

Each Mile Along the Path Is a Conversion

Conversion is often measured in only one way ... did the lead convert to a sale?

I agree that a sale is the best measurement tool we have to establish ROI and it's the primary goal of our marketing efforts.

But we must be careful not to speed-date our prospects in hopes of rapid sales conversion.

I teach path marketing because I believe marketers should see their work as a series of steps which must be taken to arrive at their goal. One conversion at a time. It can take a few minutes to convert or several months. But the entire path must be travelled if we expect the sale to produce a satisfied customer.

Consider this conversion:

- I read a great book and want my team to read it.
- I send an email on Monday morning and tell them about the book and explain how the book will help them in their job.
- On Tuesday, I notice no one on my team has opened the email.
- I send an "in case you missed it" email.
- On Wednesday, two people have opened the email, but no one clicked on the Amazon link to visit the purchase site.
- On Wednesday, I send my team an email with a few testimonials about the book. I select testimonials applicable to the needs of my team.
- On Thursday, 1/3 of my team has opened the email. One person clicked on the link. No one has bought the book.

- I send a note Thursday afternoon to inform the team that we will discuss the book at our next meeting.

The drip campaign is a tactic to advance our prospects to make a purchase.

As we nurture, we lead future customers through a process to:

- Know us
- Like us
- Trust us
- Try us
- Buy our product or service
- Buy again
- Refer us

Our marketing responsibility is to guide our prospects through this process. One conversion at a time.

Our strategy is firm. Convert our prospects along the path.

Our tactics will vary based on client needs.