
Websites

2. Insights in conversions and your target groups



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Learning objectives

Pre-requisite for student: Basics in marketing is recommended.

The student is able to

- Identify different kinds of web conversions
- Understand the role of website in a customer journey
- Understand the role of Usability in supporting the customer to reach conversion
- Elaborate the target groups of a website by describing persona's and segmentation



Topics

The role of websites in a customer journey

Defining conversions

Conversion and the customer experience

Insights in your customers

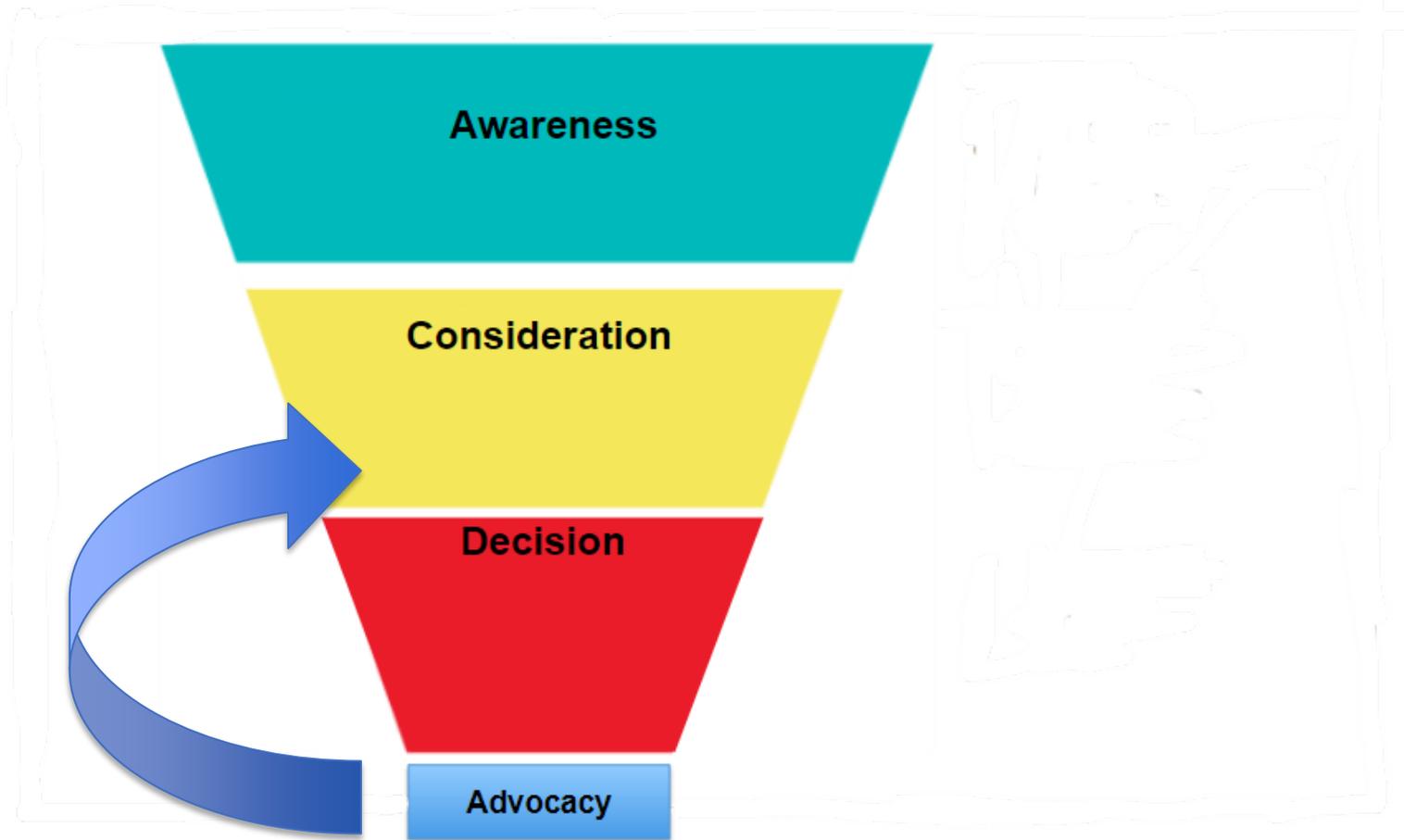
Customer Segmentations and Buyer persona

The role of websites in the customer journey



Buyer's Journey (= Customer Journey)

= Process buyers go through to become aware of, consider, and decide to purchase a new product or service.





The website is involved in each step of the customer journey

Awareness:

- Websites help create awareness by providing relevant and engaging content that attracts potential customers.
- They introduce the business, its products or services, and establish an initial connection.

Consideration:

- In the consideration stage, websites provide detailed information about the business offerings, features, benefits, and unique selling propositions.
- They showcase testimonials, reviews, case studies, and comparisons to help customers make informed decisions.

Conversion:

- Websites play a vital role in converting prospects into customers.
- They provide clear calls-to-action (CTAs) that prompt visitors to take desired actions such as making a purchase, filling out a form, subscribing to a newsletter, or requesting a demo.

Engagement and Relationship Building:

- Websites facilitate ongoing engagement with customers.
- They provide valuable content, blog articles, resources, and interactive features to keep customers engaged and build a relationship over time.
- E.g. personalized recommendations, loyalty programs, or customer portals.

Support and Retention:

- Websites also serve as a support channel, offering FAQs, knowledge bases, chatbots, or contact forms for customers to seek assistance.
- They provide a seamless experience for existing customers, enabling them to access account information, track orders, or seek help when needed.



The main goal of a website

You want **CONVERSION**

- Each web page **MUST** have an objective
- If some of your web pages do not have an objective – **DELETE** it





Defining conversions



What is a website conversion?

- A website conversion happens when a user completes a desired action on your website, e.g.
 - make a purchase
 - fill out a contact form.
- Every business website is built to generate conversions.
- **Micro-conversions**
 - A micro-conversion happens when a step toward your end goal is achieved, like subscribing to a newsletter, downloading an e-book, or watching a product video.
 - Micro-conversions are events that occur before a macro-conversion.
- **Macro-conversions**
 - A macro-conversion happens when your end goal is achieved, such as a sale, a new paid subscriber, or a completed contact form.



Possible conversions

Interaction:

- Take a test
- Visit contact page
- Time on the website
- Watch video

Leads:

- Download whitepaper
- Email results
- Quotation request
- Sign petition

Sales:

- Purchase
- Subscription
- Sign-up
- Register course



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Trending Insights & Tools



Smart Factories Require Smart Investments — a Different Way to Invest in Transformation

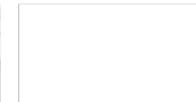
Manufacturing CIOs are seeking to scale smart factory in a transformative approach.

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Drive Modernization and Growth With Data and Analytics

D&A is increasingly seen as a key enabler for dealing with current organizational challenges, as well as a means to address future opportunities. D&A leaders in government need to support their organization like a business with high-quality and trusted data to enable decision-making from the boardroom to operations.



Generative AI for Synthetic Data

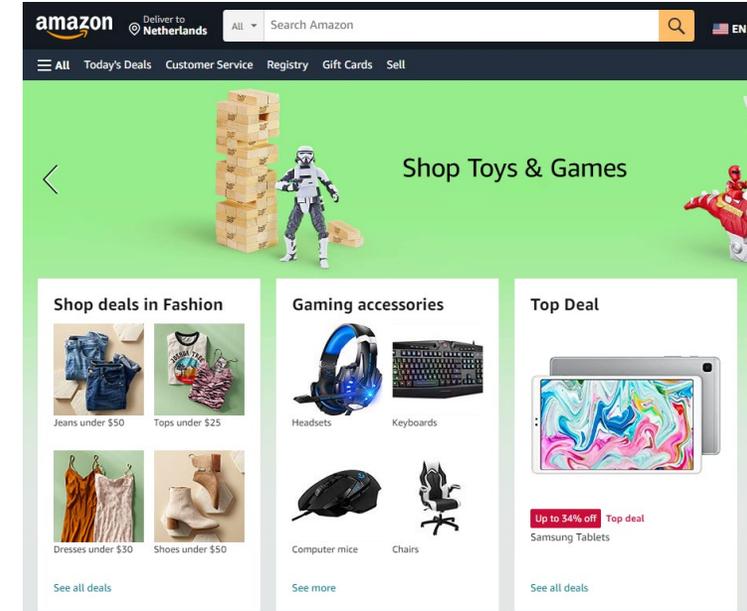
Generative AI is currently in the spotlight with the release of ChatGPT, but it has already been making significant contributions to data and analytics (D&A) through synthetic data. This solution can help fill gaps in real-world data sources and even improve model outcomes. How are data and analytics professionals currently using synthetic data and what challenges do they face?



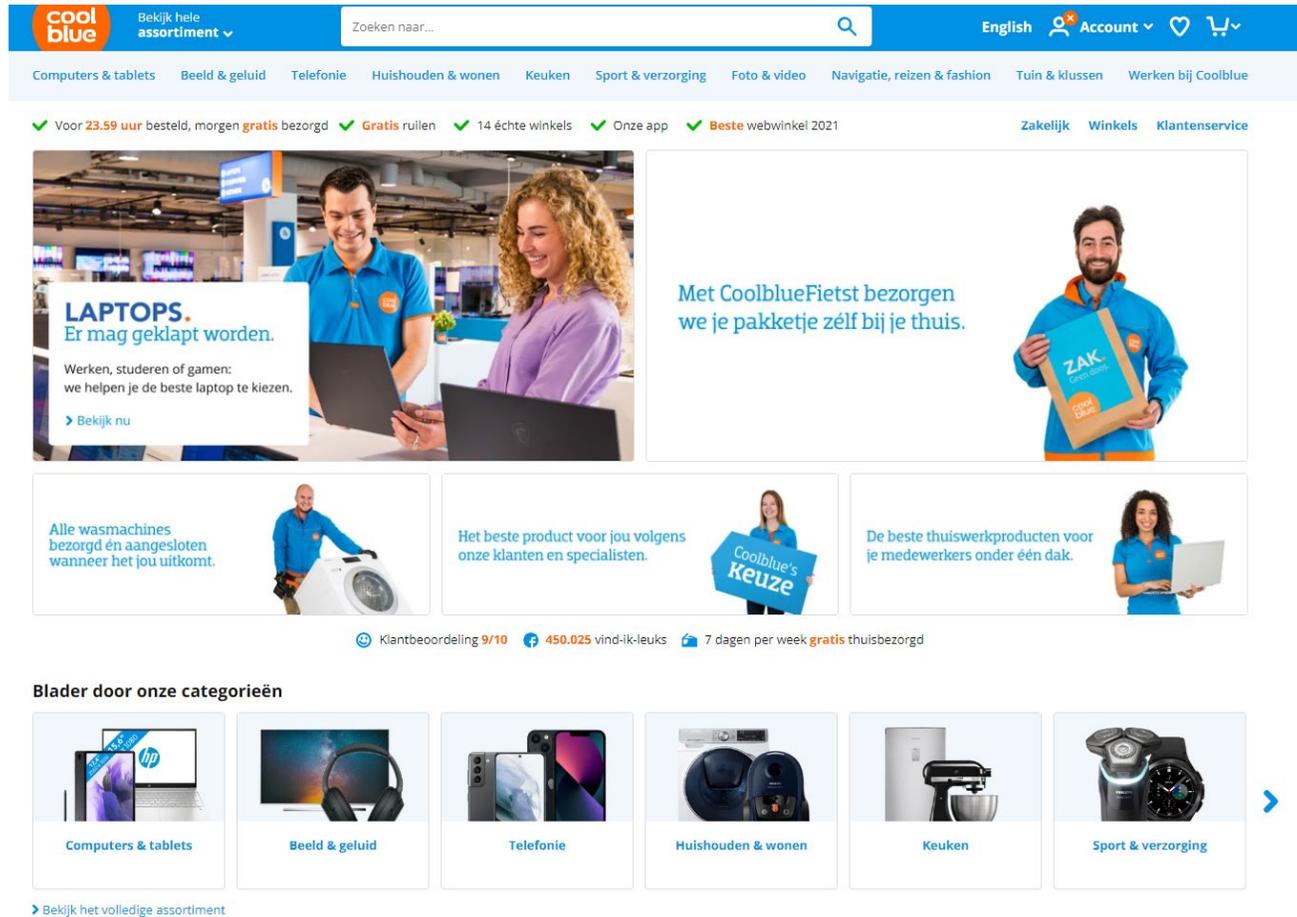
Know When to Augment Decisions With AI

AI in business decisions can give you a competitive edge. This guide helps you blend the human and AI factors to make faster, better decisions.

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Assignment: website



The screenshot shows the Coolblue website homepage. At the top, there is a navigation bar with the Coolblue logo, a search bar, and links for English, Account, and a shopping cart. Below the navigation bar, there are several promotional banners. The first banner features a man and a woman looking at laptops, with the text 'LAPTOPS. Er mag geklapt worden.' and a link 'Bekijk nu'. The second banner shows a man holding a cardboard box, with the text 'Met CoolblueFietst bezorgen we je pakketje zélf bij je thuis.' Below these banners, there are three smaller promotional boxes: 'Alle wasmachines bezorgd én aangesloten wanneer het jou uitkomt.', 'Het beste product voor jou volgens onze klanten en specialisten.', and 'De beste thuiswerkproducten voor je medewerkers onder één dak.' At the bottom of the page, there is a section titled 'Blader door onze categorieën' with six category tiles: 'Computers & tablets', 'Beeld & geluid', 'Telefonie', 'Huishouden & wonen', 'Keuken', and 'Sport & verzorging'. A link 'Bekijk het volledige assortiment' is located below the category tiles.

What are the conversions on this website?
Discuss with your group
Write them down.

 **10 minutes**



Conversions and the customer experience



The importance of customer experience

It's not just **Conversion** that's important. To be effective, the customer must have a **positive experience** while visiting a website. Customer experience is the sum of what a customer experiences during the interaction with an organization and the **feeling** that that experience evokes.

The more pleasant an experience, the greater the effect on the **conversion and customer experience**.



Website Usability for a user centric design of your website



Website Usability

Defintion of Usability:

A thing is usable if a person of average (or even below average) ability can figure out how to use the thing for its intended purpose, without it being more trouble than it's worth

Website usability:

The overall experience that a user has while interacting with a website, especially in terms of how easy or enjoyable it is to use



Website Usability where to look at

Easy to use

- Bread crumb navigation
- Navigation buttons at the top
- Call-to-Action buttons and buttons on the right
- Search bar
- Multilingual

Appearance

- Clickable text indicated with color or underline
- Video
- Mobile first
- Structure of the site and navigation

Trust

- Reviews and feedback
- Domain name
- Authority
- Up-to-date content



Know your customer: Persona's and segmentations





Who are you targeting?



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Buyer persona

A buyer persona is a **fictional representation of your ideal customer** based on market research and real data about your existing customers.

Data, insights and research results are given a human face by linking persona's to them.



Buyer persona

Why using persona's:

- It helps you to better understand your target audience and tailor your marketing strategies to their specific needs, behaviors, and preferences.
- It triggers the empathy so that a website is developed more from the perspective of the user.

Why persona's are not enough:

- Good personas are not composed from behind a desk!
- Data analysis don't give insights on the motivations of your visitors behavior.
- That's why it is also important to gain qualitative insights, for example through surveys and interviews.

Buyer persona example

A Buyer Persona often provides the following information:

- Name & photo
- Persona demographics
- Interests
- Channels used
- Needs / Gains
- Frustrations / pains
- Current solutions used

Voorbeeld Persona



Waarden

Een hoger doel dienen | Eigen doelen dienen

Open voor verandering | Bestaande situatie beschermen

Doelen

- Doelen die de persona wil bereiken
- Taken die volbracht moet worden
- Dromen die worden nagestreefd
- Belevis(sen) die men wil meemaken

Activiteiten, interesses en opinies

- Vrije tijd, hobby's, vakanties, sport, verenigingen
- Familie, samenleving, mode, eten & drinken
- Politiek, Samenleving, onderwijs, economie, toekomst

Frustraties en problemen

- Dagelijkse frustraties
- Zaken die het bereiken van doelen belemmeren
- Problemen die op te lossen zijn
- Een product of service dat nog niet bestaat

Klantreis

Een korte beschrijving welke contactmomenten de klant tot nu toe heeft gehad met het merk. Hier kan informatie van de template worden aangevuld met belangrijke details die nog niet zijn vermeld. Benadruk zaken die jouw product de ideale oplossing voor deze klant maken.

Merken

Een verzameling van belangrijke merken voor de persona

NickLink

Motivaties

- Beloning
- Angst
- Doelgericht
- Groei
- Macht
- Waardering

Belangrijke beïnvloeders

- Beïnvloeder 1 (personen, clubs, media, etc.)
- Beïnvloeder 2 (personen, clubs, media, etc.)
- Beïnvloeder 3 (personen, clubs, media etc.)
- Beïnvloeder 4 (personen, clubs, media etc.)

Media(soorten)

- Traditionele (offline) media
- Online & Social Media
- Persoonlijk advies
- Evenementen & Beurzen

Online apparaten

- Smartphone
- Tablet
- Laptop en/of desktop

Customer segmentation

Every customer is unique.

By clustering customers into different groups/segments, we can split the target group and use a different persona for each segment

Customers in one segment have common needs, problems, attitude or other issues. These needs makes it necessary to provide different offers.

Based on this, you can differ per segment in:

- Product offerings
- Value proposition
- Communication (channels / tone of voice / ...)

Always define customer segments and use them in analytics

Customer segmentation

A Buyer Persona Helps you to empathize with the customer.

And this in turn helps you with better customer segmentation... Sometimes 2 people do not look alike from the outside but can fall into the same segmentation.

Think for example of exclusive food for dogs

Is static segmentation enough to understand customer needs?



Born in 1948
From Great Britain
Married with children
Successful, wealthy, celebrity
Loves dogs and the Alps

Born in 1948
From Great Britain
Married with children
Successful, wealthy, celebrity
Loves dogs and the Alps





How to use segmentation in website design?

Identify key characteristics:

- Start by defining the key demographics, interests, goals, challenges, and pain points of your target audience.

User experience (UX) design:

- Use buyer personas to inform the design and layout of your website.
- Consider factors such as user flow, navigation, and content organization to ensure a seamless and intuitive experience for your target audience.

Content creation:

- Develop content that resonates with your buyer personas. Understand their needs, questions, and motivations, and create relevant and engaging content that addresses their pain points and provides solutions.



How to use segmentation in website design?

Tailor messaging and tone of voice:

- Use the language, tone of voice, and messaging that aligns with your buyer personas.
- Speak to their interests, concerns, and aspirations to establish a connection and build trust.

Personalization and customization:

- Leverage buyer personas to offer personalized experiences on your website.
- This could include personalized recommendations, targeted offers, or customized landing pages based on specific buyer personas.

Test and iterate:

- Continuously monitor and analyze user behavior and feedback to refine your website design and content based on the insights gained from your buyer personas.
- Regularly update and optimize your website to meet the evolving needs of your target audience.



Example: The use of segmentation in navigation design

Whose problem are you addressing?



Graduate student:
"I'm looking for a job"



Professional user:
"I need new equipment"

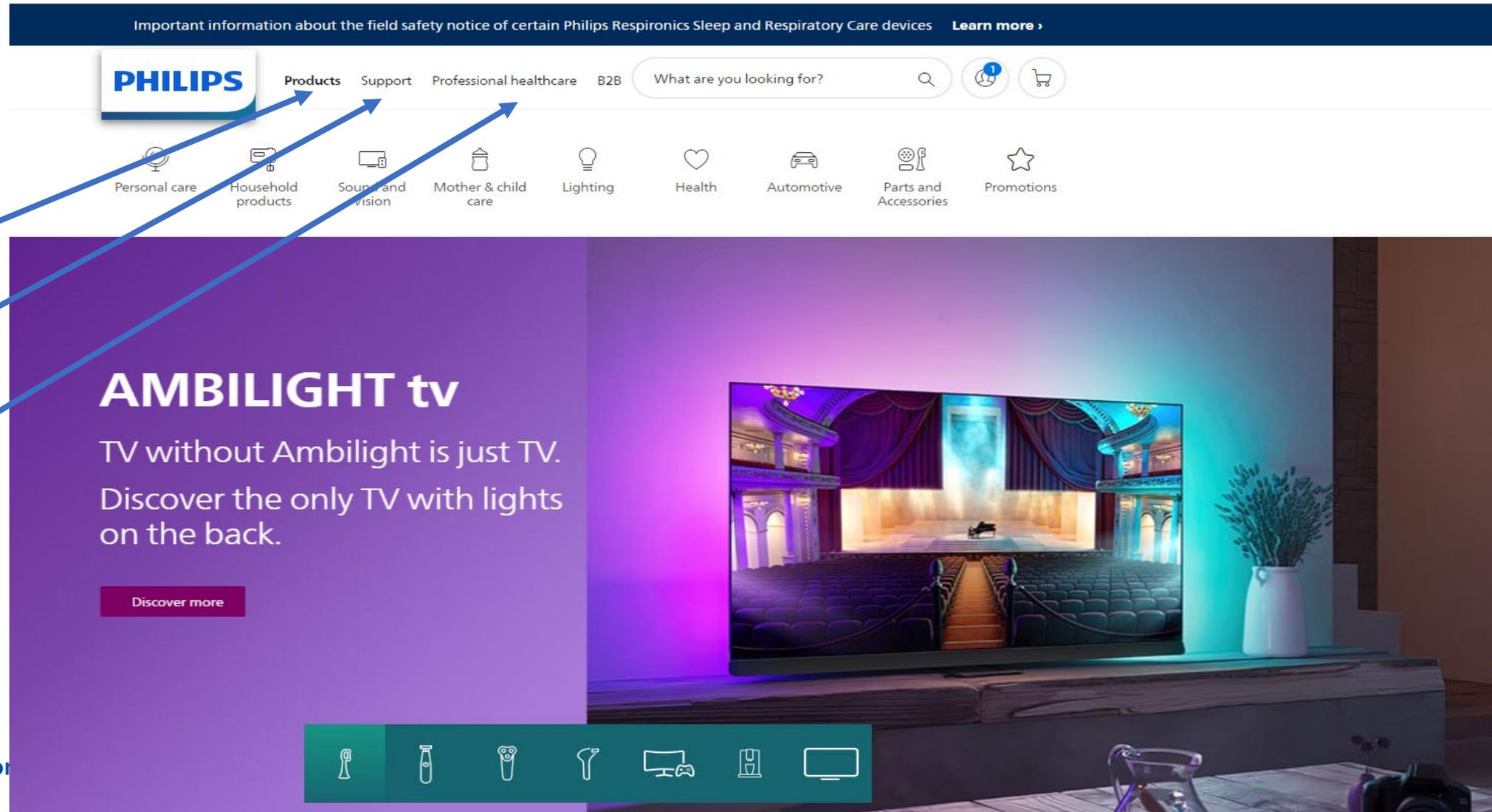


Customer:
"I have an issue with
my purchase"



New Customer:
"I want to learn more
about a specific
product"

Use the **menu structure** to address different people/needs



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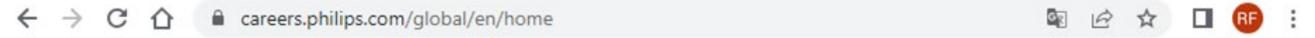
New Customer

Customer

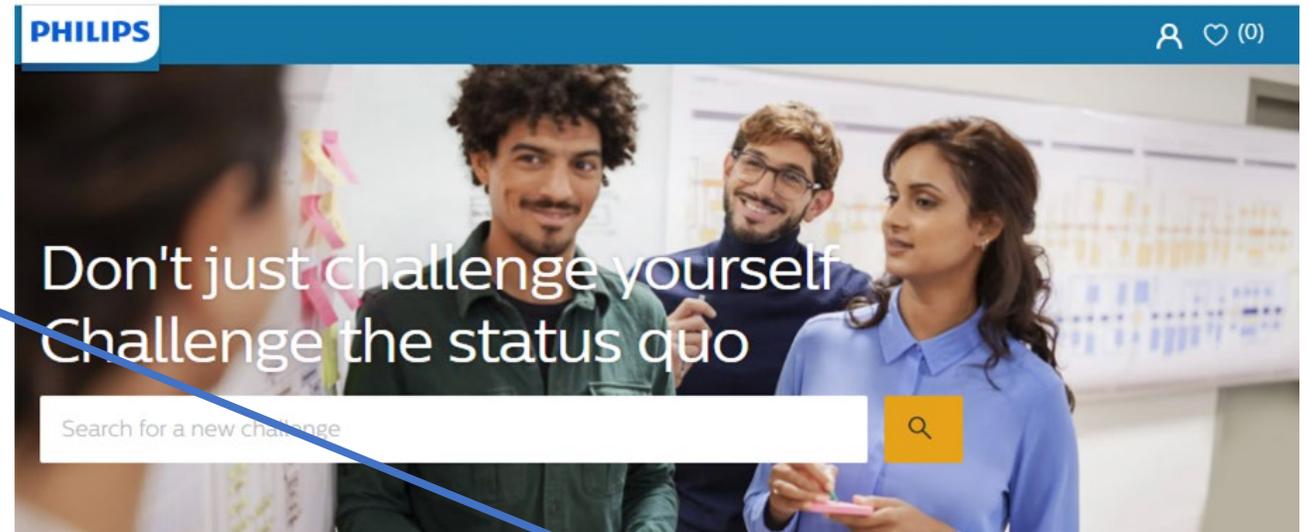
Professional

Graduate student ?

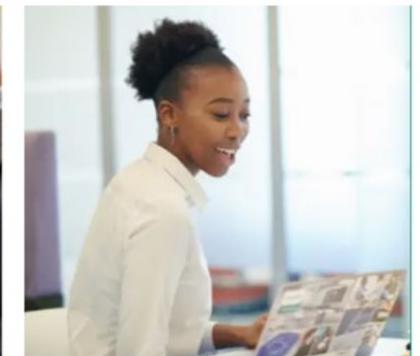
Or use **subistes** to address different people/needs



E.g. The graduate student



What stage are you at your career?



Assignment 2

Continue with assignment from lecture 1 (own website)

Evaluate the powerpoint of your website:

- Are the objectives of the site clear?
- Are the conversions clear?
- Which element contributing to the usability of a website are used? (see sheet 16)
- Do you still like the site?



Assignment 3

Continue with assignment from lecture 1

Define the customer segmentations
Design at least two buyer persona's
(look on the internet for a template you like)



Disclaimer

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