

Dear Reader,



Welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

The explosion of online channels - from search marketing to display to social media -- has made getting potential customers to your site even easier. Sophisticated web analytics software can show you the source of the visits, the most commonly used keywords, the most-visited pages and more.

But many marketers get to this point and still have unanswered questions about their traffic, namely how can I engage high-potential prospects that visited my site, yet didn't click or download or register like I hoped?

In this month's [feature article](#), we give you five steps you can take to convert these mystery visitors.

All the best,
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Feature Article: Five Steps to a Better Conversion Rate

Marketers know that careful, accurate, and continuous campaign tracking and analysis are just as important to successful online marketing as message, offer and implementation. Rather than taking a macro view of this aggregate data, it's important to drill down to these numbers and use analytics not merely to drive traffic, but to benefit your bottom line.

While estimates vary, there is a growing consensus that conversion rate across industries ranges from 0.5% to 8%, with an average rate of 6.1% according to [FireClick](#). If we take the most optimistic of these estimates that leaves 92% of most website visitors unconverted.

Who is analyzing the activity of visitors who came to your site and weren't compelled by your offer? Just because they're not doing what you would like them to, doesn't mean you should give them the cold shoulder. If you're not looking at their behavior, you may be leaving a huge opportunity on the table.

Here are five new ways to look at your data to capitalize on that traffic.

Step 1: Redefine Conversion

What do you mean by conversion? Is it getting someone to answer a

B2B Online Marketing Strategy: 5-Part Series

For online marketing strategy, tips and tactics for B2B, be sure to see LSFinteractive Vice President Karen Breen Vogel's 5-part series.

You'll learn best practices that will help you make more informed marketing decisions and achieve greater business value for both you and your customer.


Part 1: [The Evolution of the Internet and Marketing In B2B](#)

Part 2: [Key Value Drivers of Interactive Marketing](#)

Part 3: [Measuring Your Website's Value by Adopting Key Performance Indicators](#)

Part 4: [Follow the Money: Financial Valuation of the Website](#)

Part 5: [Executive Summary on Optimizing Business Results from Your Website](#)

 Learn how LSF Interactive can help you generate more customers!

LSFinteractive
integrated online revenue solutions

LSFinteractive Acquires Unreal Marketing

We are pleased to announce that LSFinteractive has acquired the assets of Unreal Marketing, www.unrealmarketing.com, a strategic Internet marketing firm based in Conshohocken, PA.

Founded in 1999, Unreal Marketing is one of the pioneers of the use of Internet for marketing and is an established online marketing services provider to prestigious companies in the financial services, retail and online education industries. Notable clients include JP Morgan Chase, Warnaco Brands, First Advantage, United Marketing Group, Paperclip Club, and Career Education Corporation.

This transaction closely follows the recent acquisition of ClearGauge, a B2B focused online marketing agency out of Chicago, a transaction made possible thanks to an introduction by Ronald Wagner, a senior Silicon Valley-based online

simple call to action such as clicking on a "read more" link or something more complex like purchasing a product? Typical conversion events include subscribing to a newsletter, downloading an audio file or white paper, completing an email form completion, or buying a product or service.

In the early days of online marketing, many companies simply tracked users who stayed on the site, invoking the "three-page view rule" as a conversion. Now we've come full circle. At the Google Analytics user conference in November, Phil Mui, Ph.D., senior product manager at Google, spoke of the concept of "micro conversions." Micro conversions are small steps that a visitor takes on the way to a full conversion - from clicking on a "read more" link to spending time on your product pages.

Step 2: Test and Measure Micro Conversions

Micro conversions can be tracked by measuring the click-through rate, the read time for content, or the bounce rate for headlines and copy. Testing and tweaking activities at the micro level can improve visitor behavior and boost overall conversion.

For example, "Read more" might not get as high a click-through rate as "Find out how to get a discount." By improving this click-through, you get the person browsing to take another small step toward your ultimate goal - making a purchase or registering online for example -- improving your overall conversion rate.

Step 3: Leverage Web Analytics

Measuring and experimenting are the key to improving conversion rates. You can't improve conversion without measurement unless you're making educated guesses. So get a good measurement system, learn what it's all about and test your changes.

Google Analytics has become one of the industry's most powerful Internet marketing tools, helping advertisers, publishers, and site owners improve their sales conversion, campaign targeting, and marketing initiatives. Recently redesigned, the free program can reveal even more about where visitors come from and how they interact with your site.

Step 4: Track and Mine the Right Data

Successfully mining and understanding your web analytics software can lead to better ads, strengthened marketing initiatives, and websites that convert more effectively. It's essential to track important statistics like visitor referrers, navigation paths, page views, geo-location data, and browser type.

You also need to learn where your visitors come from, whether referred by search engines, ads, emails, blogs or affiliates. Know which cities, states, and countries your primary visitor traffic comes from so you can more carefully target future ad campaigns. You may also want to analyze traffic patterns and, of course, micro and full conversions.

Step 5: Segment Your Users

Segmenting visitors will allow you to determine what is resonating with them on your site. If you don't segment, you cannot understand the primary purpose of all visits. Most marketers don't segment deep enough or differentiate between new and returning visitor behavior. These days we want to get a deeper look at the user to determine where she or he came from and what they're doing.

For example, you can segment search terms by landing pages and look at all the keywords driving traffic to those pages, not just the

marketing executive.



Visit [New Media Chatter](#) to get tips and tactics for social media marketing from Dave Peck, our New Media Strategist.

Is social media a fad? Dave's network weighs in on [New Media Chatter](#).

Come hear Dave speak at [SXSW 2010](#) this March!

5 Steps to Better Conversions

Here are five new ways to look at your web analytics data to capitalize on unconverted site traffic.

Step 1: Redefine Conversion

Step 2: Test and Measure Micro Conversions

Step 3: Leverage Web Analytics

Step 4: Track and Mine the Right Data

Step 5: Segment Your Users

For more information about wweb analytics and performance marketing, visit www.LSFinteractive.com.

Contact Us

To find out more about how performance marketing can help your business, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

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Tell a Friend

ones you've optimized for. You can also create an advanced segment by visitor's country of origin with page views greater than one, and view the keywords those people used. This is a much more meaningful way to segment, because you are now viewing highly engaged visitors from a particular geography.

Discover and Convert

These five steps will allow you to really get to know your visitors: who they are, what industry they're in, what they are looking for when visiting your site, and what brought them there. You may find out that people are searching for you in a way you never thought of before. Work with your online team or agency to make sure that they have all the data they need to make your campaign a success. Only then will you be able to convert the vast majority of visitors that arrive at your site but are never converted.

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[Facebook Landing Pages: Dos and Don'ts](#)

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About LSFinteractive

[LSFinteractive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Chicago, IL, Conshohocken, PA, Boston, MA, Paris, France, and Hyderabad, India.

Questions? Call 877.616.8226

