Grazitti Interactive®
Marketing for Digital Natives

From Learning Center to Lead Magnet: How We Assisted in Converting Users into Paying Customers

HIGHLIGHTS

Increased Personalized Web Content by 30%

Enhanced Lead Capture by 35%

Elevated User Interaction by 40%

Boosted Sales Conversions by 30%

THE CUSTOMER

The customer is a software company that builds cutting-edge technology for industrial, government, and military clients. Their products empower customers to achieve greater control and independence in the digital age.

THE CONTEXT

The customer has a learning center with valuable resources, but converting the users into leads or clients remains a challenge. Their approach didn't effectively guide users from informative content to application pages and ultimately product pages. Additionally, they lacked a system for nurturing leads and personalizing their experience for optimal conversion.

THE OBJECTIVE

The customer was looking to optimize their website to convert visitors from the learning center into paying customers. They wanted to achieve this by creating a smoother user journey that guides visitors from informative content to contact forms, application pages, and ultimately product pages.

THE SOLUTION

- **Lead Capture:** We customized a plugin to identify and capture leads engaged with specific learning center content, such as downloading relevant assets.

- **Nurturing Campaigns:** Targeted email newsletters were sent to nurture these captured leads, guiding them further along the sales funnel.

- **Website Personalization:** We implemented personalization using Marketo data. This allowed for displaying relevant content and ads based on user information like Marketo list membership or location. Our solution included two types of shortcodes for personalization: static list membership and matching user field values. These shortcodes allowed the client to tailor their website content to different user segments, leading to a more engaging experience and ultimately driving conversions.

THE OUTCOME

- The customer achieved significant improvements in user engagement and conversion rates by 30%.

- By customizing plugins, implementing targeted nurturing campaigns, and leveraging Marketo data for website personalization, we successfully addressed the challenge of converting learning center visitors into paying customers.

- The tailored approach led to enhanced user experiences, highlighted by the ability to send customized newsletters and display personalized web content.