

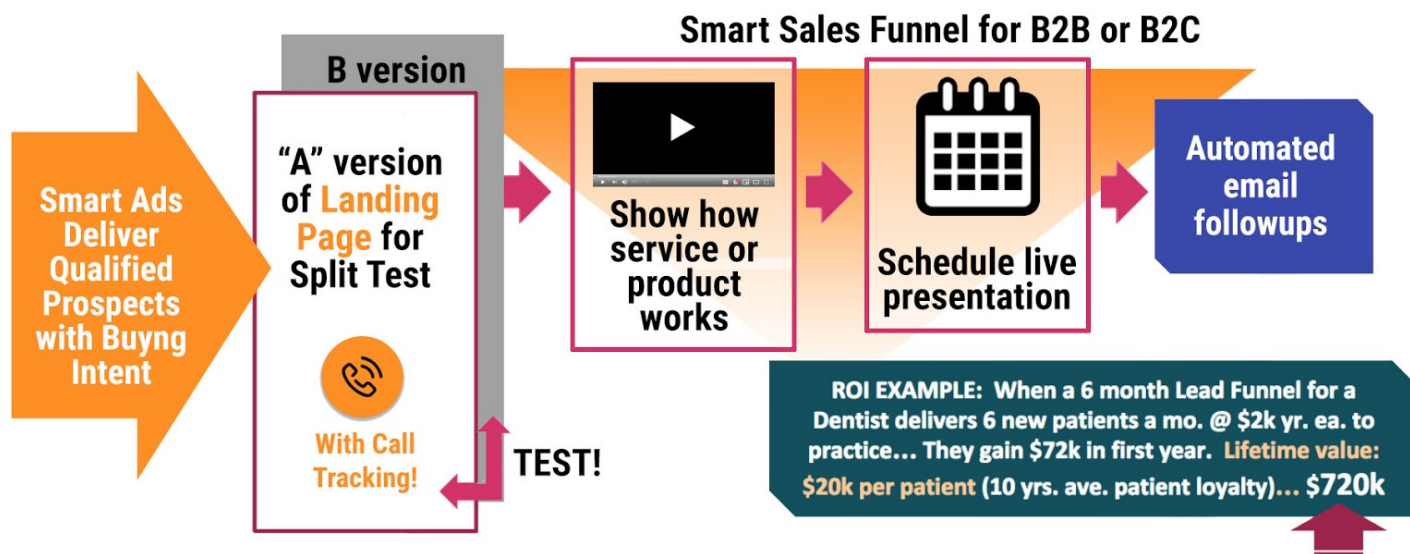
How Webdirexion's Smart Sales Funnels Increase Sales



Every business needs more qualified leads & sales: People often ask us if there is one digital marketing strategy that pays off sooner than the others. *Yes – there is.* It's a smart sales funnel strategy.

Quality leads jump into your sales persuasion funnel: Our formula is simple, but it's our experience that pays off. We run smart PPC campaigns to a specially designed landing page. Then we run split tests based on our CRO – Conversion Rate Optimization – experience (see below). After lead capture,

“smart triggering” (segmenting visitors into groups) sends persuasive automated follow-ups designed to help you close sales. This works both for B2B lead gathering and eCommerce businesses.



Above one type of funnel — components will vary depending on your objectives and market conditions. Includes thorough A/B testing, smart funnel pages, call tracking, plus marketing automation.

We wrote a [book on CRO](#) (Amazon) – **Conversion Rate Optimization**: When a visitor takes one step closer to doing business with you after visiting a website or landing page, we call that a “conversion”. Converting more visitors to leads means more sales for your company and very strong return on your marketing investment.



▶ More Leads & Sales: Save 50% on CRO Power online course - Learn 24/7

Webdirexion is a marketing partner for [Elegant Themes](#), & [WP Site Hosting](#). We're also a value added reseller for [OnePageCRM](#) and [MailChimp](#) (we use each of these tools too!).