

3-DAY EVENT

Client Conversion



**How your website and
social media work to
convert your ideal clients.**

Websites That Convert

Your Director of First Impressions

Your website is an important part of your conversion strategy. It is your 24-hour Director of First Impressions. It's the first thing people see when they search for your business online. What they see on your website will be a determining factor in whether or not they want to do business with you.

If your website is sloppy or doesn't make it clear who you are and what you do, then you'll end up pushing the right people away and potentially attract the wrong clients.

In order for your website to convert the right clients you need two important things:

- Clear, Well-Written Copy
- Good, Professional Design

There are many other things that a good website needs, but these two are critical to making sure customers can decide if they want to do business with you.



Website Tip

Picking the Right Image

The images you choose can make or break your website. But picking the right pictures for your site can be tricky. Here are some quick tips for using images on your website:

- Pay attention to size. We usually recommend using images around 1900 px wide.
- Use primarily landscape (horizontal) images. You may need a portrait (vertical) image every now and then, but most images should be wider than they are taller.
- If you have light text over a light image make sure you use a filter over the image. This will make the text easier to read.
- Look for images that have similar colors or tones and make sure these colors and tones coordinate with your brand. They don't have to match, but they should work well with your brand.

Where to Find Good Images:

- [Unsplash.com](https://unsplash.com)
- [Pixabay](https://pixabay.com)
- [Pexels](https://pexels.com)
- [Adobe Stock](https://adobe.com/stock)
- [Canva](https://canva.com)

Using Social Media Effectively

Social Media is Where You Reinforce Your Brand

Most business owners know that social media is an important part of their marketing strategy. But it can be an intimidating place. There are so many platforms out there and it's hard to know if you're doing social media right.

The goal of social media is to connect with the people who are already engaging with your business in some way. They've been doing research and something about your business has caught their attention. So they give your page a like. Now, the ball is in your court. You need to reinforce the impression of your brand that got you the like in the first place.

Use social media to help potential customers see why they would or would not be a good fit for your business. You can use social posts to share your values and what your business has to offer. Everything you post should be on brand and audience focused.

But using social media in this way will take some work and time. You need to be strategic and plan your posts out. It can be overwhelming at times, but in the end it will be worth it.



Social Media Tip

Picking the Right Platform

A lot of people have the misconception that they need to be on every single social media platform. But the reality is not every platform is right for every business. You need to be where your audience is. Do some research and learn about where the people you want to reach spend most of their time.

Social Media Stats*

- Ages 18 – 24 are most likely to use Instagram, Snapchat, and Tik Tok
- Most adults between 18 – 65 use Youtube regularly
- 70% of people 18 – 29 use Facebook regularly
- Numbers of people using any social media start to drop after age 65

The point is, you don't need to be on every platform...you just need to be on the right ones.

*Stats based on survey from Pew Research

Social Media Use Survey

Full Name: _____ Age: _____

How Often Do You Use Social Media?

☐ Every Day ☐ 3-4x a week ☐ 1-2x a week ☐ Never

What Social Media Platforms Do You Use the Most?

☐ Facebook ☐ Instagram ☐ Tik Tok ☐ Youtube
☐ Snapchat ☐ Pinterest ☐ Twitter ☐ LinkedIn

What Platforms Do You Never Use?

☐ Snapchat ☐ Pinterest ☐ Twitter ☐ LinkedIn
☐ Facebook ☐ Instagram ☐ Tik Tok ☐ Youtube

Interacting with Brands on Social Media Impacts the Purchases I Make.

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

When Do You Usually Access Social Media?

☐ Mornings ☐ Afternoon ☐ Evening ☐ Anytime

What Factors Usually Make You More Likely to Interact with a Brand on Social Media?



THANK YOU FOR JOINING US

That's All for Now!

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