

# CONVERSION MARKETING

WITH REBECCA ROSS & AMY KOSNIKOWSKI DILISIO

## Conversion Marketing: Sprout Marketing & Appfolio Webinar

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### Website Strategies

#### Four Ways To Improve Website Conversion

- Call To Action
- Navigation
- Interlink
- Optimize Each Section with Call To Action

#### Four Metrics to Measure

- Overall traffic
- Time on Site
- Views Per Page
- Inpage Analytics

#### Three Ways To Keep The Prospect In The Funnel

- Remarketing
- Social Media To Remain Top of Mind
- Email Marketing Strategy

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