

# 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

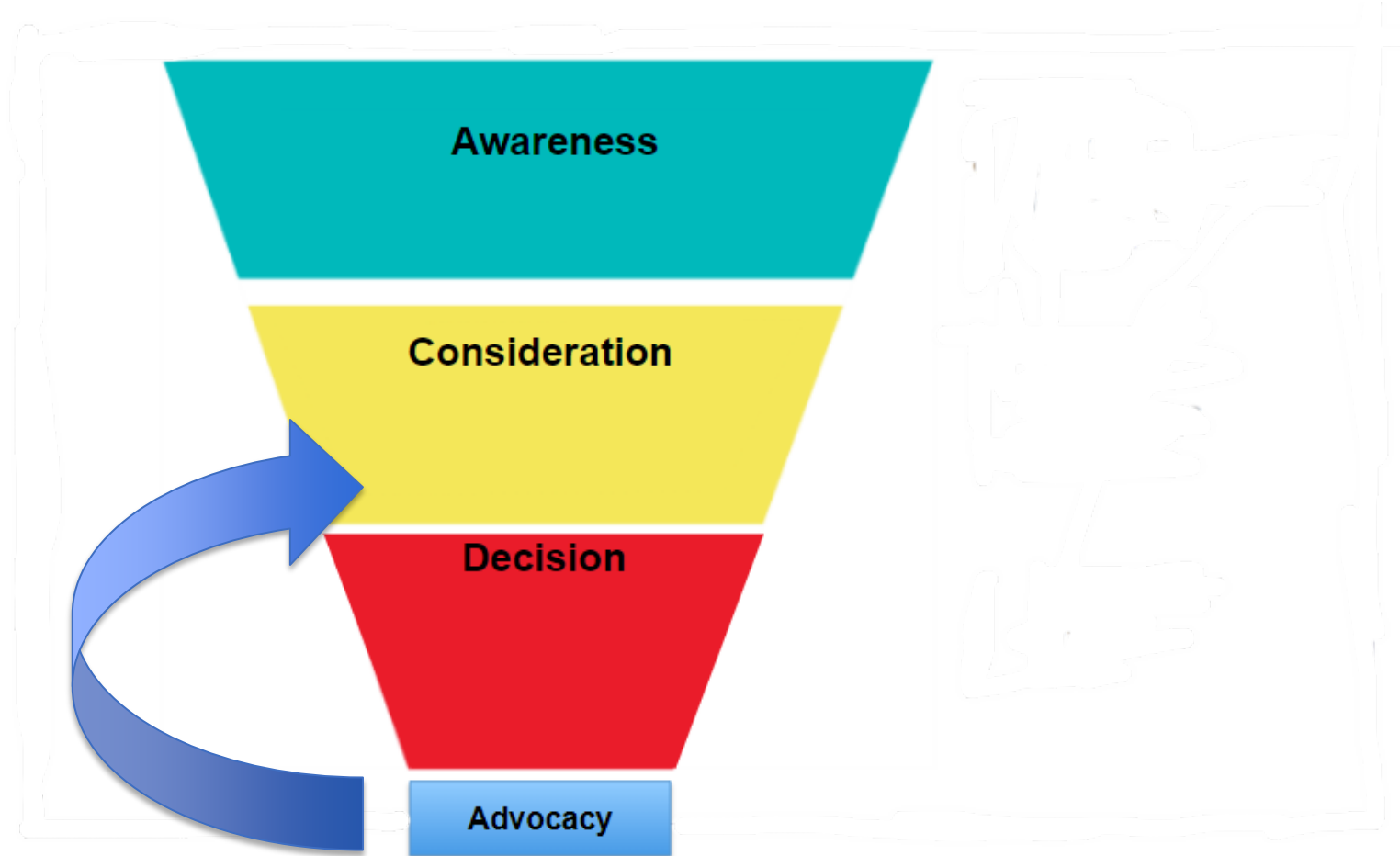
Customer Segmentations and Buyer persona

# 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.



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Graphics source: <https://insights.newscred.com/>

Further reading:

<https://www.crazyegg.com/blog/guides/buyers-journey/>



# 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:

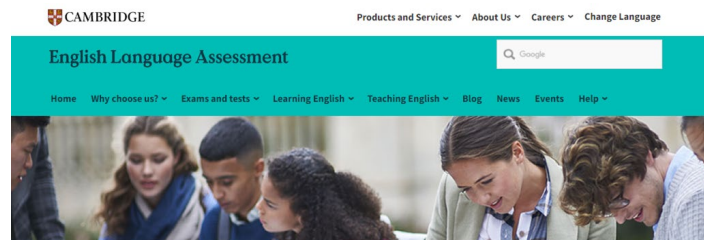
- Take a test
- Visit contact page
- Time on the website
- Watch video

## Leads:

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

## Sales:

- Purchase
- Subscription
- Sign-up
- Register course



## Test Your English

Discover your level of English with our quick, free online test

Explore the next steps on your English language journey. Prove your knowledge, work towards an exam or continue learning.



## Gartner

## IT Insights

Get a glimpse of the latest advances in business technology and IT strategy with our IT insights encompassing trending technology topics, publications, podcasts, articles and more.

## Trending Insights & Tools



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

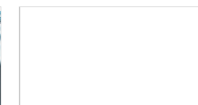
Manufacturing CIOs are seeking to scale smart factory in a transformative approach.

[Download now](#)



### 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

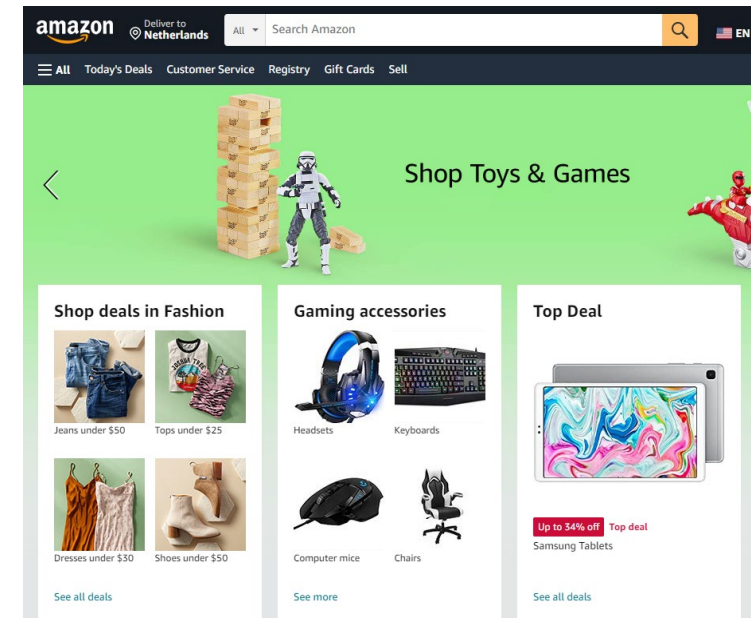
Generative AI is currently in the spotlight with the release of ChatGPT, but it has already been making significant contributions to data and analytics (D&A) through synthetic data. This solution can help fill gaps in real-world data sources and even improve model outcomes. How are data and analytics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



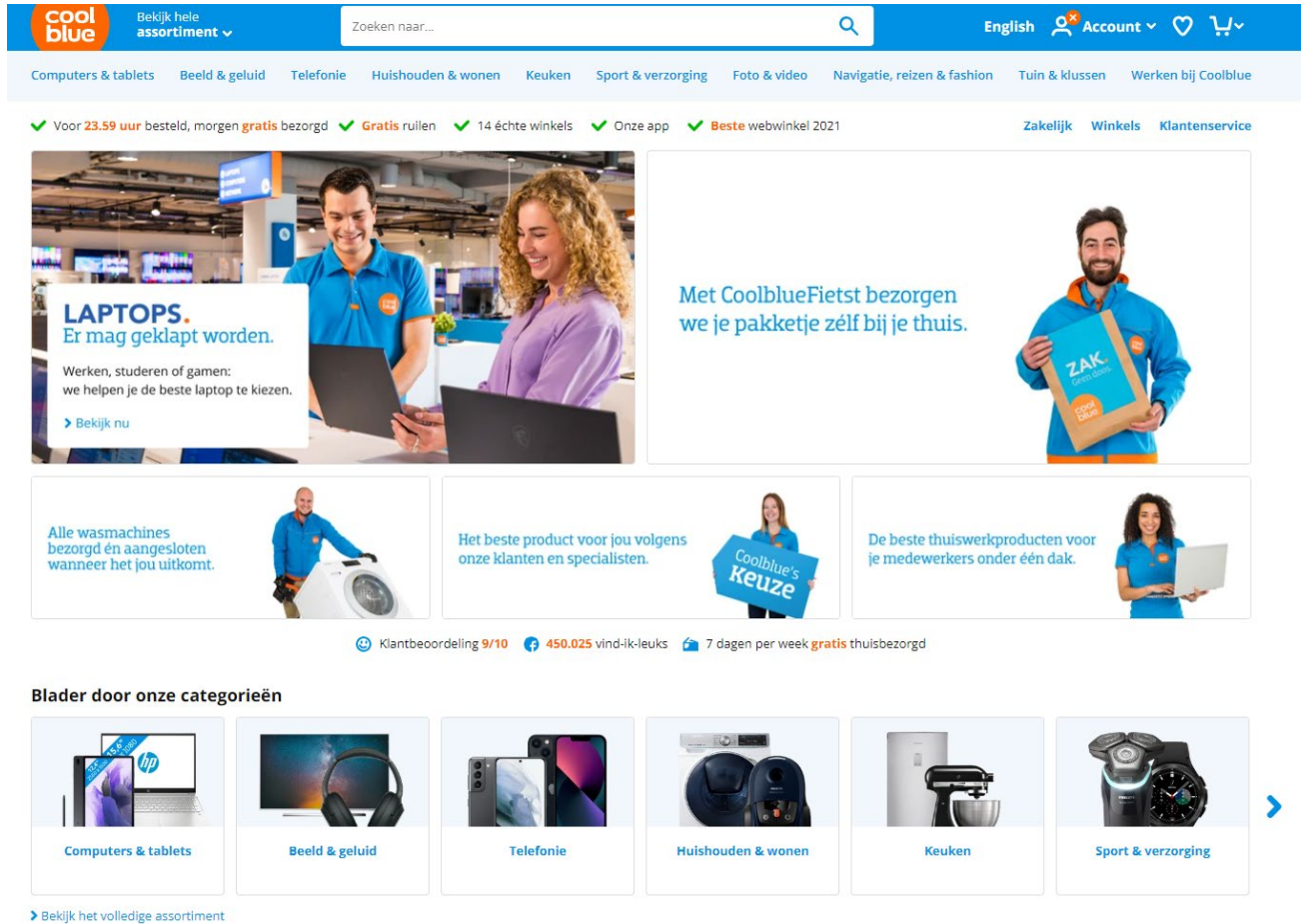
### Know When to Augment Decisions With AI

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.

[Read Now](#)



# Assignment: website



The screenshot shows the Coolblue website homepage. The header includes the Coolblue logo, a search bar, and navigation links for English, Account, and a shopping cart. Below the header is a category menu with links for Computers & tablets, Beeld & geluid, Telefoonie, Huishouden & wonen, Keuken, Sport & verzorging, Foto & video, Navigatie, reizen & fashion, Tuin & klussen, and Werken bij Coolblue. A banner section features several promotional messages: 'LAPTOPS. Er mag geklapt worden.', 'Met CoolblueFietst bezorgen we je pakketje zélf bij je thuis.', '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.' Below the banners is a section titled 'Blader door onze categorieën' with six category tiles: Computers & tablets, Beeld & geluid, Telefoonie, Huishouden & wonen, Keuken, and Sport & verzorging. A footer section includes the European Union flag and the text 'Co-funded by the European Union'.

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?



# 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



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# 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"

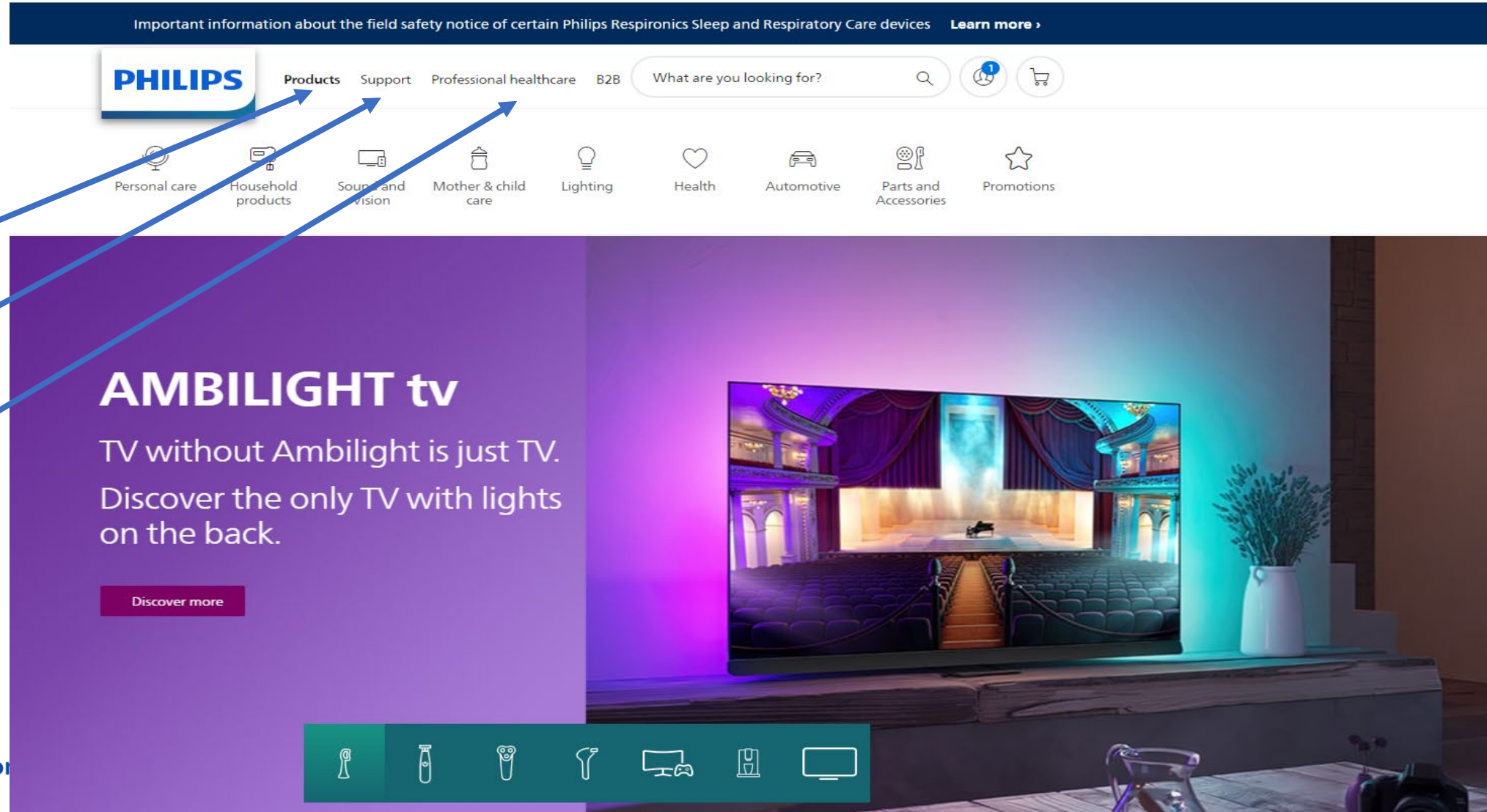


New Customer:  
"I want to learn more  
about a specific  
product"

















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



The screenshot shows the Philips website homepage. At the top, a dark blue banner contains the text "Important information about the field safety notice of certain Philips Respironics Sleep and Respiratory Care devices" and a "Learn more" link. Below this is the Philips logo and a navigation menu with links for "Products", "Support", "Professional healthcare", and "B2B". A search bar with the placeholder text "What are you looking for?" is also present. Below the navigation menu is a row of icons representing different product categories: Personal care, Household products, Sound and vision, Mother & child care, Lighting, Health, Automotive, Parts and Accessories, and Promotions. The main content area features a large purple banner for the "AMBILIGHT tv" with the text "TV without Ambilight is just TV. Discover the only TV with lights on the back." and a "Discover more" button. To the right of the banner is a large image of the Ambilight TV displaying a theater scene. At the bottom of the page, there is a row of icons representing different product categories: Personal care, Household products, Sound and vision, Mother & child care, Lighting, Health, Automotive, Parts and Accessories, and Promotions.

Important information about the field safety notice of certain Philips Respironics Sleep and Respiratory Care devices [Learn more](#)

**PHILIPS** Products Support Professional healthcare B2B What are you looking for?   

 Personal care  Household products  Sound and vision  Mother & child care  Lighting  Health  Automotive  Parts and Accessories  Promotions

New Customer

Customer










Professional

Graduate student ?

**AMBILIGHT tv**

TV without Ambilight is just TV.  
Discover the only TV with lights on the back.

[Discover more](#)

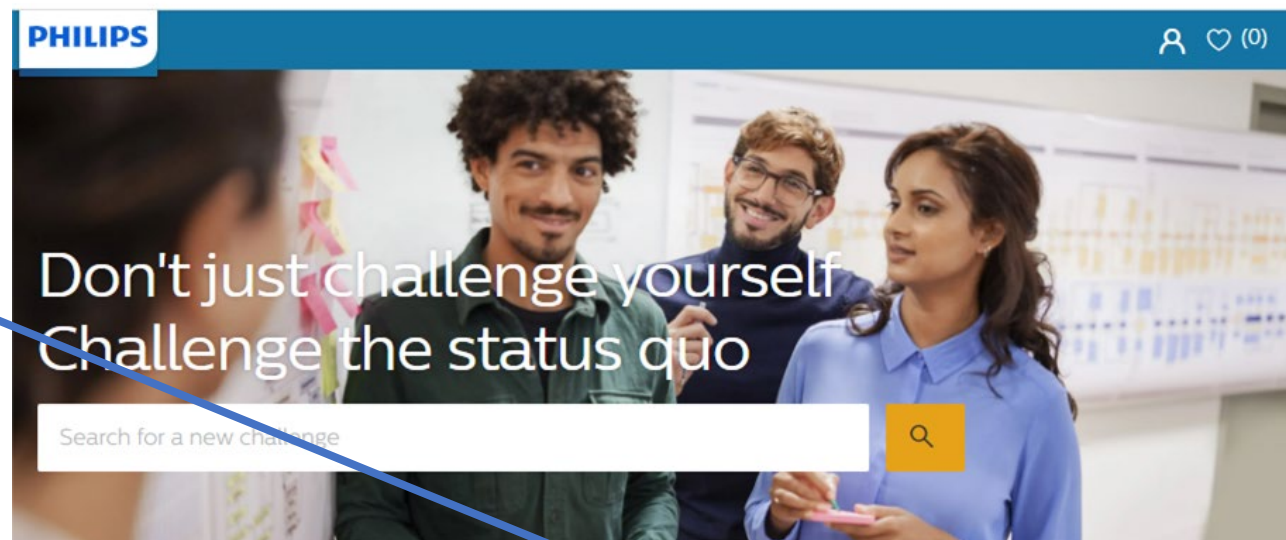


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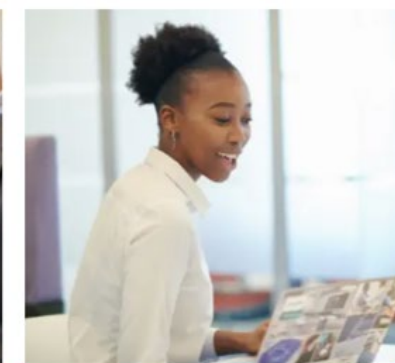
# Or use **subistes** to address different people/needs

E.g. The graduate student

careers.philips.com/global/en/home



What stage are you at your career?



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# Assignment 2

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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

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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)



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# Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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