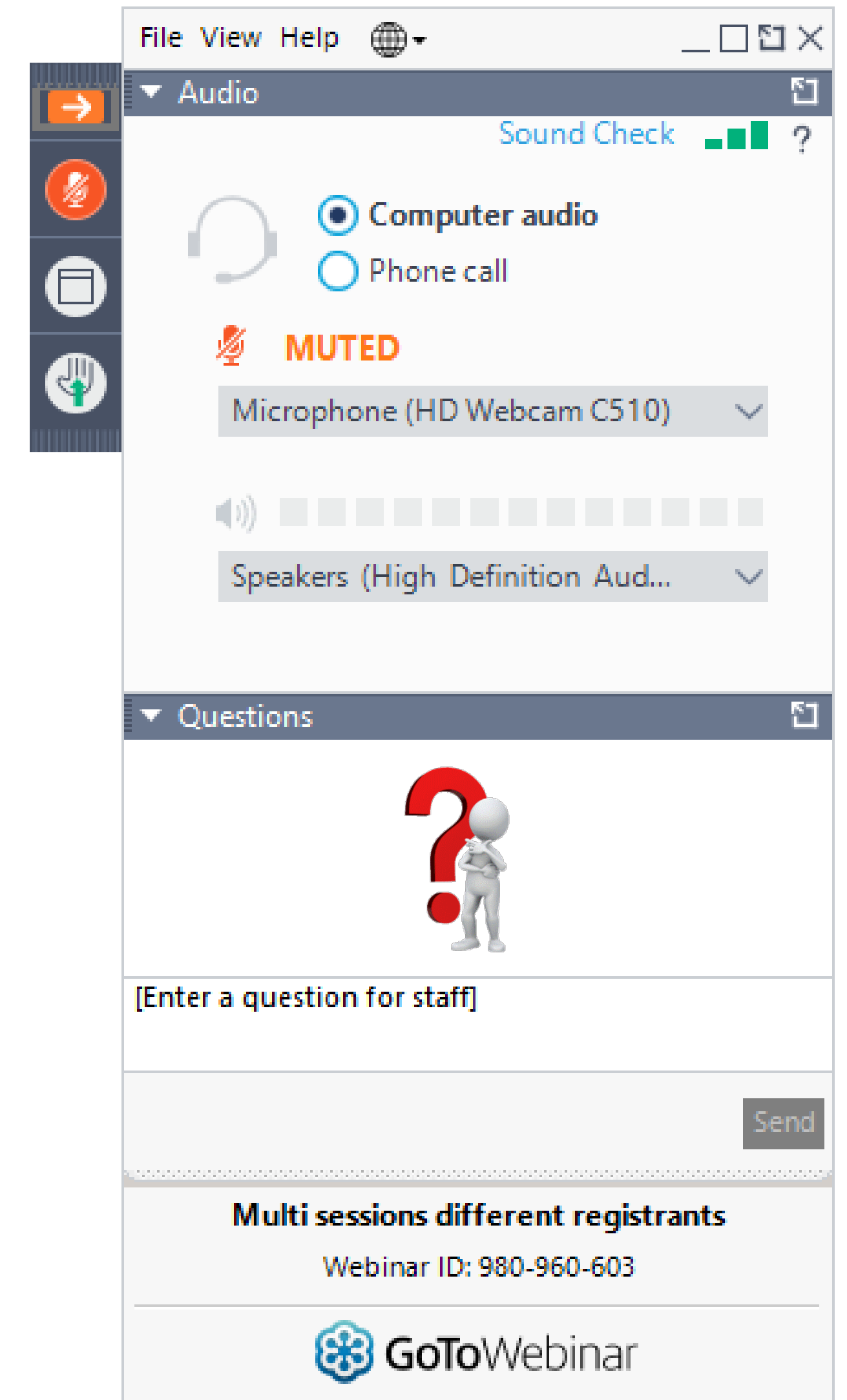


Ahead of the Curve Webinar Series

How to Convert More of Your
Website Visitors into Leads

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again





WSI AT A GLANCE

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



CHUCK BANKOFF

WSI Certified Agency Owner, Speaker & Author

Chuck Bankoff is an International speaker, author, and trainer to Internet Consultants in over nine different countries. He recently celebrated his 20th year as a Digital Marketing Consultant with the WSI network. Chuck has authored a chapter in each of WSI's three Digital Minds books, including the chapter on Website Conversion in WSI's recently published book, *Digital Minds: A Strategic Approach to Connecting and Engaging with Your Customers Online*.

On the Agenda

1. Why Increasing Conversions is Better than Increasing Traffic
2. Conversion Stuff You Need to Know
3. The Call-To-Action – Timing & Best Practices
4. Campaign Killers...How to Undermine Your own Best Efforts
5. COVID Considerations
6. Q & A

Improve Sales by:

1. Increasing Traffic
2. Up-Selling
3. Improving Conversion Rate

Visitors		Conv. Rate		Customers
12,000	→	1%	→	120
12,000	→	3%	→	360!!!

Without increasing your conversion rate,
you need **36,000** visitors to get the same **360** Customers

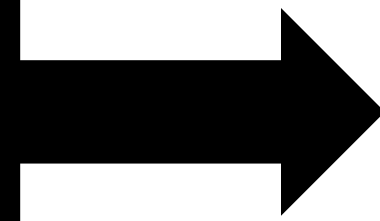
A man with short dark hair and glasses, wearing a white button-down shirt, is seated at a wooden table in a cafe. He is looking down at a piece of paper he is holding. On the table, there is a white mug and a laptop. In the background, there is a brick wall and a potted plant. The scene is lit with warm, natural light.

Less is not more. Just enough is more

Get rid of everything that is not essential to making a point

Don't ask for too much too soon

Some
CONVERSION
Stuff

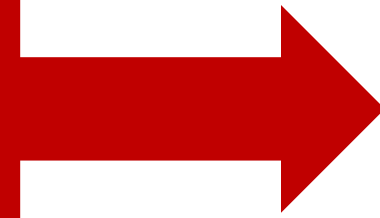


FORMS

The less information you ask for, the more likely it is that a user will fill out your form and submit it.

Longer forms can be used as a screening process.

Some
CONVERSION
Stuff



POP-UPS

Don't block the website before they have a chance to explore it.

Realize there are different ways to trigger a pop-up

Don't be annoying!

Some
CONVERSION
Stuff



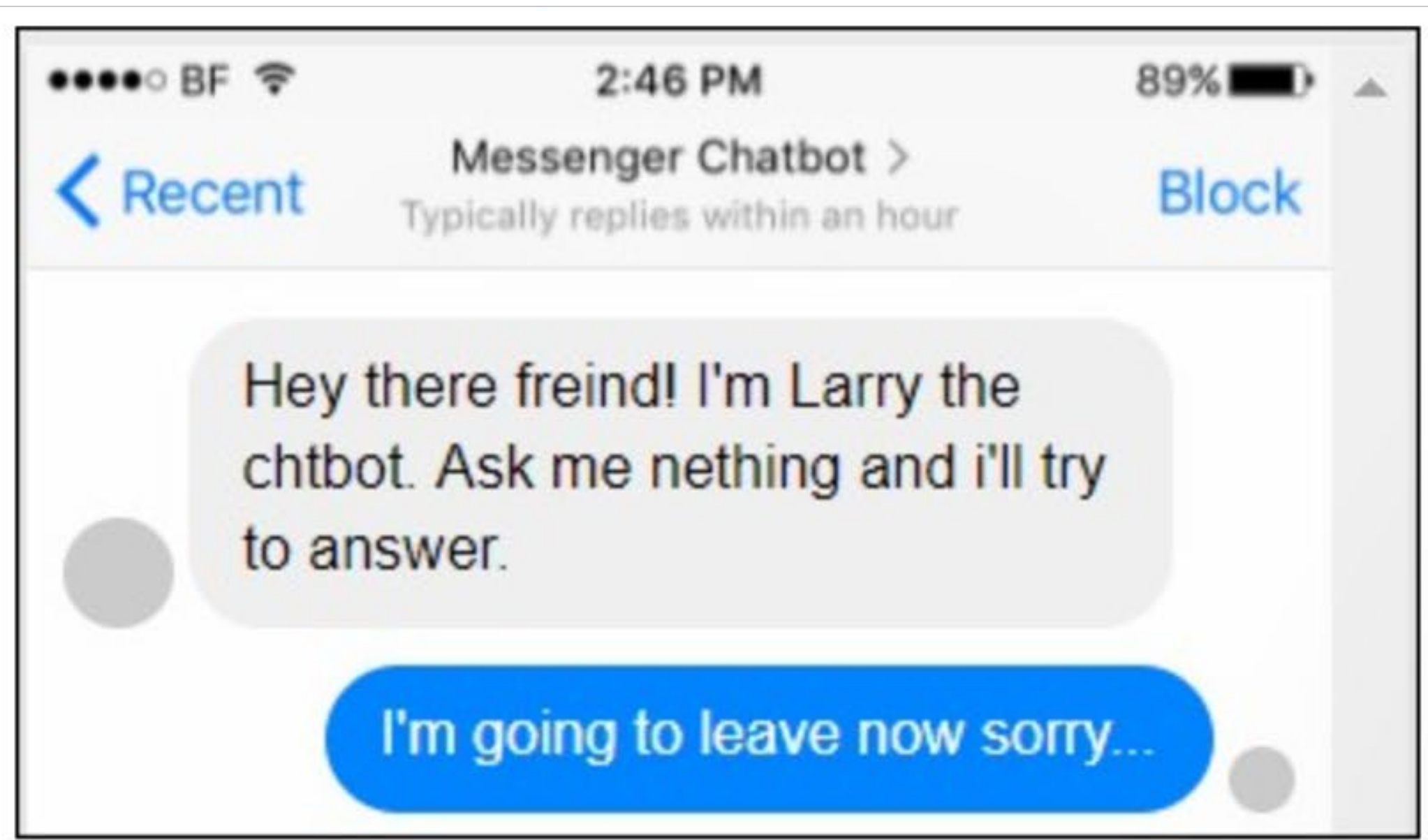
LIVE CHAT & BOTS

Don't try to fool someone into thinking the bot is a real person.

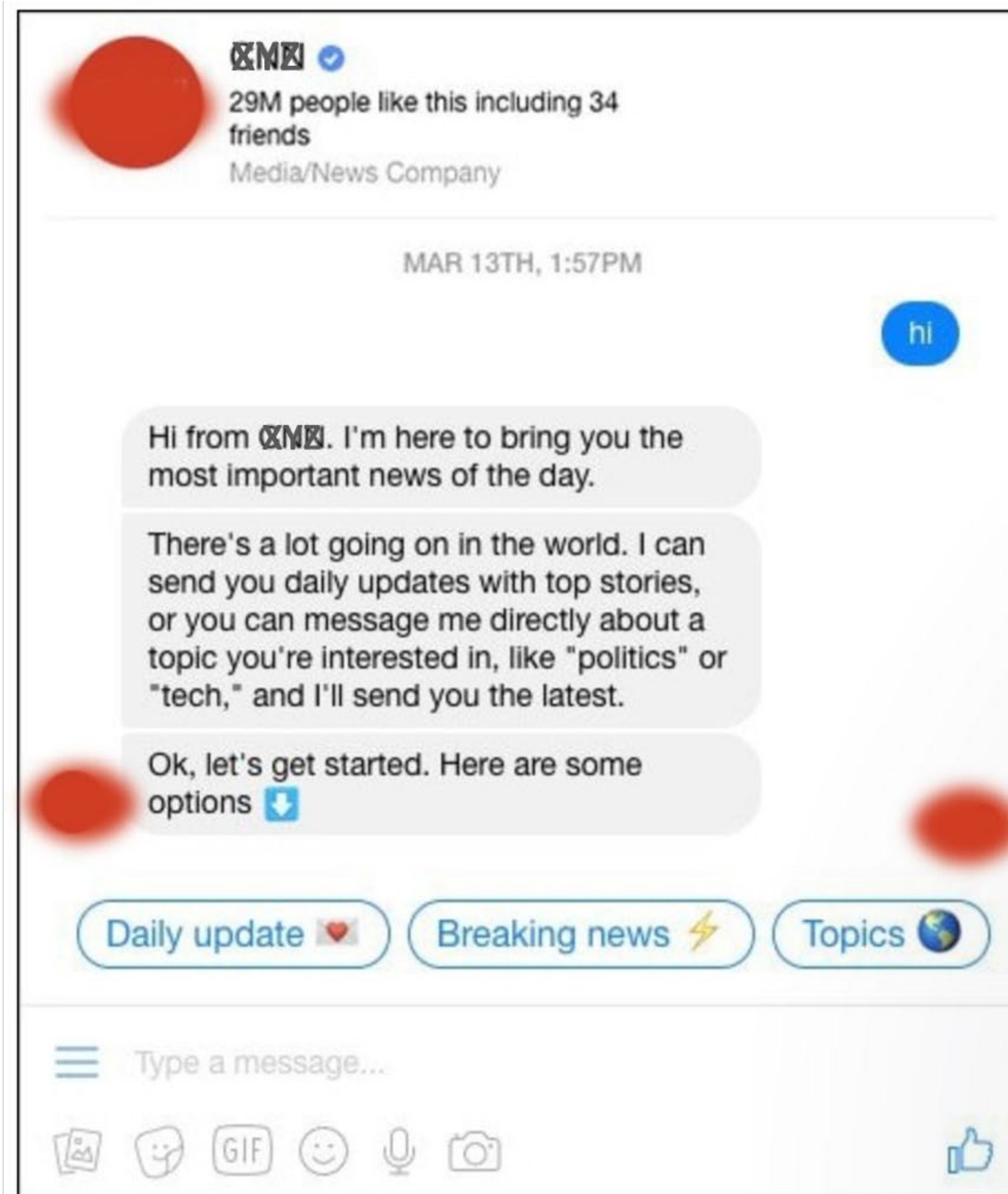
Segregate users right from your greeting.

Consider a lead magnet to get them into your database.

DON'T



DO



Some
CONVERSION
Stuff

VIDEO STORYTELLING

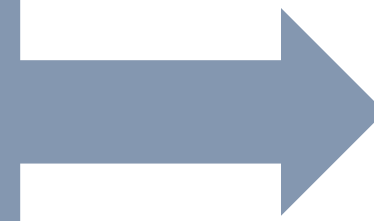
Several shorter videos are “probably” better than one long video

Phone video can be effective for testimonials and other applications where “real beats polished”.

Don’t be afraid to use video creatively!

- Time lapse video
- Drone footage for aerial video
- Personal videos of each team member
- Illustrate Product Features with Animation
- Showcase your business’ personality

Some
CONVERSION
Stuff



SOCIAL PROOF & TRUST

Case studies specific to your Niche or Industry illustrate success and solutions.

Testimonials are great...Reviews are better.

Off-site validation like Google reviews, Yelp, Facebook and LinkedIn recommendations, transfer that credibility to your website.

Trust Icons, Badges, Awards and phone number.

the call to ACTION

EXAMPLE #1: SQUARE

The Pitch: Start selling in Canada today. Take care of your business anywhere with Square.

The Button: Get a Free Trial of Square

EXAMPLE #2: BLOG GROWTH

The Pitch: 20 Guides, Checklists, and Templates to Accelerate Your Blog's Growth

The Button: Download the Guide

EXAMPLE #3: PIPEDRIVE

The Pitch: Take control of your sales process—try it free!

The Button: Get Started Free





OceanPointe Dental Academy of Inglewood

Dental Assisting Program

Get Practical Experience With Real Patients
This 14-week, 216-hour program is 85% hands-on chair-side instruction.

New Classes Start: May 18, 2020



Wait! Don't miss your chance to ask us all of
your questions at our next

Virtual Open House!

3

DAYS

1

HOURS

45

MINUTES

34

SECONDS

[LEARN MORE](#)

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the School Marketing Blueprint

Proven strategies for enrolling more students

[SEE OUR REVIEWS](#)

The Digital Marketing Blueprint for Schools

Enrollment Strategies for the Digital Age

You wouldn't build a house without a Blueprint. Why would you start your marketing without one?

We create digital enrollment strategies for schools that have the resources to implement the strategy themselves, AND we offer "managed services" for schools that don't.

"We hired Chuck and the Kreative Webworks team to do a Digital Marketing Blueprint for Congressional School. What we received was an in-depth report that took us from Google search trends and a technical review of our website to digital marketing recommendations with tactical plans and a recommended budget. We are now partnering with them to implement their recommended digital strategy"



Sheldon

Welcome to Kreative Webworks!
How can I help?

[Business Marketing](#)[School Marketing](#)[Book a Consultation](#)[Close X](#)

the School
Proven strategies

[SEE OUR REVIEWS](#)

Wait! Don't leave empty handed....

Thanks for stopping by!

I invite you to download one of our hand-picked guides from our **School Marketing Resources Library**



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CTA Best Practices

- ✓ Make it easy to notice
- ✓ Keep the CTA above the fold
- ✓ Repeat below the fold
- ✓ Use action words
- ✓ Use first-person voice
- ✓ Timing is everything!
- ✓ Create a sense of FOMO

Undermining Your Best Efforts

- Too much text
- Too many links leading to too many places
- Unnecessary Required fields
- No email privacy info next to the email form
- Lack of communication choices
- Inadequate shipping and pricing information
- Error pages, broken links, and anything that doesn't work

Campaign Killers



COVID Considerations

- Add an Alert bar to your site
- Add a dedicated COVID-19 page that gives special instructions if necessary
- Build special instructions into the process as necessary
- Update your Google My Business, Facebook and Yelp Accounts if your hours have changed
- Keep updating your site with non-COVID-19 information



LEEP Academy families: Click here for Distance Learning

COVID-19 Family Resources

Fluent in Opportunity



LEEP Academy families: Click here for Distance Learning

COVID-19 Family Resources

COVID-19 Family & Community Resources

Dear LEEP Familia,

In the current times we're living, our teachers and staff have been committed all this time during the pandemic, to provide, not just an innovative distance learning experience, but also as much support and information as possible by making weekly phone calls to check in with each one of our families.

However, in order to provide you with more resources, we have gathered here [some](#) sources of information. We recommend you to visit the websites of the community organizations listed at the end of this document for additional information and/or resources.

Please keep in mind that you can always trust your teacher and in our administrative team to provide you with as much support within our reach. Speak to your child's teachers, call us: 917-819-LEEP (5337) or email us: support@leepschools.org. We are always with you!

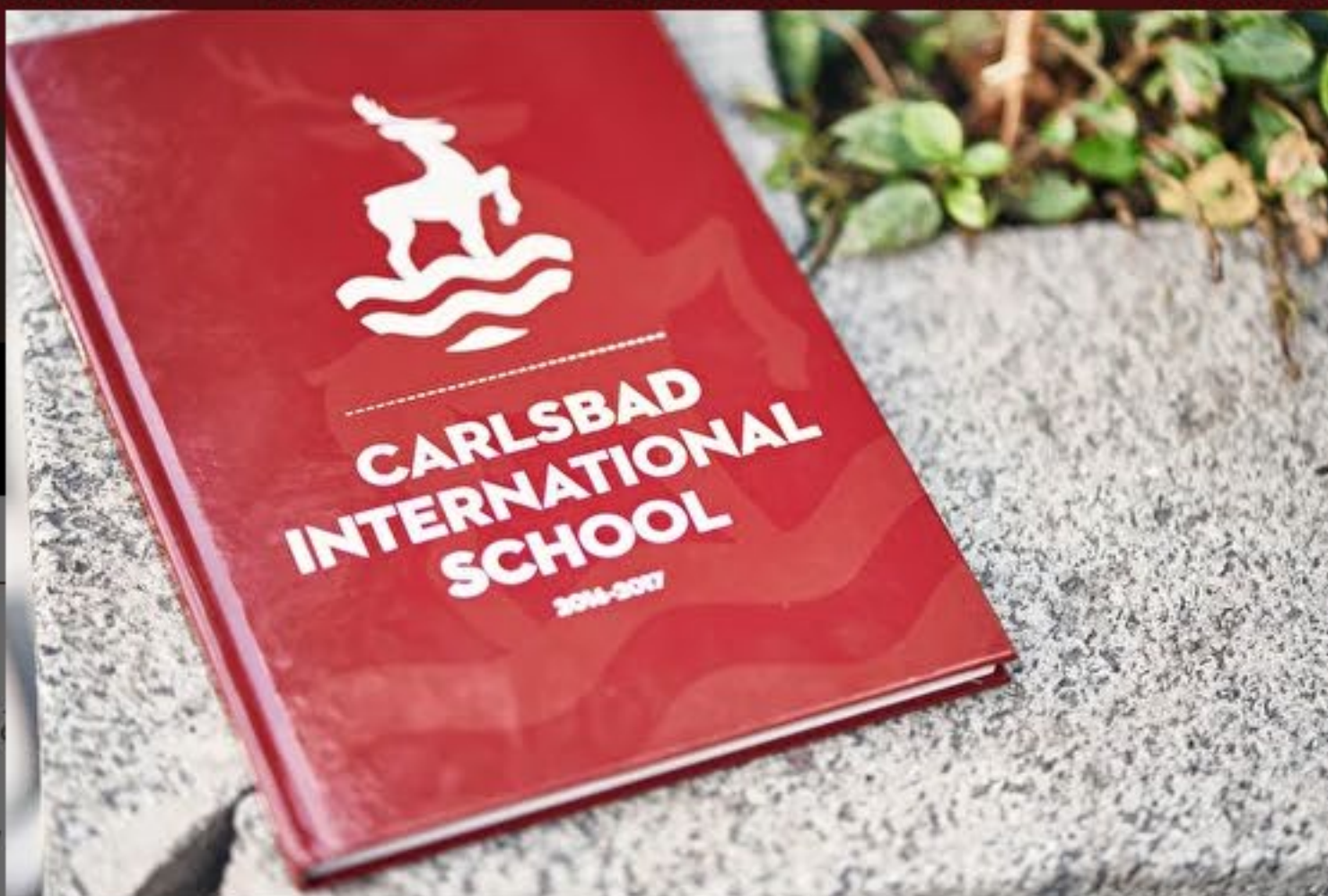
DISTANCE LEARNING

Schoolwork questions:

Your first point of contact should be your child's teacher/s. If for any reason, you are unable to get in touch with your teacher/s, please send an email to support@leepschools.org or call 917-819-LEEP (5337) to speak to Ms. Cheng (ext. 2), Ms. Torres (ext. 1) or Ms. Yuris (ext. 0).

Learning Devices:

To loan an internet-enabled iPad from the DOE: the DOE is distributing iPads to Charter schools students who receive special ed services from the NYCDOE, live in temporary housing, shelters or are in foster care. If you think your family qualifies, complete a request form here: <https://coronavirus.schools.nyc/RemoteLearningDevices>.



Take a moment and imagine
university abroad,

over the world, dream
independent, and

COVID19 - Campus Closure and Enrollment for 2020-21

On March 10, the Czech authorities announced that all schools must close to students until further notice. CIS is therefore currently closed to students, parents, and visitors.

Our campus may be closed, but learning continues at CIS!

Contact the CIS Admissions Office at
admissions@carlsbadschool.cz or +420 351184100 as the office
is open and enrollment for 2020-21 is underway!

[Letter from SLT](#)[Distance learning](#)

COVID-19 April 3, 2020

Dear Parents and Students,

We trust this mail finds you all healthy and happy, despite the surreal circumstances of our spring break! Please find below an update regarding the coming months at CIS.

Will the campus reopen?

From the best information available to us, it is unlikely that schools in the Czech Republic will open their doors again until mid-May. For this reason, we have made the decision to request that all CIS teachers continue to prepare, deliver and assess their classes on-line until the end of the school year.

If you had a campus tour scheduled with our Admissions team, please contact them to reschedule your visit.

What is online learning?

Our teachers continue to do a fantastic job to ensure that lessons remain engaging and provide content that enables our students to meet the requirements of their diploma.



Address Line 2

City

State

Postal Code

Address Line 1

Address Line 2

City

State

Postal Code

Payment Method

All fields are *Required

Totals

Choose Delivery Type

CurbSide
\$0.00

Threshold
\$59.00

Room Of
Choice
\$119.00

Assembly
\$239.00

Curbside - Delivery includes setting an appointment and bringing the unit as close to your home as we safely can. But It's up to you to bring it inside and assemble it.

We have temporarily suspended some home deliveries and assemblies. We realize this is inconvenient for many, but after taking into consideration guidelines and recommendations passed down by various agencies we have decided it is in the best interest for the health and safety of our customers and the general population to adhere to the guidance put forth. We do apologize for the inconvenience that this may cause.

Total: \$1499.99

✓ All transactions are secure and encrypted. Credit Card information is never stored.

Card Holder's Name

Month

Year

CCVN

*One or more of your items
has delayed shipping.
Check cart details above

CONFIRM PURCHASE

In Summary:

1. CRO before traffic

2. Minimize distractions

3. Don't make your visitors think...or work too hard

4. It's not about you!

READ MORE ABOUT THIS TOPIC & MORE IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Need help optimizing your website design and content to convert more of your site visitors into leads?

Reach out to your WSI Consultant or email contact@wsiworld.com.



JOIN US FOR OUR NEXT WEBINAR

SEO: How to Optimize Your Digital Presence During COVID-19

Wednesday, May 13th at 11:30 AM EDT
with Mark Jamieson
Ontario, Canada





Now it's time for some Q&A

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AHEAD OF THE CURVE SERIES EXTENDED!

3 New Informative Sessions



May 13th @ 11:30 AM EDT

How to Optimize Your Digital Presence During COVID-19



May 20th @ 11:30 AM EDT

Tracking the Insights that Matter Most to Your Business



May 27th @ 11:30 AM EDT

Defining Your Post-COVID-19 Digital Marketing Plan



See you next time!
We're here to help.