

Enrolling Customers through Great UX

10 Point Checklist

Kelly Goto

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a 10 point checklist that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"Well-researched personas can create a level of empathy. You know who they are, you can figure out what they're doing, and you understand how to design for their needs."

KELLY GOTO

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Include the strategy for user experience from the start of site development. Let my web design be a combination of style and convenience for my viewers.
- Focus all my marketing efforts on the end user. I should clearly lay out the steps on the customer journey from start to finish.
- Understand the difference between user experience and customer experience. The experience should look and feel different for hot leads and those who have already purchased my offer.
- Get feedback straight from my clients through analytics, surveys and more. Find out what their needs are so that I can quickly implement methods of better service.
- Utilize website pop-ups properly. They can be quite annoying if done with the wrong strategy. Kelly Goto recommends using Ethnio for effective pop-ups.
- Understand the time it takes to purchase my product or service, whether it's a knee-jerk or highly considered decision. My UX will depend on how long it takes a person to consider buying the offer on my site.
- Segment potential customers by behavior and not by demographic. I am able to present the best approach when I know where they are in their customer journey.
- Be transparent with pricing and let my potential clients see it right away. Doing so diminishes the back and forth in conversation and in their decision-making process.
- Always be engaging and make it a mission to change people's lives for the better. Let this be my drive in gaining more leads.
- Check out www.gotomedia.com to get the best out of conversational and compelling design.