

Accelerate to a 20% Conversion Rate on Your Website

Challenge

Identifying B2B companies on your website is essential, especially considering that the average website conversion rate is only 3%. Although starting with automated lead outreach may seem daunting, it offers a great opportunity to improve your website's conversion rate. Through precise targeting, you can gain valuable connections and meaningful interactions with leads.

Companies using this approach typically report:

+30%
open rate

+25%
engagement

+20%
conversion

Hello! I'm Bram, the product manager of Autopilot. I've seen many Autopilot campaigns in action; some teams excel at targeting visitors, while others struggle to get started. Based on my experiences, I developed this workflow, which helps 90% of teams achieve quick success.



Solution

Here are the key steps to master your lead engagement with Leadinfo:

- **Understanding visitor source:** It is important to know which search terms leads use to reach your website. Use Google Analytics or other tools for this.
- **Clear landing pages:** Ensure that your landing pages align with the origin of your lead. Clear content related to a specific search term is crucial.
- **Traffic identification and segmentation:** Segment your traffic into relevant Leadinfo segments based on the landing page, and further refine these segments based on firmographic or demographic data.
- **Strategic interactions:** Engage different segments appropriately. For example, direct new visitors to LinkedIn ads and use targeted outreach with Leadinfo Autopilot for ideal leads matching your ICP.
- **Autopilot campaign deployment:** Start with subtle LinkedIn actions four hours after the visit, followed by a short two-sentence email three days later, confirming their interest.

This streamlined process efficiently converts website traffic into engaged leads.

Discover on the next page what this might look like!

Visitor source

Google Ads, SEO, ...

Landing pages

Landing page based on traffic source

Traffic identification

Identify all company info

Segmentation

Based on source & data

Interact

Autopilot

Convert!



LinkedIn action
Visit LinkedIn profile



Continue after 1 day



LinkedIn action
Send connection request



Continue after 3 days



Automated email
Quick question

Hi **{{contact.first_name}}**,

Hope you're doing well!

I noticed that **{{company.name_parsed}}** has been checking out our [Autopilot product page](#) on the website. Are you the one exploring the solution?

If it's not you, could you refer me to the person responsible for this? We'll make sure your sales team connects with leads ready to buy from you.

Thanks a bunch in advance!

Best regards,
{{sender.name}}

Takeaways

Link relevant landing page

Do a small request and put in a short oneliner/pitch