

How to

increase your customer conversion rate

through Martech

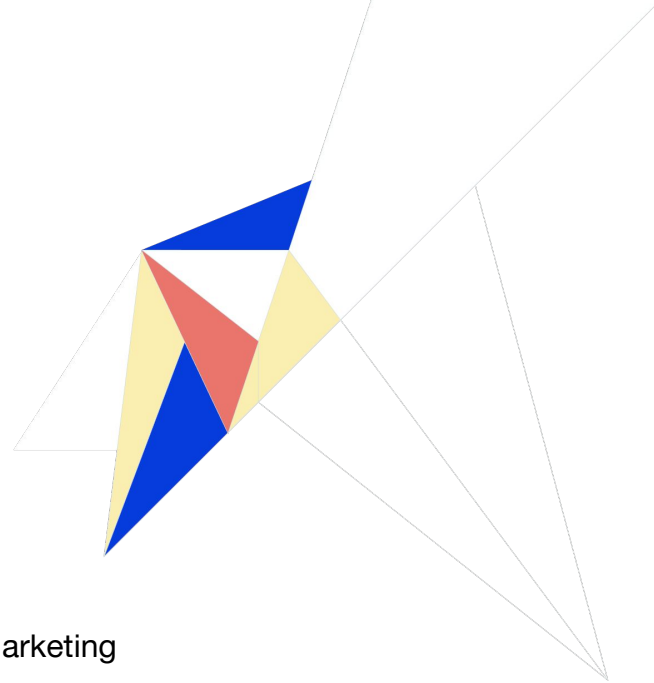
What is **Martech**?

Martech represents the convergence of **marketing** and **technology**.

It allows businesses to create smarter strategies, **fast-tracking the user** journey through the marketing funnel:
from brand awareness to conversion and back again.

Martech helps to **streamline processes** and identifies ways to make your marketing communications **as personalised as possible**.

It is essential if you want to remain efficient, profitable, and competitive.



Why is it so **valuable**

for your customers?

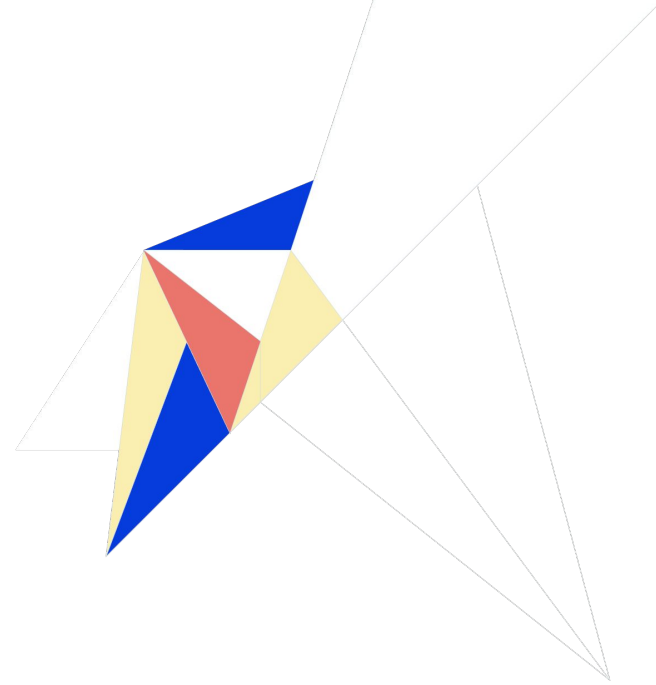
It directly **serves them** with the products they want or need

It gives **access to the info** they are looking for

It makes their journey to purchase **fast and easy**

It improves their **experience** with the brand

It **brings them back** again



Why is it so **valuable**

for your business?

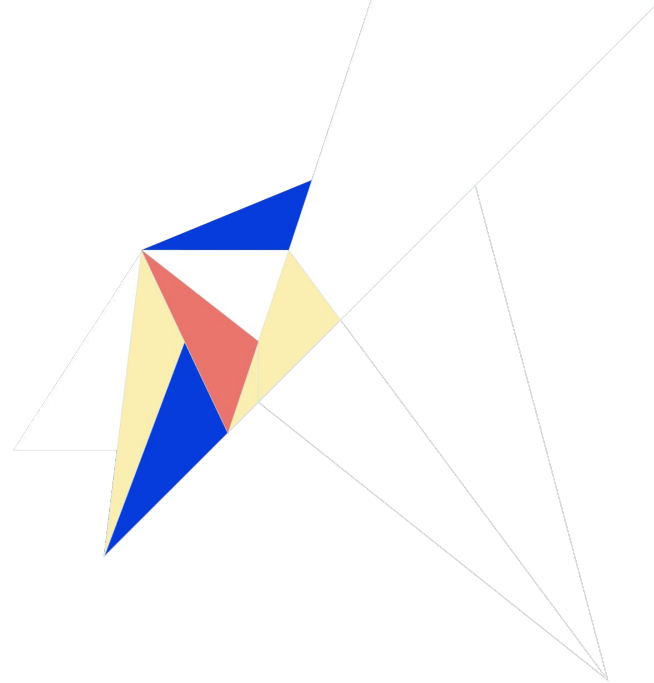
It allows you to share your brand story **far and wide**

It **attracts the ideal customer**, quickly and cost effectively

It **shortens the funnel** to conversion

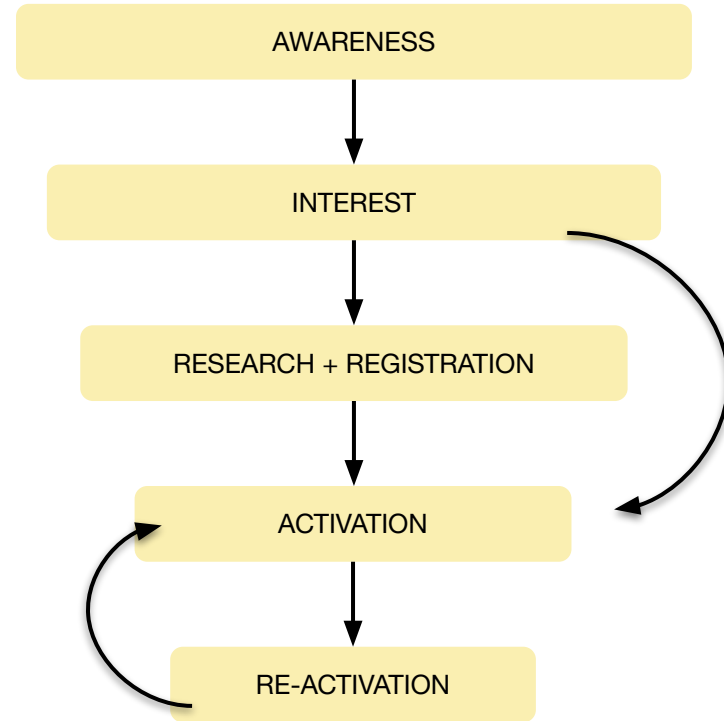
It **increases customer LTV** (lifetime value)

It creates brand **loyalty and advocacy**



Let's refresh.

The Marketing Funnel



Awareness

Interest

Research + Registration

Activation

Reactivation

SEO

Social Media/Listening

Content Creation

Advertising

Video

Analytics

Website/CMS

Email Marketing & Automation

Retargeting

Landing Pages

Messenger

Data Capture Enquiry and Feedback

Martech is exciting. It drives your business forward. But, it needs to be looked at from a big picture perspective FIRST.

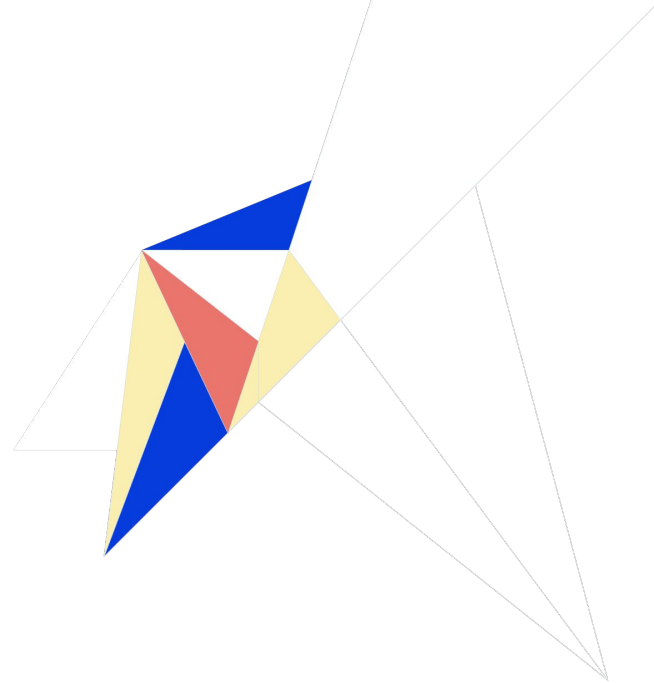
 Instapage

So. What is **Instapage?**

Most advanced and **easy-to-use landing page** platform

Allows you as a **non-developer** to build landing pages to **drive campaign based conversions**

Standalone or added to your website



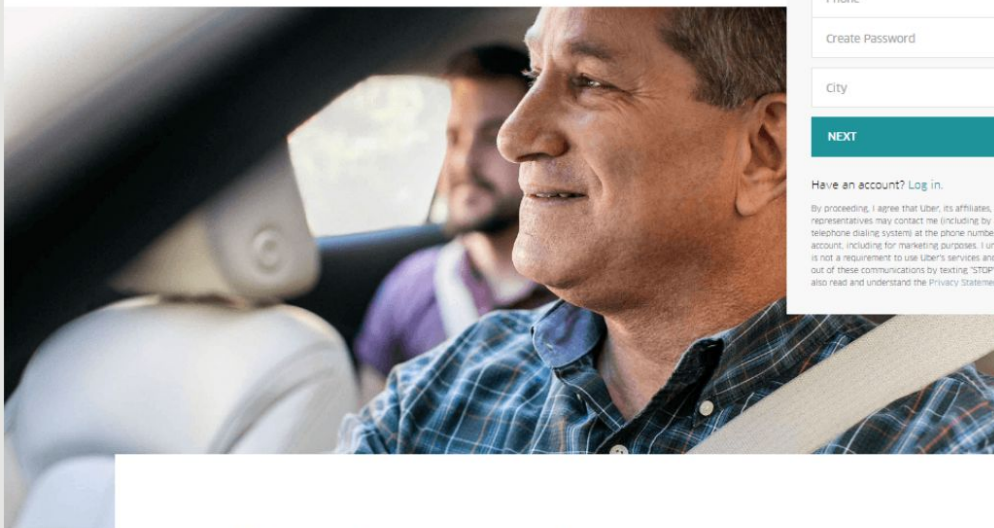
UBER

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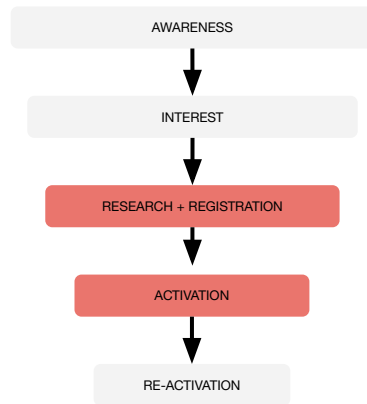
Drive when you want
Earn what you need

How it helps

your customer?

Provides the right info, at the right time, in the right way to **help them make a decision**

It is a **great user experience**



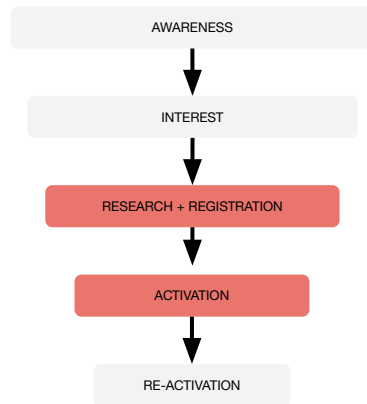
How it helps

your business?

It focuses on optimising the journey **from research + registration to conversion**

It can drive **up to 400% increased ROI** on digital ad spend

Create **campaign specific landing pages with ease**, as often as needed, without a developer



A handful
of the
integrations
available



Google Analytics



Google Ads



WordPress



MailChimp



Intercom



Facebook Ads



Shopify



Stripe



LinkedIn Ads

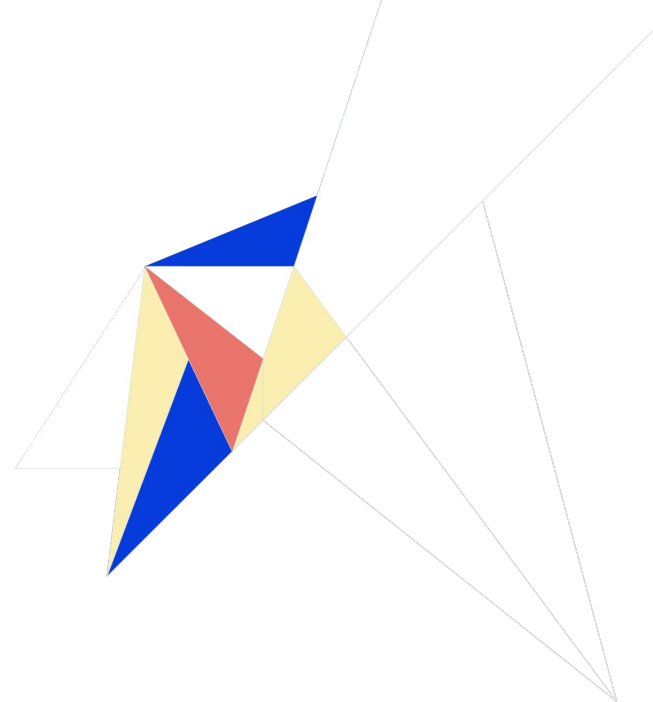


INTERCOM

So. What is **Intercom**?

Customer messaging application where a user can communicate directly with you from your website

Either via **real time, human** conversations **or via a 'bot' automation**



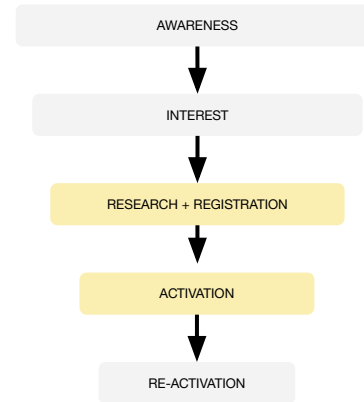
How it helps

your customer?

It helps to provide the right info, at the right time, in the right way to **help them make a decision quickly**

It is **personal**

It builds brand **trust**



How it helps

your business?

It optimises the journey from **research + registration to conversion**

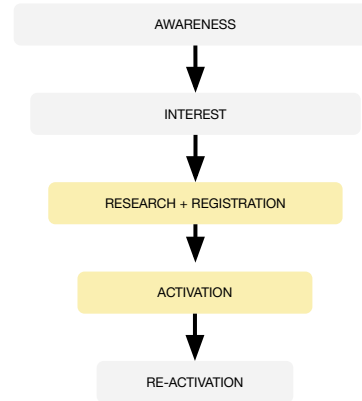
It helps to **qualify prospects**

It **reduces support response** time





















Increases brand **trust and loyalty**

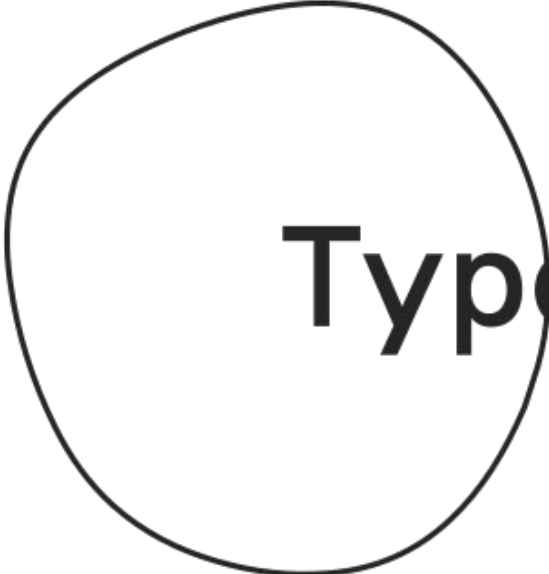
Can be **always-on**, or at key campaign times

Has a **mobile app**



Just some of the integrations

 <p>Slack Convert your hottest leads right from Slack</p>	 <p>Stripe View Stripe data and manage customer subscriptions from Intercom</p>	 <p>Salesforce Sync data and streamline workflows for sales, marketing and support</p>	 <p>Jira Cloud Create, link and comment on Jira issues without leaving Intercom</p>
 <p>Google Analytics Measure the impact of your Messenger on website conversions</p>	 <p>Statuspage Show customers and teammates your current system status</p>	 <p>Quick Links Save time by creating smart links for your common tools or queries</p>	 <p>HubSpot See HubSpot data in Intercom's Inbox and sync leads and conversations</p>
 <p>Facebook Easily reply to Facebook messages from your inbox</p>	 <p>Calendly Schedule meetings with leads and customers in Messenger</p>	 <p>Google Calendar Let leads and customers book meetings in the Messenger</p>	 <p>Segment The platform to help companies harness their first-party customer data</p>
 <p>Get a Demo Capture and qualify leads who want a product demo</p>	 <p>Pipedrive Create deals and send conversations to Pipedrive</p>	 <p>Mailchimp Subscribe Grow your mailing lists and support Mailchimp subscribers faster</p>	 <p>Google Meet Start a video call from your conversations</p>
 <p>Zapier Easy automation for busy people</p>	 <p>Twitter Easily reply to Twitter Direct Messages from your inbox</p>	 <p>Typeform Ask for user feedback directly in Messenger</p>	 <p>Ask a Question Collect visitor and user information by asking a simple question</p>



Typeform

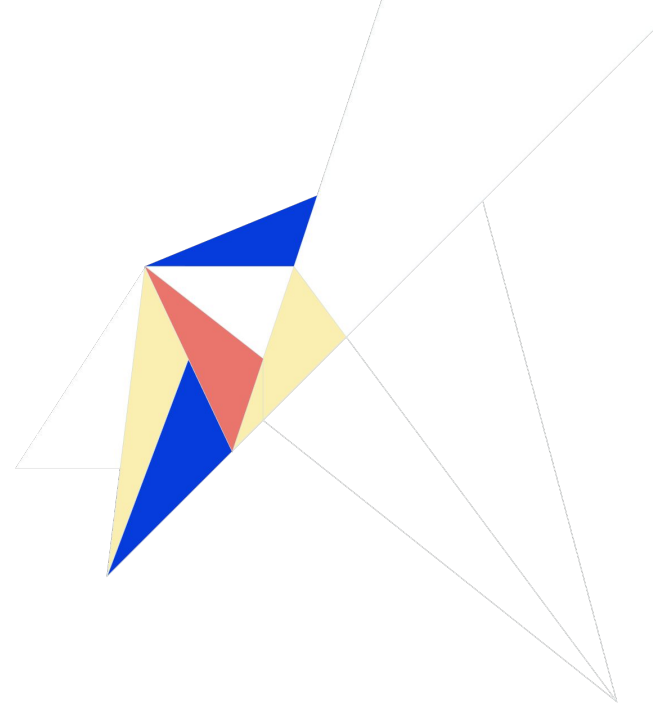
So. What is **Typeform**?

A web based **form and survey solution**

It **turns data collection into customer experience**

It makes collecting and sharing information **comfortable and conversational**

No coding required



Typeform

<https://www.typeform.com/templates/t/customer-feedback/>

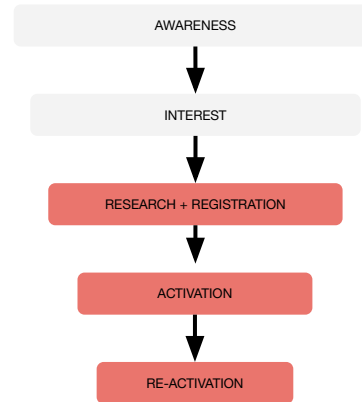
How it helps

your customer?

It is **easy to complete**, and works on all devices

It turns a list of questions into a **friendly, open and honest** conversation

Creates an **interactive experience** - it just feels good



Typeform

How it helps

your business?

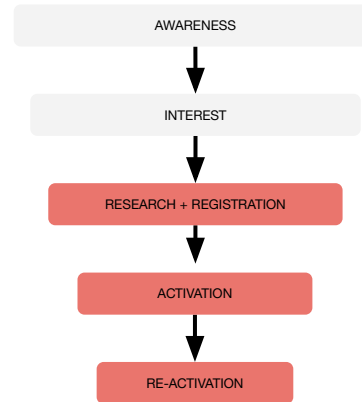
Easy to make and to implement

Attracts **more responses** and a **higher response rate** than other tools

Endless **design options and features**

Personalised question paths based on logic

Integrates with your business tools



Typeform

A snapshot of the integrations



Intercom

Acquire, engage, and retain customers



Airtable

Create attractive, easy-to-use databases to store and present information



monday.com

Turn your typeform data into leads, orders and tasks in monday.com



Autopilot

Automate your marketing and visualize your customer journey



Slack

Notify the right people at the right time for easy collaboration



ActiveCampaign

Follow up with automated, personalized emails



Facebook pixel

Measure and optimize your marketing campaigns



Google Tag Manager

For conversion tracking, site analytics, remarketing, and more



Infusionsoft by Keap

Manage your contacts and close sales



Salesforce

Make sales, run campaigns, and manage customer relationships



ActiveCampaign

Follow up with automated, personalized emails



Pipedrive

Manage your sales pipeline—no matter how intricate or lengthy