



WEBINAR

Improving Lead Quality Through Conversion-Based Personas

Dive Deep in 60 Minutes | 1pm - 2pm



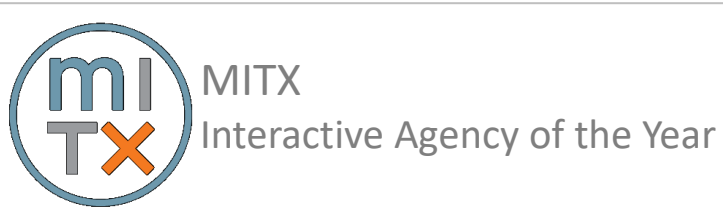
TY VELDE
Founder and EVP, Director of
Client Services



Who We Are

Founded in 2001, Overdrive helps companies compete and win in today's hyper-competitive digitized marketplace by integrating:

- Digital-first strategy and planning
- Online media (display, social, video, DOOH)
- Search marketing (SEO/SEM)
- Account-based marketing (ABM)
- Persuasion oriented creative and design
- Website and application development
- Branding and demand generation
- Social media marketing
- Analytics and cross channel optimization



Client Experience

This webinar will explore how understanding the post-conversion mindset of your target users - whether they're seeking to gather top-level information, educate themselves, or make a purchase - can significantly impact lead quality and campaign ROI.

Five Things You Can Expect to Learn Today:

- 1. What is a Conversion-Based Persona**
- 2. How to develop Conversion-Based Personas**
- 3. How to segment Conversion-Based Personas**
- 4. A five-step process for creating "Conversion-Based Personas"**
- 5. How "Conversion-Based Personas" have been leveraged to improve lead quality**

In today's ever changing, complex and fast paced marketing environment, qualified leads are no longer just determined by their demographic make-up, but also by the mindset they possess upon entering the funnel.

qualified leads are
possess

determined
by the mindset they



Target Audience Personas

PERSONAS



Iggy the Influencer

Age: 36-45

Gender: M

Marital Status: Married

Education: Bachelors

Readability: Grade 18+

Career Type: Freelance

Career Stage: C-Level or higher

Income Range: \$41k-\$70k

Iggy is an influencer who lives online. no decision is made in his life without first checking the web, and thus he has earned a very strong following in the content marketing industry. He works as a freelancer but has a background in web development, SEO, PR and digital marketing.



Wendy the Writer

Age: 26-35

Gender: F

Marital Status: Single

Education: Some College

Readability: Grade 18+

Career Type: Steadily Employed

Career Stage: Entry_Level

Income Range: \$41k-\$70k

Wendy is a freelance writer and content curator. She has a base knowledge of content marketing, but identifies as a creative writer first. She runs her own blog and is always looking for actionable tips on how to increase engagement on her blog and through social media, tips and tools to manage work flow and SEO.



Marketing Mark

Age: 26-35

Gender: M

Marital Status: Single

Education: Bachelors

Readability: Grade 13-15

Career Type: Steadily Employed

Career Stage: Senior Management

Income Range: \$71k-100k

Mark is a marketer and is always looking for trending content and industry news. Mark is connected to the internet all day, every day, so to get his attention, you either need brand news, actionable information or a completely unique approach. Mark loves workflow-tool pieces and data backed case studies.



CEO Cecilia

Age: 26-35

Gender: F

Marital Status: Single

Education: Bachelors

Readability: Grade 16-18

Career Type: Steadily Employed

Career Stage: Senior Management

Income Range: \$71k-100k

Cecilia runs a big company and is on the lookout for ways for her company to run more efficiently. She gravitates towards articles that offer ways to simplify your workflow, basic management tips, and tools to improve day-to-day efficiency. Cecilia always keeps ROI in mind and articles she reads do too.



The Target Persona Assumption

If you understand your target persona and apply the correct targeting you will connect with the right people, who will turn into marketing or sales qualified leads and opportunities.



The Challenge: Defining Lead Quality

Targeting and Connecting with Right Market Persona's

=

Qualified Leads & Opportunities

**What's not being considered is
the mindset of the prospect
once they have entered the funnel.**



Misaligned Expectations

WHY?

The Conversion-Based Persona

*The mindset of your prospect once they have converted
and entered your funnel.*



PERSONAS



Iggy the Influencer



Wendy the Writer



Marketing Mark



CEO Cecilia

The Post-Conversion Mindset







The Impact of the Offer



What you present to engage and connect with your target has a huge impact on how their conversion-based mindset will be shaped and defined.



It's extremely important to not just look at your offer as a standalone asset or call to action, but also based on the *type of post-conversion mindset it will create.*



The offer your put forth has a huge influence on shaping the user mindset and how they will look to engage with your organization post-conversion.



Shaping the Conversion-Based Persona

Got Ransomware Concerns? | Free Trial

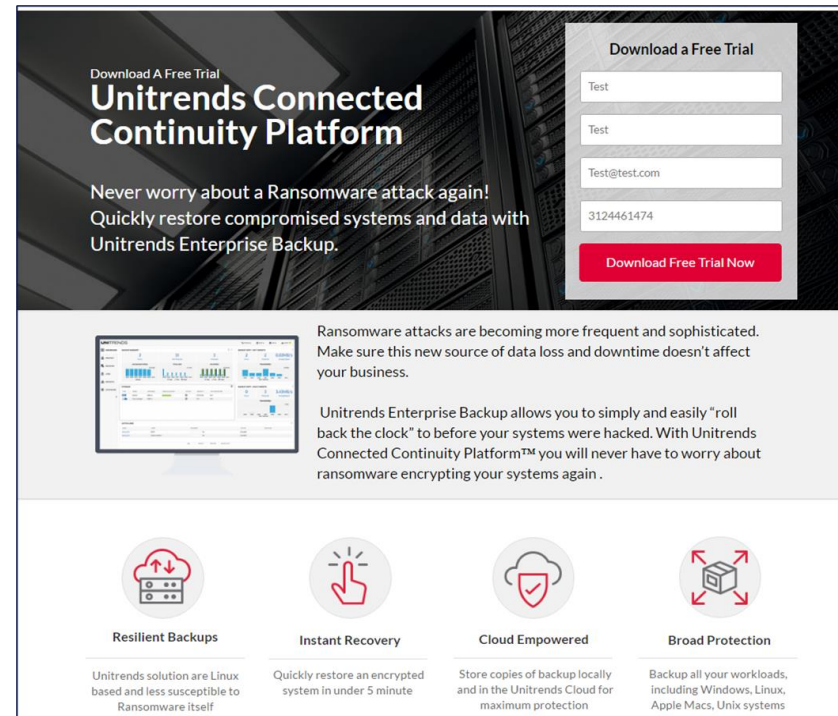
Ad www.unitrends.com/ransomware
See How to Quickly Restore a Compromised System in Under 5 Minutes. Get Free Trial Now.

Protect Your Business | Free Trial: Ransomware Defense

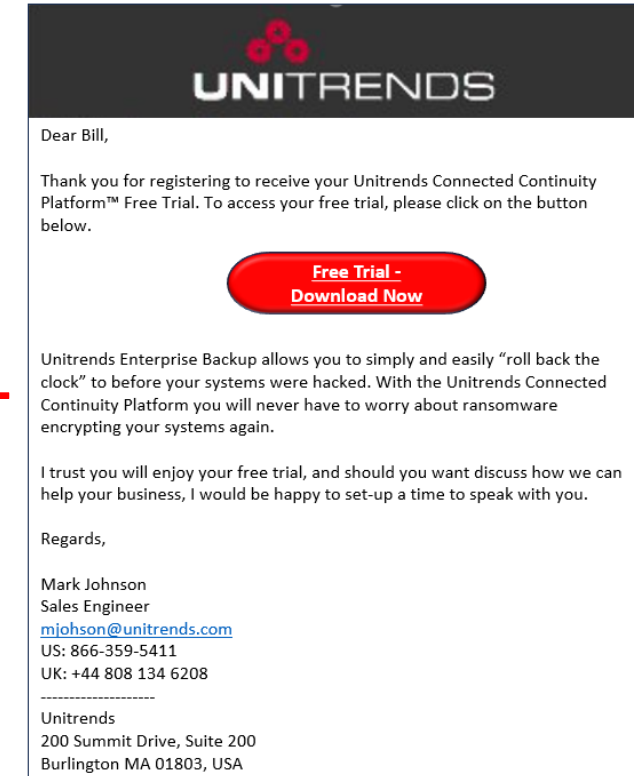
Ad www.unitrends.com/ransomware
Get Integrated Cloud Backup and Data Protection for Your Business. Free Trial Download.



Creative & Media



Landing Page



Auto Reply/Nurture

- > The moment the user sees your message and decides to engage with your offer, they are not only indicating interest in your organization

BUT ALSO

- > Where they are in their decision-making process and how they would like to interact with your organization in the near-term

When planning campaigns, do not only look at offers in the context of what you can “give”.

Look at offers via the post-conversion mindset that you are looking to elicit and the type of engagement you feel that offer will generate



Creating the Conversion-Based Persona



Three Key Personas



The Researcher

Current Need:

Looking to better understand a product or category

Mindset:

Not ready to buy or speak with someone, but are in the process of accumulating knowledge to make a more informed decision

Challenge:

Top of funnel; early in decision making process

Opportunity:

Very large group; great nurture candidate

Key Offers:

Categorical White papers, Infographics, Top-10 List, Tip Sheet



The Student

Current Need:

Looking to get actively educated about a product, category or solution

Mindset:

Has done initial research; in process of trying to educate themselves about a particular product and/or solution to assess its effectiveness and if it meets their particular needs

Challenge:

Likely considering multiple options, smaller sample size; mid-funnel

Opportunity:

Have “active interest”; informed mindset, further in the decision making process

Key Offers:

Free Trial, Case Study, Product Demo, Technical White Paper



The Buyer

Current Need:

Want to talk, don't just desire information but rather an engagement

Mindset:

Have a high level of interest that can only be satiated through a conversation about the product, category and/or solution; Ready to Buy

Challenge:

Small pool of prospects, have immediate needs, higher cost-per-lead

Opportunity:

Highly Quality; Don't just *want* to speak to the sales team, they *expect* to speak with them; bottom of tunnel

Key Offers:

Get A Quote, See Plans & Pricing, Book/Buy Now.

Five Key Steps

1. Define the Conversion-Based Personas you want connect with
 - Researcher
 - Student
 - Buyer
2. Inventory all potential offers
3. Assess what you feel is the post-conversion mindset that each offer will create
4. Assign each offer to a persona
 - Researcher
 - Student
 - Buyer
5. Select the offer, thereby YOUR Conversion-Based Persona

Mapping Your Conversion-Based Personas



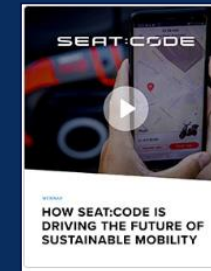
The Researcher

Offer Set:
White Papers
Guides
Webpages



The Researcher

Offer Set:
Demos
Case Studies
Webinars



Get a Demo of Codeless Automation Today

*Fields are required fields

First Name Last Name

Job Company Name

Industry Phone Number

Business Address Country

How did we find you?

[Download Demo](#) [Request Demo](#)



The Buyer

Offer Set:
Talk to Sales Request
Call/Message

Ready to Maximize the Value of Your Internal Teams?

*Fields are required fields

First Name Last Name

Job Company Name

Industry Phone Number

Business Address Country

How did we find you?

[Download Demo](#) [Request Demo](#)

Taking these steps will not only help you choose an offer that appeals to and works for your target, *but also one that connects with the mindset of the type of lead YOU want to generate.*

BUT MORE IMPORTANTLY...

This approach will ensure that you not only generate leads, but deploy programs aimed at shaping and connecting with the type of post-conversion mindset ***YOUR ORGANIZATION*** wants prospects to have upon entering *your funnel.*



Case Study

The Challenge

- Expectations
 - Generate leads associated with users who wanted to speak with salespeople and actively engage in the sales process
- The Challenge
 - Organization was promoting "content" driven offers such as tip sheets and case studies.
 - Assets were of interest to the target, but they were very top of funnel and not aimed at facilitating further "engagement"
 - Focus was on informing, rather than directly engaging, the user
- Result
 - Low qualified lead volume
 - Low lead >> MQL conversion rate

The screenshot shows a landing page for a checklist titled "Checklist: 10 Things to Know About DEPLOYING MICROSOFT OFFICE 365". The title is highlighted with a red box. Below the title is a button that says "Fill out this form to download the document". To the right of the button is a graphic of a checklist document. Below the button and graphic is a form titled "FILL OUT THE FORM AND RECEIVE YOUR COPY". The form contains fields for First Name, Last Name, Company, Phone Number, Email Address, State/Province, and Postal Code. A "Get Started >" button is at the bottom of the form. The page also contains text about Microsoft Office 365 and a link to a NavSite Specialist.

The screenshot shows a landing page for a checklist titled "Checklist: 10 Things You Need to Know ABOUT HYBRID IT". The title is highlighted with a red box. Below the title is a button that says "Fill out this form to download the document". To the right of the button is a graphic of a checklist document. Below the button and graphic is a form titled "FILL OUT THE FORM AND RECEIVE YOUR COPY". The form contains fields for First Name, Last Name, Company, Phone Number, Email Address, State/Province, and Postal Code. A "Get Started >" button is at the bottom of the form. The page also contains text about Hybrid IT and a link to a NavSite Specialist.

The Solution

- Strategized with the client to identify the Conversion-Based Persona they wanted to connect with
 - The Buyer
- Worked to brainstorm, define and develop offers aimed at engaging the active and sales-oriented mindset
 - Get A Quote
 - Get Pricing
 - Free Email Migration
- Rearchitected the entire program around “Engagement” oriented offers and messaging
 - Goal was NOT to promote offers based on distributing informative categorical content, but rather “hard” offers aimed in facilitating immediate and direct engagement
- Target users who were further down the funnel
 - Connect with users who not only had categorical interest, but also direct need and desire to speak about specific solutions and services

Implementation

- Offer Structure
 - Developed "lead gen" offers that would engage a "buyer" Conversion-Based Persona
 - Office 365 - Free Email Migration
 - Colocation - Get A Quote
- Messaging & Creative
 - Reworked all messaging and creative to speak to the new offer structure
 - Ensured that we connected with users who were further along in their decision-making process
- Landing Pages
 - Redesigned and rearchitected all landing pages to prioritize our "Engagement" oriented offers

Free Office 365 Migration Migrating to O365? - navisite.com
Ad www.navisite.com/Office365
See how you can avoid onboarding costs and save.

Office 365 Made Easy - Save Time, Resources & Money.
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Get Free Onboarding & Data Migration w/ Navisite Managed O365. Start Saving Now.

CONTACT SALES
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Free Office 365 Migration
To get started, complete the form below

Looking to Migrate to Office 365?
We'll move your data and onboard you for FREE!
Take advantage of this limited time offer today.

First Name
* Last Name
* Company
* Phone Number
* Email Address
* State/Province

GET STARTED

By avoiding onboarding costs, your organization can realize significant cost savings when migrating to Office 365

Our efficient onboarding services help simplify your move to the Cloud and seamlessly manage your IT implementation, while also providing rapid, dedicated support, powerful Email Continuity and Threat Protection solutions.

The Easiest Way to O365. NaviSite Managed Office 365 + Office 365 Managed Support

So why work with NaviSite to migrate over to Office 365?

Besides free onboarding, NaviSite offers several significant value-adds that few providers can match, including Microsoft.

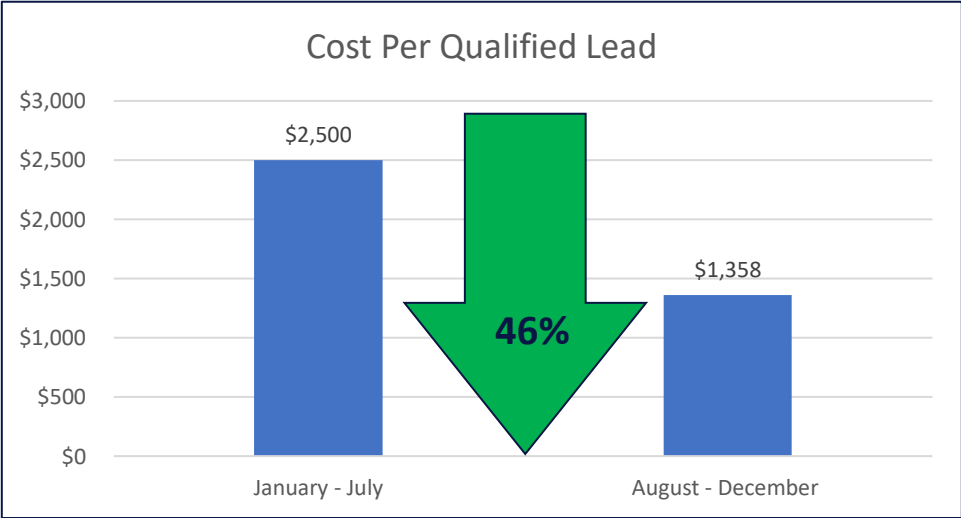
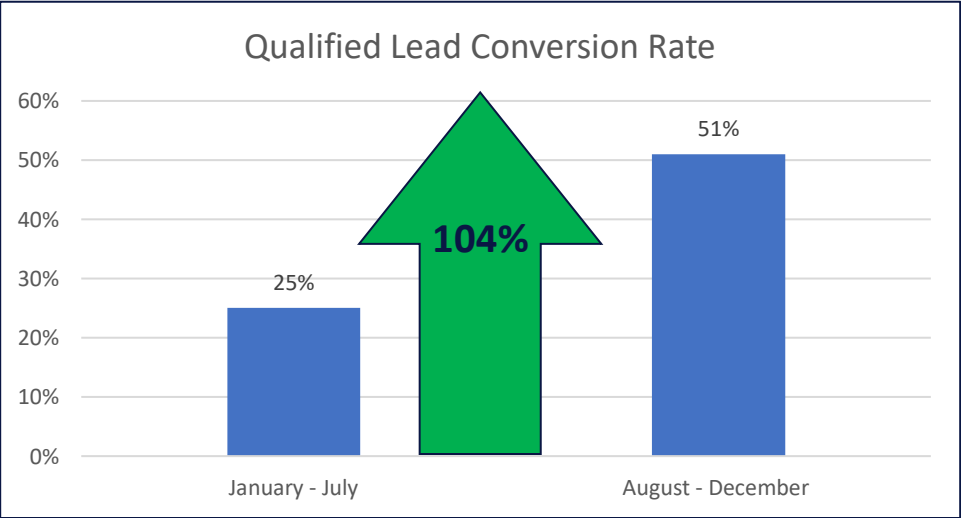
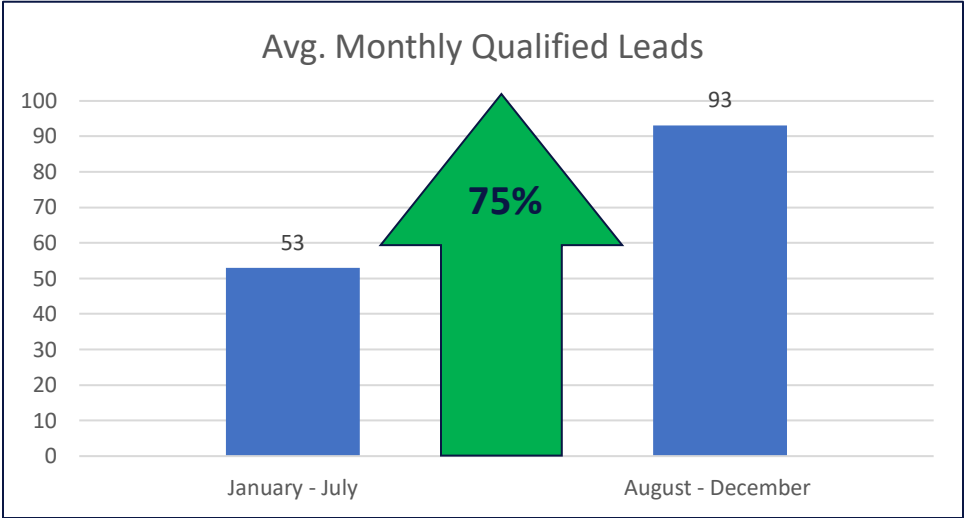
Assistance with Email Migration and Provisioning

24/7 support across all customers, including accelerated response times and escalation to Microsoft Premier Support

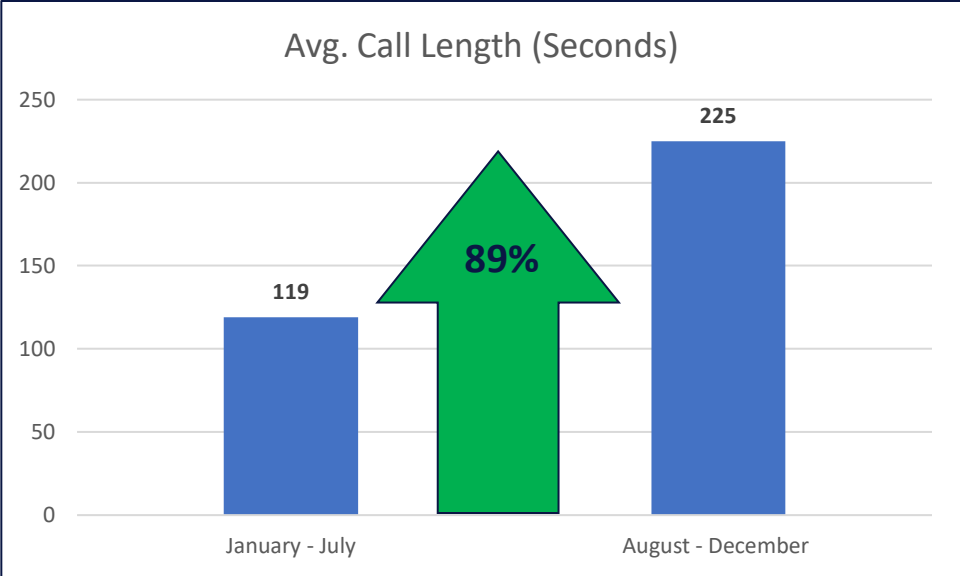
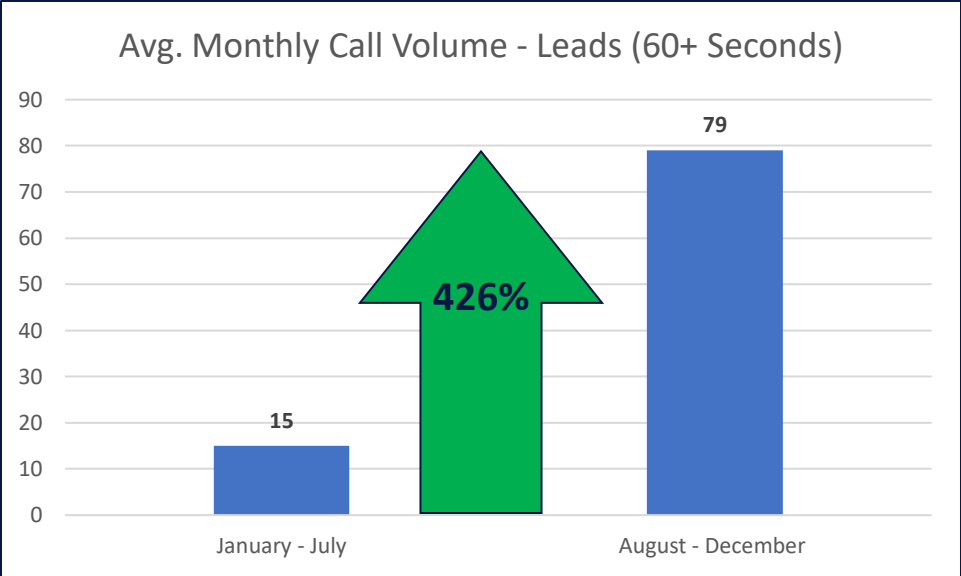
Fully Managed Service with Pre-Sales Design Services

Add-on Services and Enterprise Archiving availability

Campaign Results



Campaign Results – Call Tracking



Special Offer:

Conversion-Based Persona Workshop

Conversion-Based Persona Workshop

- Overview
 - Personalized workshop where I work with you and your team to develop Conversion-Based Personas specific to your organization
- Agenda
 - Define your organizational Conversion-Based Personas
 - Researcher
 - Student
 - Buyer
 - Inventory of offers
 - Asset assessment
 - Map offers to your desired personas
 - Identify gaps
 - Assess organizational alignment
 - Create YOUR Conversion-Based Personas
 - Your Researchers
 - Your Students
 - Your Buyers



• WORKSHOP

Crafting Conversion-Based Personas

 **TY VELDE**
Founder and EVP,
Director of Client Services

 **OVERDRIVE**
INTERACTIVE

[Schedule Workshop](#)

Questions?

Thank You!

Ty Velde

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617.596.1474