# Level Ond- Website Strategy Masterclass (Website Conversion Optimization)

**INTRO**

--------

Your website is the "central hub" of your marketing.

It's the first place people come to find out more about you and your business, and it plays a core role in capturing leads.

Over 90% websites are broken - majority websites actively repel clients rather than attract them.

Most websites struggle for one reason and one reason only. Because they're built without a foundation of customer psychology and conversion science.

*Even before one starts any kind of digital marketing - it is suggested to fix current website...*

---

**PROGRAM OUTLINE**

------------------

During this workshop, **participants will learn:**

- The core strategy. The one fundamental thing on which your entire website, and your entire business should be built on.

- How that core strategy attracts leads and customers by the truckload. How those customers keep coming back time after time.

- The psychological factors and conversion principles that every website must have – and without which you're just wasting your time and money.

- How to plan website that supports your business goals and aligns with the needs of your target audience. Get them to take the actions which you want them to do.

- The anatomy of lead generating websites and how to generate more leads from your existing website, just by making a few tweaks.

- How to guide your visitors to take the action you want and how to create the structure (information architecture) that makes it easy to navigate.

- How important is a visual? Do pictures speak a thousand words? You'll be amazed at how without visuals, you've not only lost most of the plot, but also discouraged search engines to pick specific pieces of information off your site. Where do you place the visuals and how do you get them to do most of the work of selling?

- Legally spy on your website visitors and discover which links interest them the most; what are they clicking on.

- How to spot the right website designer or design company - who will help you build website that captures leads, drives conversions and builds your client database.

- Real case studies of businesses just like yours – that have learnt and applied the strategies to capture more leads and sell more stuffs from their website.

  and more..


**FINAL OUTCOME**
– – – – – – – – – – – – – – –

By the end of this workshop, participants will understand the principles of building 'client-winning websites'. They will learn simple yet powerful strategies used by best-selling authors, religious organizations, big corporations to turn your current website into a lead capturing machine

*FYI* - This is a hands-on, non-technical and jargon-free 'Strategy' workshop.. we wont be covering any technical topics.


## Level Two -Grow Your Business with Effective Email Marketing"

**SESSION 1**
CONCEPTS & STRATEGIES

- What email marketing is NOT?
- Permission: Bedrock of email marketing
- Email marketing myths & best practices
- Tips & strategies to increase open-rate & overall response
- Understanding subscriber digital body language
- Advanced psychological strategies for lead nurturing and conversion
- Choosing frequency schedules
- Understanding email marketing statistics
- Measuring the relevant metric
- Interpret campaign metrics and make continuous improvements
- Identify and avoid costly email marketing

**SESSION 2**
LIVE PRACTICAL EXERCISES

- Set tup your email marketing account from scratch
- Learn how to navigate the user interface
- Build your first email list
- Import subscribers manually and from an excel sheet
- Introduction to campaigns and templates
- Create a campaign using the template

- Virtual tour of the campaign editor
- How to track and measure open rates
- Decipher individual reports for each campaign
- Analyze subscriber activity for a campaign continuous improvements

- **<u>Level Three -Lead Generation from Facebook</u>**
- It's simple to understand and implement.

- Facebook has more than a billion active users. Whatever business you are in, it is likely that a large portion of your target audience is already active on Facebook.

- Facebook populates the users' details for them, making filling out the forms effortless.
- The users don't need to exit the platform of Facebook in order to sign up for more details.

- Facebook lets you define the specific kind of audience for your ad. The ad is only shown to those users who match the criteria specified by you.

- Lead Ads eliminate the need to create a separate landing page, thereby reducing the overall cost.

Facebook provides a very user friendly platform for advertisers to create and run these ads.