

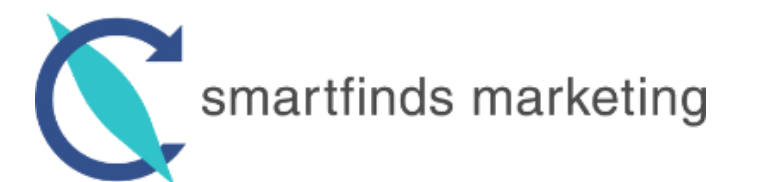


Learn From the Pros

# USING AI FOR LEAD GENERATION AND WEBSITE VISITOR CONVERSION

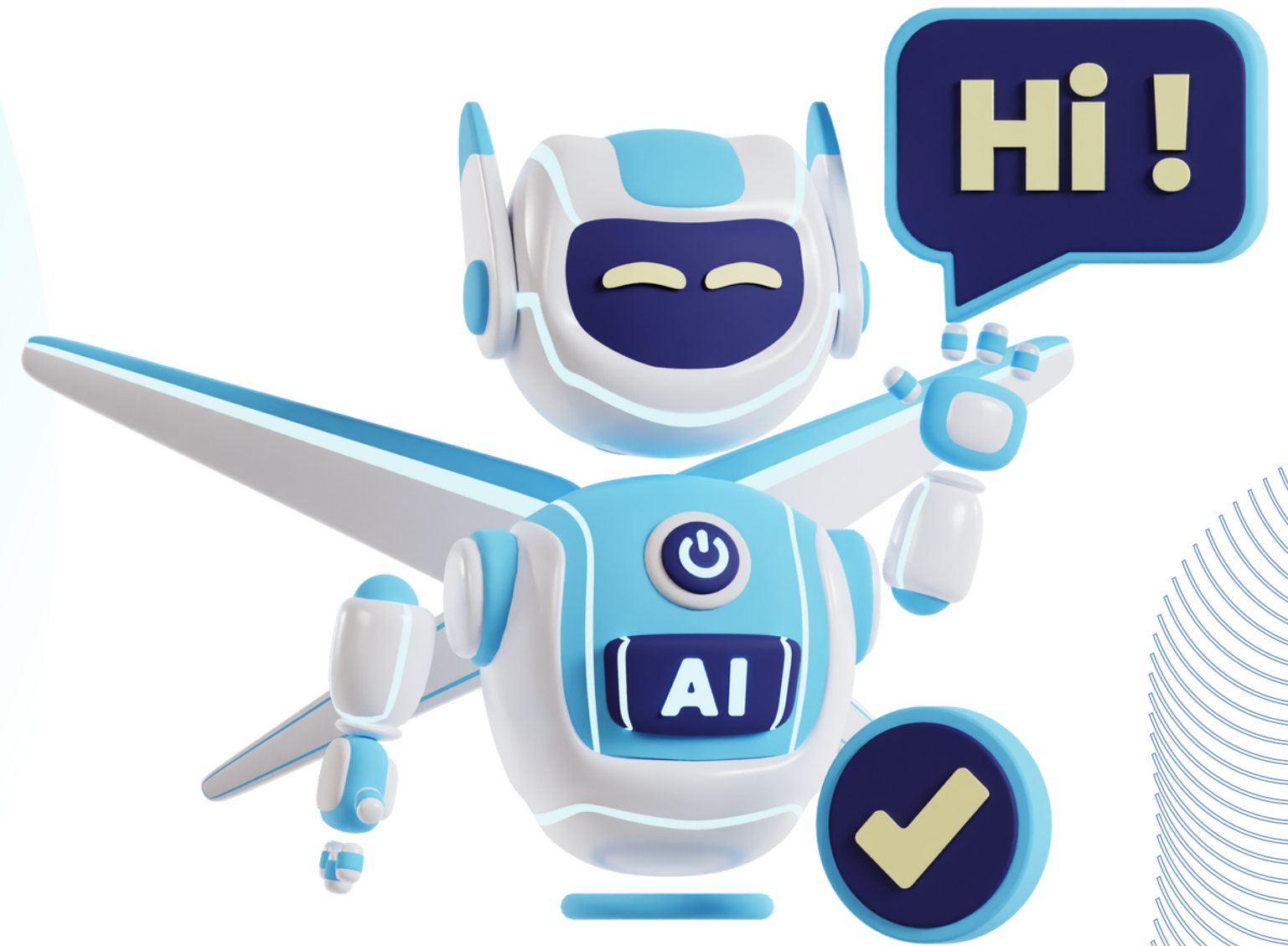
Presented by:

**BOOM!**  
ENTERPRISES



# INTRODUCTION

- Welcome!
- Introductions
  - Samuel Duffy
  - Melih Oztalay
- Overview. We will discuss:
  - The state of AI & why it's no longer optional.
  - Lead generation, prospecting, & website visitor conversion: How AI will impact these marketing segments.



# UNDERSTANDING LEAD GENERATION

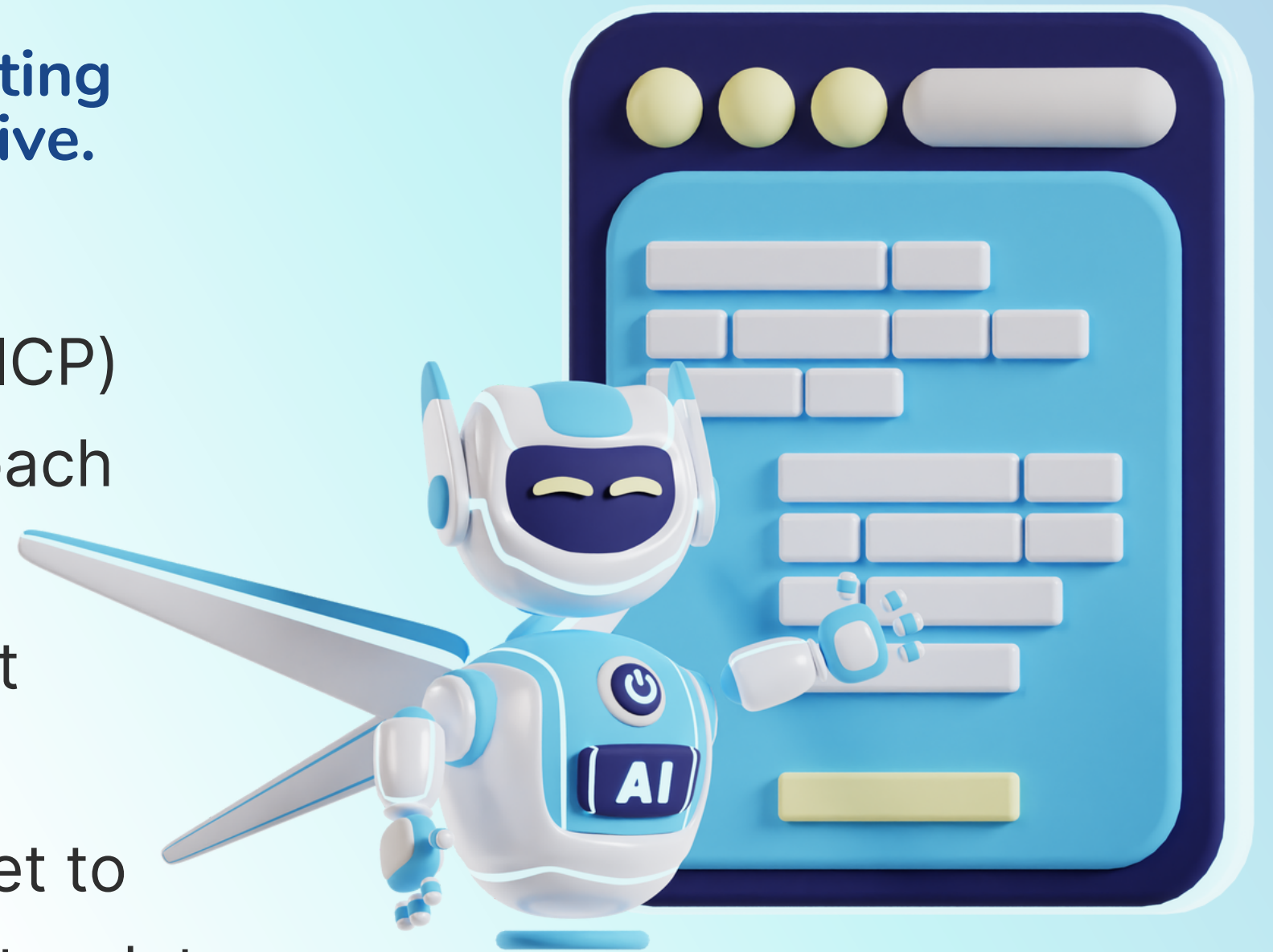


- 1 Using AI for lead generation impacts website visitor conversion
- 2 Demand Generation vs. Inbound Marketing
- 3 What is AI & why is it relevant?
- 4 How AI can impact your LinkedIn marketing success

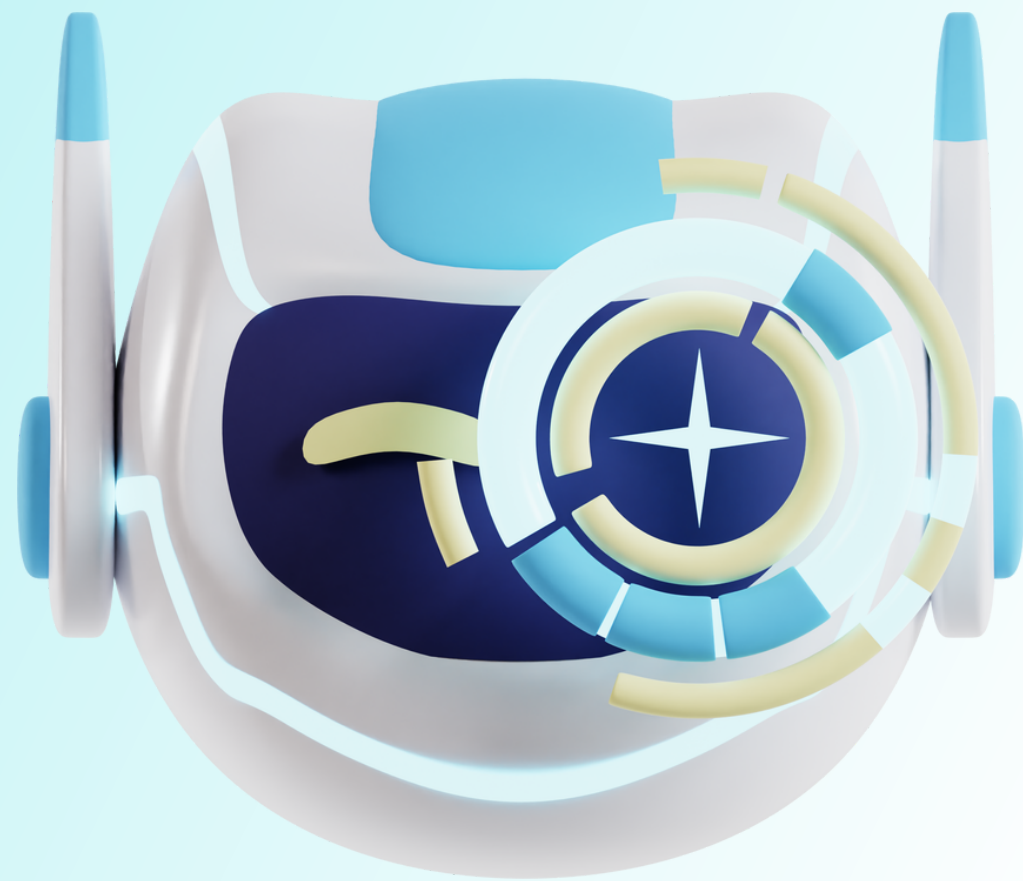
# COLD PROSPECTING: THE DIRECT APPROACH

AI has significantly transformed B2B cold prospecting campaigns, making them more efficient and effective.

- Benefits of Cold Outreach
  - Direct access to your Ideal Client Profile (ICP)
  - Immediate feedback on your offer / approach
  - Uncover new opportunities
  - Expand your network beyond your current connections
  - Create a valuable audience you can market to with demand generation strategies at a later date



# FINDING YOUR TARGET AUDIENCE



AI can help at every stage of the cold prospecting process regardless of the channel you are using. Here's how:

- Gain clarity around the Ideal Customer Profile (ICP)
- Create highly-targeted lists
- Optimize multi-channel strategies
- Create hyper-personalized campaigns
- Assist with follow-up/lead nurturing

# LINKEDIN: YOUR GO-TO CHANNEL



- Stats every B2B marketer should know:
  - LinkedIn has **722+ million** monthly users
  - **61 million** LinkedIn users are senior-level influencers and 40 million are in decision-making positions
  - **79%** of B2B marketers see LinkedIn as a good source for generating leads
  - **80%** of B2B leads come from LinkedIn vs. **13%** on Twitter & **7%** on Facebook
  - **46%** of social traffic to corporate websites comes from LinkedIn

# COLD EMAIL: EMAIL IS NOT DEAD!



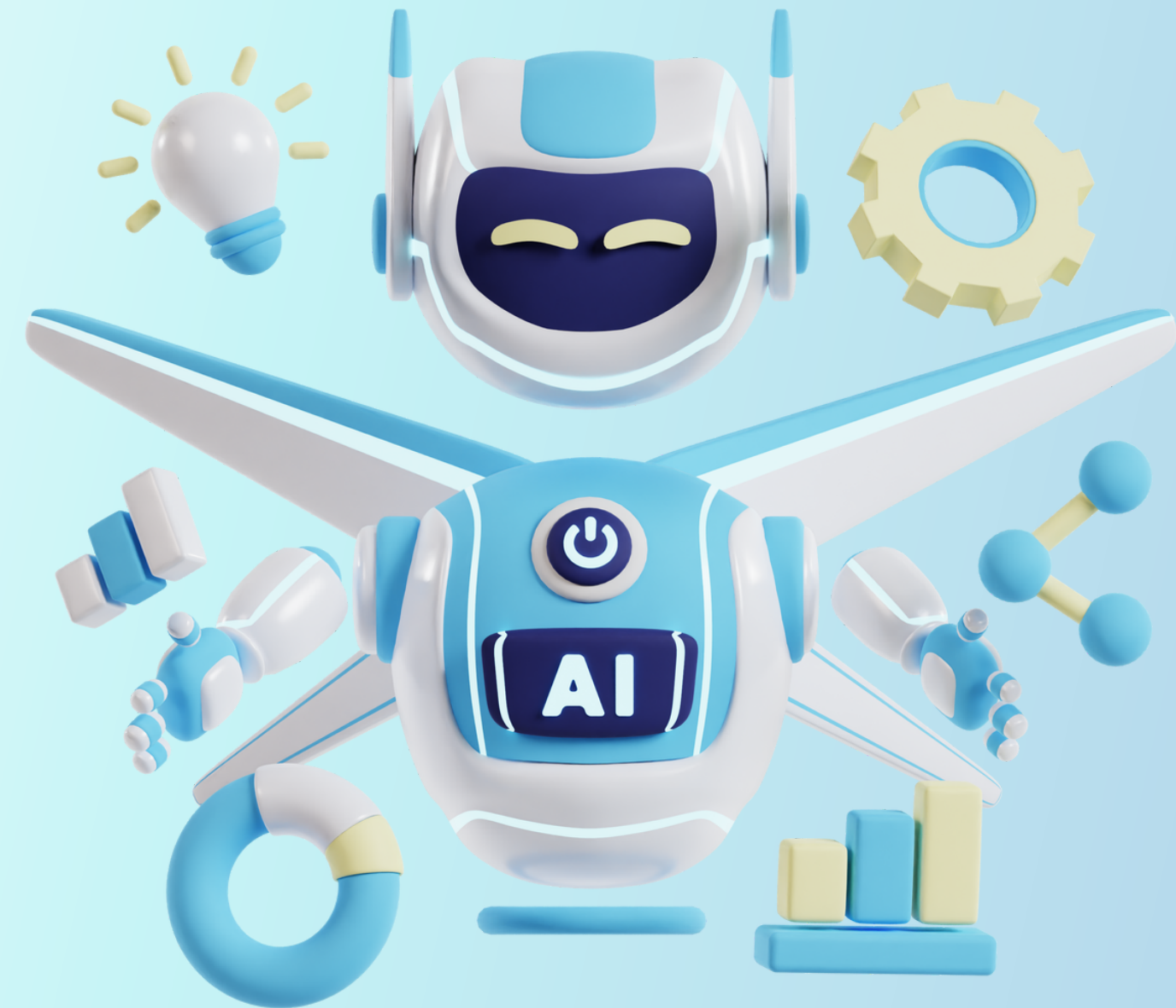
- Stats every B2B marketer should know:
  - The return on investment for investing in email marketing is an average of **38x**
  - An average cold email has an open rate of **18%**.
  - **30%** of people open an email based on the subject line.
  - Email chains of **4-7** messages can triple your reply rate.
  - The response rate of advanced personalized emails is **17%**.
  - Average industry rates for email courtesy of Constant Contact.

SOURCES: [HTTPS://CODELESS.CO/COLD-EMAIL-STATISTICS/#CONCLUSION](https://codeless.co/cold-email-statistics/#conclusion)

[HTTPS://WWW.STATISTA.COM/TOPICS/1446/E-MAIL-MARKETING/#TOPICOVERVIEW](https://www.statista.com/topics/1446/e-mail-marketing/#topicoverview)

# DOMAIN WARM UP EMAIL PROSPECTING

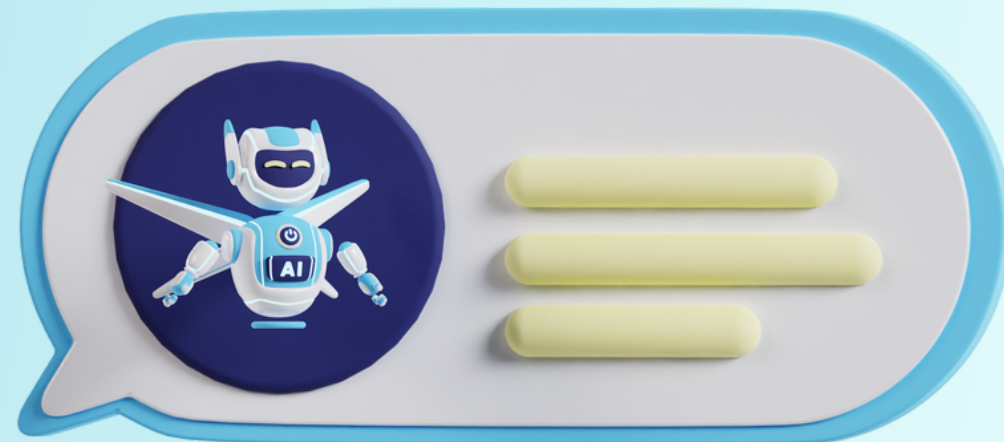
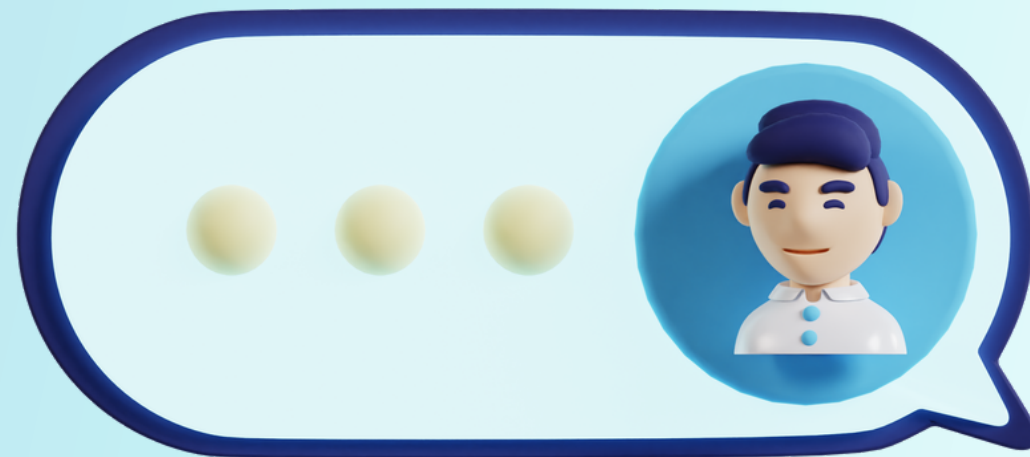
- 1 Importance of a mirror domain
- 2 Proper set up
- 3 Simplify with AI



[Quick Link: What are DMARC, DKIM, and SPF?](#)



# DOMAIN WARM UP EMAIL PROSPECTING



- 4 Personalize
- 5 Start Small
- 6 K.I.S.S. : Shorter is better
- 7 Optimize, nurture, & follow-up

# CONVERSION RATE OPTIMIZATION

- What is CRO?
- Methodology
  - A/B Testing
  - Content
  - Layout & Design
  - Calls-to-Action
- Tools
  - Automation Tools

e.g. A/B Testing, AI, Heatmaps

- Benefits
  - Get insight into visitor's needs, interests, and preferences
  - Convert current visitors, lower your cost per acquisition
  - Cut costs, increase sales leads



**WEBSITE  
VISITOR  
JOURNEY  
FUNNEL**



# CRO CASE STUDY #1: TELECOM

## CHALLENGE

- Despite a major website renovation, low web conversions.

## THE GOAL

- Revise SEO and website strategy to improve quality of organic traffic
- Increase number of leads from website

## OUR SOLUTION

- Completed technical marketing checklist
- Performed supplemental SEO activities
- Implement AI tool to monitor visitor's journey and serve up CTA based on visit behavior

## RESULTS

Gathering data from Google Analytics, Google Search Console, the AI reports, and the A/B testing results, we achieved:



# CRO CASE STUDY #2: EDUCATION

## CHALLENGE

- A nationally-ranked Christian university was struggling with a low volume of online applications.

## THE GOAL

- Revise SEO and website strategy to improve quality of organic traffic
- Increase number of applications

## OUR SOLUTION

- Completed technical marketing checklist
- Performed supplemental SEO activities
- Optimized content, layout, CTAs

## RESULTS

Gathering data from Google Analytics, Google Search Console, the AI reports, and the A/B testing results, we achieved:



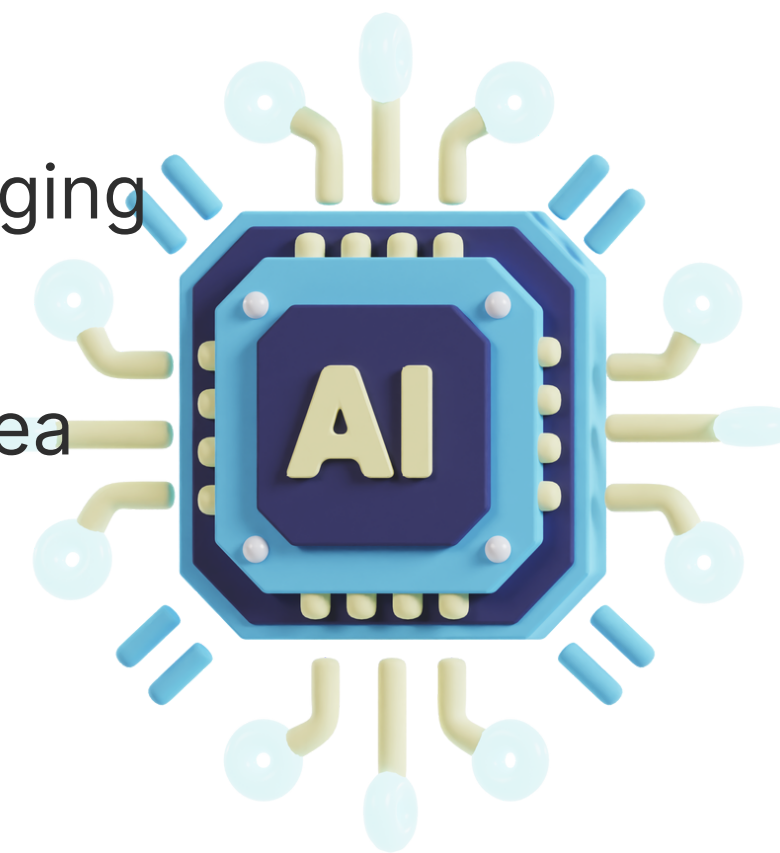
**25%** INCREASE  
IN ONLINE APPLICATIONS  
YEAR OVER YEAR



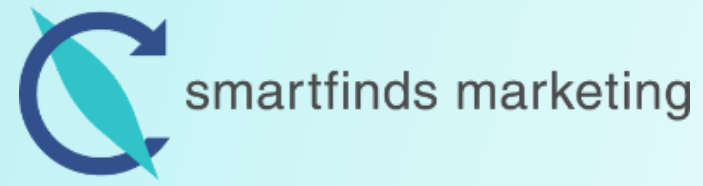
**43%** INCREASE  
IN ONLINE APPLICATIONS  
MONTH OVER MONTH

# LEVERAGING AI

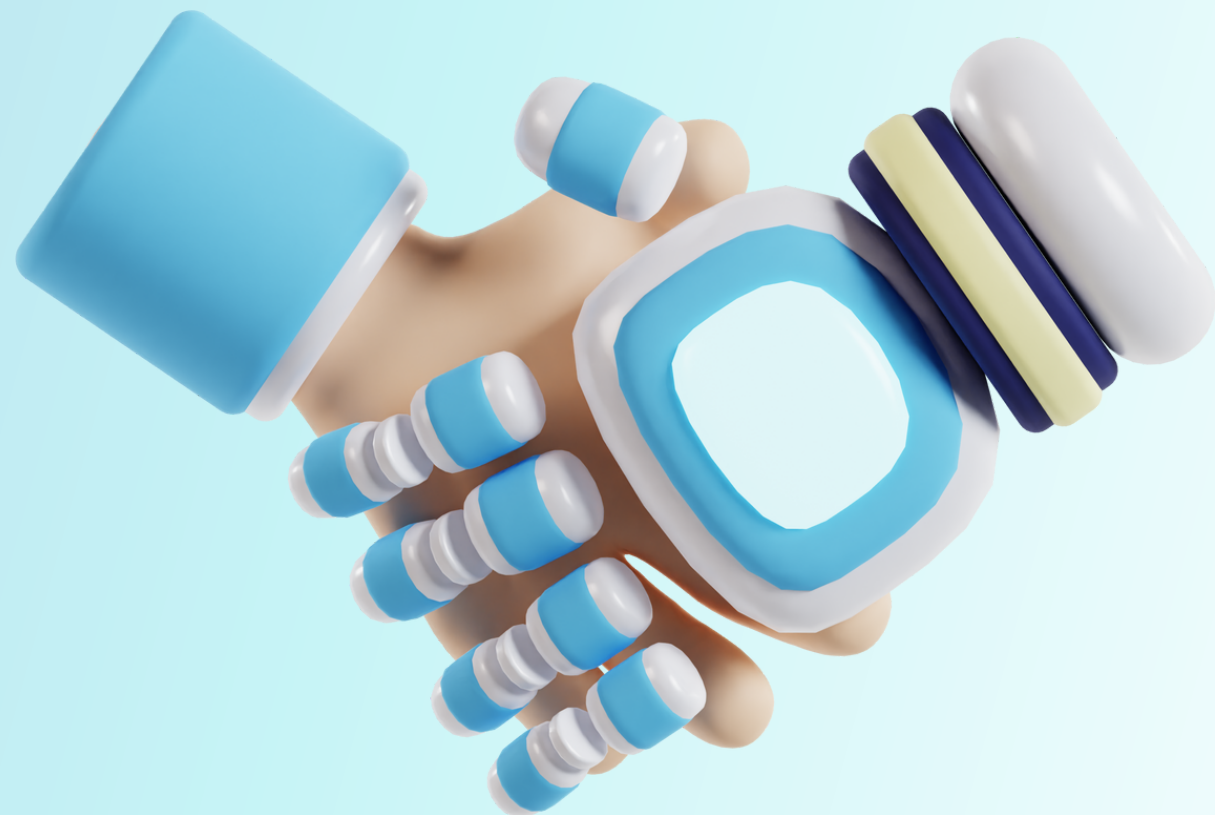
- **Seventh Sense:** Seventh Sense uses AI to optimize email send times, frequency, and cadence based on recipient engagement patterns. (<https://www.theseventhsense.com/>)
- **Conversica:** Conversica is an AI-driven sales assistant that can follow up, nurture, and qualify leads through automated, personalized email conversations. (<https://www.conversica.com/>)
- **Lyne:** Lyne uses AI to create personalized subject lines increasing your email open rates. (<https://lyne.ai>)
- **Copy.ai:** Copy.ai is an AI-driven copywriting tool that helps you create engaging content for websites, ads, social media posts, etc. (<https://www.copy.ai/>)
- **ChatGPT:** Just might be better than Google for research, copywriting and idea generation. (<https://chat.openai.com/>)



**BOOM!**  
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# 20%

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