

5 steps: to an effective website personalization strategy

According to Epsilon Marketing, 80% of consumers are more likely to do business with an organization offering personalized experiences. So, if you were on the fence, it's time to discover the power of personalization and develop a strategy for success.



Define your goals

1

Personalization is the next step-change in the personalized marketing experience. But without a clear understanding of why you're doing it, you won't get the most out of it. Consider outlining goals and objectives — are you hoping to improve CRO, maximize ROI, target specific customers or enhance CX? Web personalization can take your site above and beyond, but know where you're heading before you start.

Who are your customers?

Use your existing customers as a starting point. Getting to know who they are will help you identify new customers. You'll likely work across multiple industries— use **segmentation** to split your audience based on similarities. There are a number of **strategies** to choose from, and using a combination of methods is often the best approach for success. Choose the ones that work best for your business.

2



Prioritize segments or accounts

3

Now it's time to prioritize. Look at your segments and decipher which brings your business the most value. This could be in terms of revenue, frequency of purchase, size of purchase, loyalty etc. If you're opting for an Account-Based Marketing (ABM) approach, then you'll need to highlight specific accounts you want to target. The most valuable segments or accounts should be your priority when it comes to personalization.





Get personal!

Now you're ready to embark on your website personalization journey. You know who your customers are. You know what they like. You might even know how their decision makers behave on their buyer journey. Personalize your website to maximize interest, enhance CRO and see the ultimate website engagement. Embrace technology and tailor the appearance, content and calls to action to create an unforgettable experience.

4

5 Monitor, measure, test and adapt!

Test your personalization strategy to ensure success, and don't be afraid to make changes. Use split testing to see what your audience likes and what they don't. Remember, no personalization strategy is perfect, and it is important to adapt for the ultimate in successful B2B marketing.



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