

Demand Generation



A key goal of marketers is to convert website visitors into customers. That can be a big stretch for a first-time site visitor, but there are a number of ways you can nurture potential customers when they visit your website to take them one step closer to the ultimate goal:

- Collect email addresses for follow-up communications
- Offers of informative or interesting downloadable content
- Promotion of webinars or conferences
- Free trial offers

When it comes to personalizing your website to increase the conversion rate at each step along the path, it is easier to think of the Prospect or Customer Journey and the Demand Generation funnel. There are four key stages in the funnel (Top, Middle, Bottom and Customer). Once you determine the qualification criteria for each stage of the funnel and what you want customers to do to advance to the next stage, you can layer in real-time personalization that makes it easier for website visitors to continue the journey.



How to use these articles

The following articles offer best practices for using Evergage to optimize your demand generation campaigns and increase conversion rates.

Funnel Stage	Qualification Criteria	Strategy	Playbook
Top	First time on site	B2B Detect	120 - Target visitor based on industry or company name
		Geo-Locational	201 - Target visitors who are within a few miles of a tradeshow
		Third Party Integration	230 - Continue the conversation from an email campaign
			222 - Continue the conversation from Google ad campaign
			159 - Continue the conversation from LinkedIn
		Second Chance	199 - Present an eBook offer as visitor leaves after having shown interest
Email	179 - Prevent bounce by promoting relevant articles		
Middle	Visitor is engaging with content	Sign up for email	259 - Real-time personalized email - progressive CTA
		Collect email opt-ins	216 - Sign up for email at the right time
	Visitor has returned to the site	More great blog content	262 - Collect email opt-ins for previously unsubscribed or undeliverable addresses
			116 - Suggest additional relevant blogs
			163 - Promote an eBook relevant to individual user
		Favorite product / category	261 - Use SmartHistory for content
			157 - Promote articles based on relevance
		Webinar sign up	170 - Insert relevant educational videos
	Consistency across channels	101 - Webinar sign up	
	Bottom	Downloading content	Request a demo / appointment
Requesting a demonstration		Present relevant content	218 - Offer a demo at the right time, when appropriate
			157 - Promote articles based on relevance

	Signed up for Free Trial	Successful on-boarding	104 - Ongoing customer surveying
		Support	223 - In trial - offer additional support
Customer	Logged in	Cross-sell / Up-sell	105 - Up-sell customers based on application engagement
			260 - Real-time personalized email - onboarding
			162 - Cross-sell and upsell using email with Evergage Integrations