HOT TIPS FOR IMPROVING MARKETING CONVERSION

1. USA IS THE PITS, MAN...
   US companies have, on average, 30% more web visitors compared to APAC & EMEA companies—yet the US has a tipping point at converting its visitors into actual marketing contacts.

2. MAKE ‘EM FEEL SPECIAL
   Marketers using dynamic content to engage visitors increase conversion rates by 50%.

3. BLOGGERS: YOUR NEW BEST FRIENDS
   Social influencers can double your conversion rates if they share your content on one of their social channels. Time to get chummy.

4. REACH OUT AND TOUCH SOMEONE...
   Twice your marketing—and you’ll close 80% of deals.

5. MANUAL VS. AUTOMATIC
   Top Gear fans swear by manuals and loathe automatics. Marketers on the other hand enjoy 200% higher conversion rates using automated campaigns compared to 20% for manual campaigns—but don’t ask Jeremy Clarkson which one he prefers. He couldn’t argue with that stat.

6. GET PERSONAL
   Tailoring your offers to prospect interests using automated marketing processes gives your form completion generation a boost. Three times the boost, in fact, than those who don’t automate.

7. THE MAGIC NUMBER IS 7
   Order form fields for better automation. Marketers on the other hand enjoy 200% higher conversion rates using automated campaigns compared to manual campaigns—but don’t ask Jeremy Clarkson which one he prefers. He couldn’t argue with that stat.

8. DON’T BE SO ANTI-SOCIAL
   Tailoring your marketing to your social mediahesive helps. Oracle Marketing Cloud research shows that a form with both options converts 8.5% more website visitors to actual form submitters.

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