

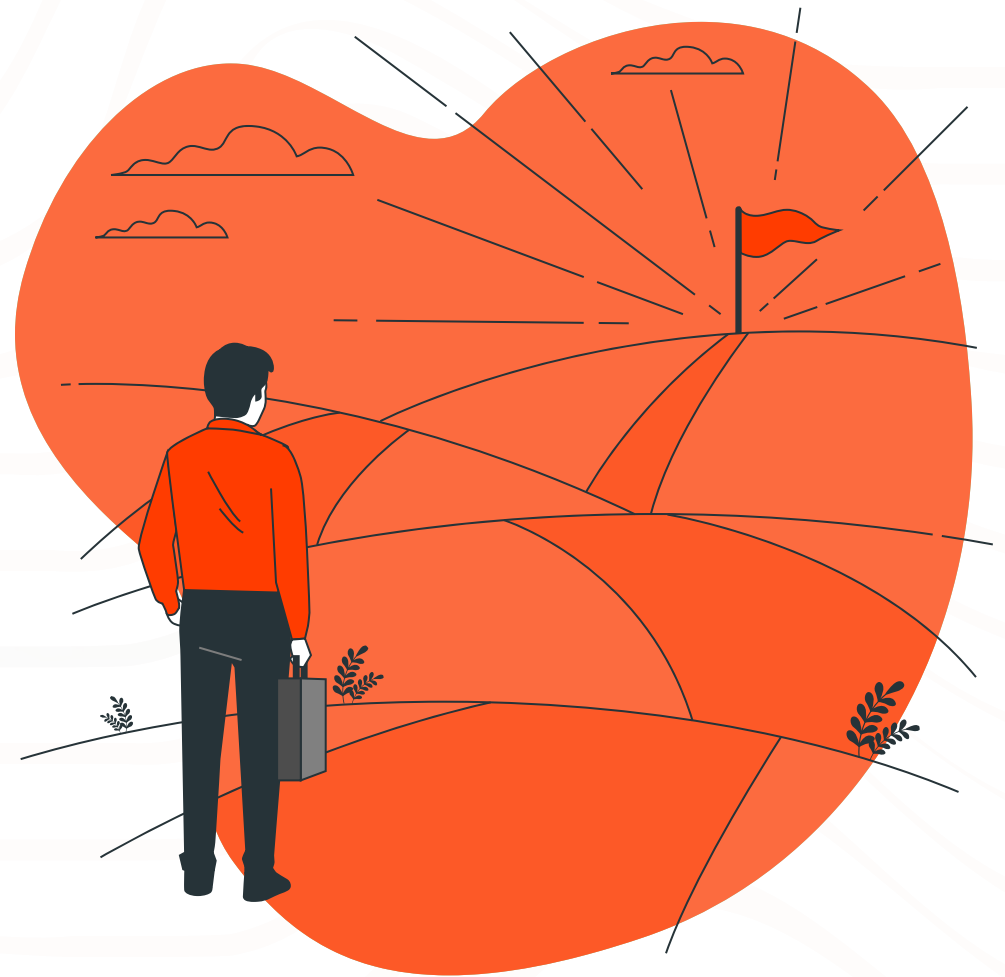
TOP 7 TIPS

TO GO FULL THROTTLE ON YOUR CONVERSION RATES

Boost your conversion rates by putting the pedal to the metal

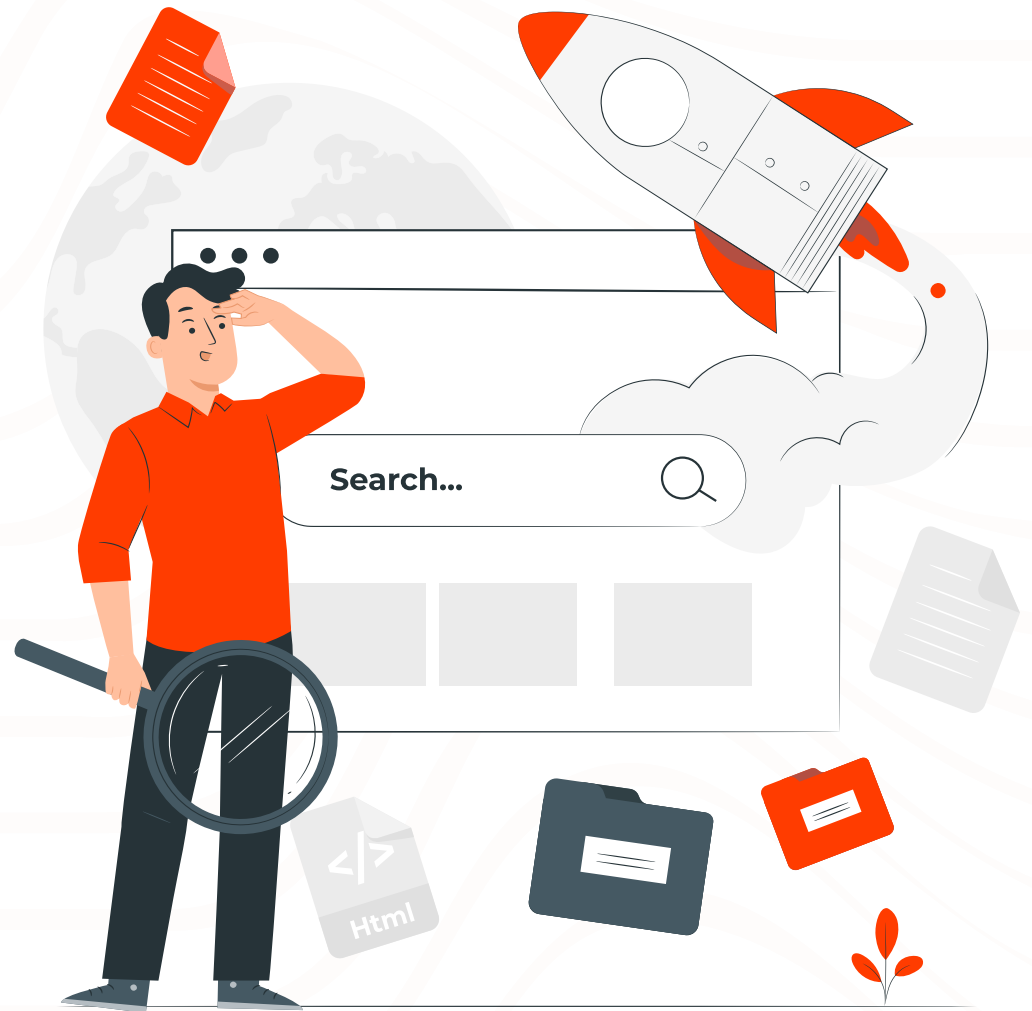
ARE YOU READY FOR WHAT'S DOWN THE ROAD?

So, you've just expanded your marketing budget, and now you are excited to start getting a return on your investment. But are you entirely sure how that plan is going to convert your leads? Do you have a strong ad retargeting campaign? Is your website optimized for driving customers to book your once-in-a-lifetime experience? Is your booking platform working for you instead of against you? These are all questions you need to ask yourself to increase your conversions and head straight to the bank. Luckily for you, we've got the answers you need.



TIP #1: **BE WISE AND OPTIMIZE**

Website optimization is the process of increasing your website performance across different areas, such as web traffic, usability, and of course, conversion rates. What does this mean? Website optimization ensures that your website is fully equipped to create an ideal environment for users to find and navigate through your site. Efforts like implementing an easy-to-use interface, adding an online booking platform, and having fast-loading content and pages go a long way.



TIP #1:

BE WISE AND OPTIMIZE (CONT)



While optimizing a website, there are a few major aspects to consider.

☆ **Strong SEO strategy:** Optimize headers, titles, meta-descriptions, and more for increased searchability.

☆ **Clear and effective CTAs:** Let your audience know exactly what action they should take.

☆ **Implementing a form of lead capture:** Capitalize on traffic, and build an audience to market to with a lead capture form.

☆ **Fast-loading times:** Customers want clear information and fast! Ensure your pages load quickly to keep the customers' attention, as 53% of mobile site visits are abandoned if a page takes longer than 3 seconds to load.

☆ **Optimizing layouts of critical pages:** Create a user-friendly layout that provides the information customers need.

☆ **Clear & easy site navigation:** Simple navigation and menus allow customers to access your content easily.

☆ **Ensure the site is mobile-friendly:** Being accessible across devices is proven to increase online conversions.

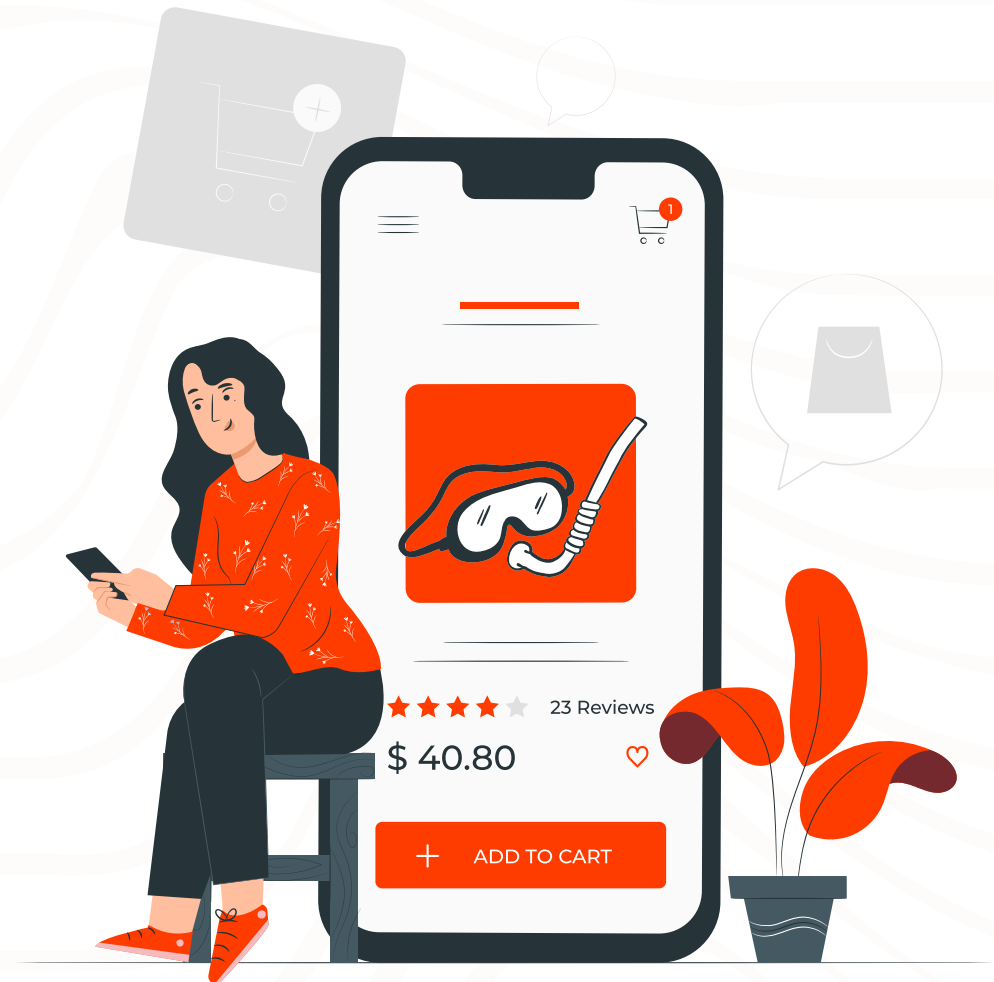
If you are looking for more in-depth information about these topics, stay tuned for our upcoming white papers!

DID YOU KNOW?

Google announced that mobile-friendly websites would rank higher. Higher searchability leads to increased website traffic, resulting in higher conversion rates. Ensure your team understands the significance of providing a website that performs well on mobile.

TIP #2: **GET EM' BACK**

Implementing a strong marketing strategy for combating abandoned carts is a sure way to drive those conversion rates. Abandoned carts are a huge untapped market of potential clients. Gain those customers back with effective ad retargeting campaigns that capture your audiences' attention and get them back in the game. Retargeting through social media platforms like Facebook, Instagram, and Tiktok, as well as automated email campaigns, are an effective way of doing this.



DID YOU KNOW?

Just over 17% of users who abandon their carts return to make a purchase after receiving a retargeted ad.

TIP #3:

AH BOOK IT, BOOK IT REAL GOOD

Optimizing your booking platform is another step to take in your journey toward driving conversions for your business. If you aren't already, we highly recommend using an online booking system that works effectively for your business. Different booking systems offer varying advantages and require other prerequisites, so it's best to conduct research beforehand.

A few benefits of using a digital booking platform powered by a third party are:

☆ **It allows your business to be open 24/7.** Gone are the days of booking your experience in-person or over the phone. Customers can now plan or reschedule their reservations on their own time.

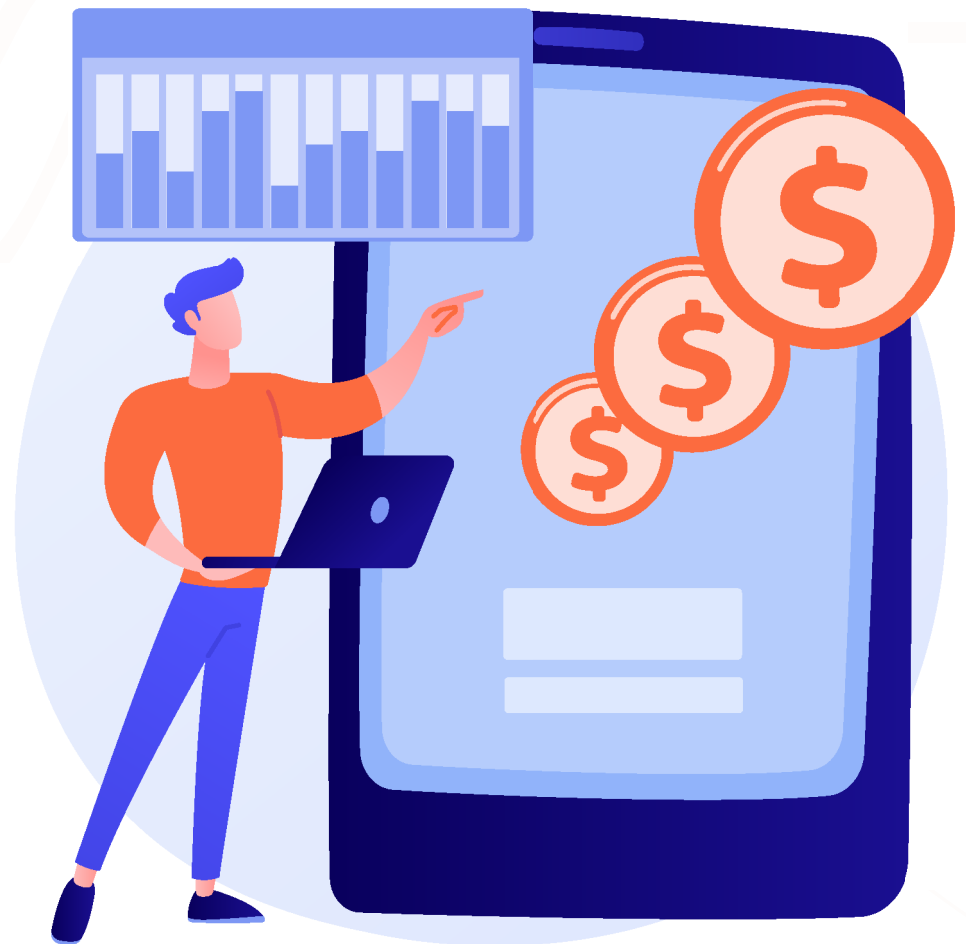
☆ **Allows access to valuable insight.** Most provide you with a digital dashboard with analytics that can help you determine what tours and experiences people want more of and what times are the least frequented by guests.

☆ **There is a lot of opportunity for up-selling.** Adding fun extras like photo packages or merchandise is convenient through most systems, where you can include these options in your online booking checkout.



TIP #4: **GET INTO THE NITTY GRITTY**

Proper website and ad tracking are crucial to driving conversion rates. Tracking helps you increase bookings, generate revenue, and scale your business. There are three primary methods of tracking websites and ads; in-bound calls, Google, and Platform tracking pixels.



TIP #4: **GET INTO THE NITTY GRITTY** (CONT)

Call tracking is the process of determining how potential customers found your business by determining which keywords, ads, and marketing avenues generated the call. A study by CallRail shows that **96% of marketers agree that “Attribution is critical to informing and optimizing my marketing decisions.”** Call tracking plays a crucial role in securing leads for your business, as it can aid in building a foundation for your client database. Here at AAMP, we are able to take the load off your back by handling call tracking for you. Using our tracking system, we are able to determine where calls originate from, allowing our operators to pinpoint what is working for you and what is not. If you’d like an in-depth examination, get in touch with us for a quick consultation.



TIP #4:

GET INTO THE NITTY GRITTY (CONT)

Similarly, Google analytics aids businesses in gaining a clearer understanding of user behavior and website traffic, improving SEO and content strategy. This system allows businesses to set goals and track their progress in real-time, which is extremely beneficial when improving conversion rates.

AAMP TIP:

Google allows you to get emailed versions of specific reports. We've spoken with many of our operators that think they have their analytics set up correctly, but we've determined that they could be doing better. Interested in doing a website audit?

Test your website with us for free.



TIP #4: **GET INTO THE NITTY GRITTY** (CONT)

Additionally, embedding a platform tracking pixel, say for Facebook, Tiktok, or Snapchat, on your websites can significantly increase conversion rates. A pixel is a piece of code that allows you to measure, optimize and build audiences for your ad campaigns. It also effectively tracks conversions of your social media ad campaigns.



Implementing just one of these strategies (although we suggest all three) will give you the insight needed to understand what your audience is looking for and how to build a plan of action to take your operation to the next level.

TIP #5:

NOT A CAKE, BUT STILL AN IMPORTANT FUNNEL

As we all know, conversion funnels provide operators with the tools they need to see the steps a potential customer takes to complete a desired set of actions. If you are thinking, “why should I care about these so-called funnels,” it’s because knowing your customers will help you respond to them in a way that will get them to act. To see returns on your investment and increased bookings, it is important that you assess your current conversion funnel. Taking some time to analyze your current conversion funnel will help you make decisions when it comes to your marketing efforts, websites, and more. Discover where customers are dropping off the purchasing journey, and utilize Google Analytics and other available tools to further determine why bookings are not being completed.



TIP #6: **PACK A PUNCH**

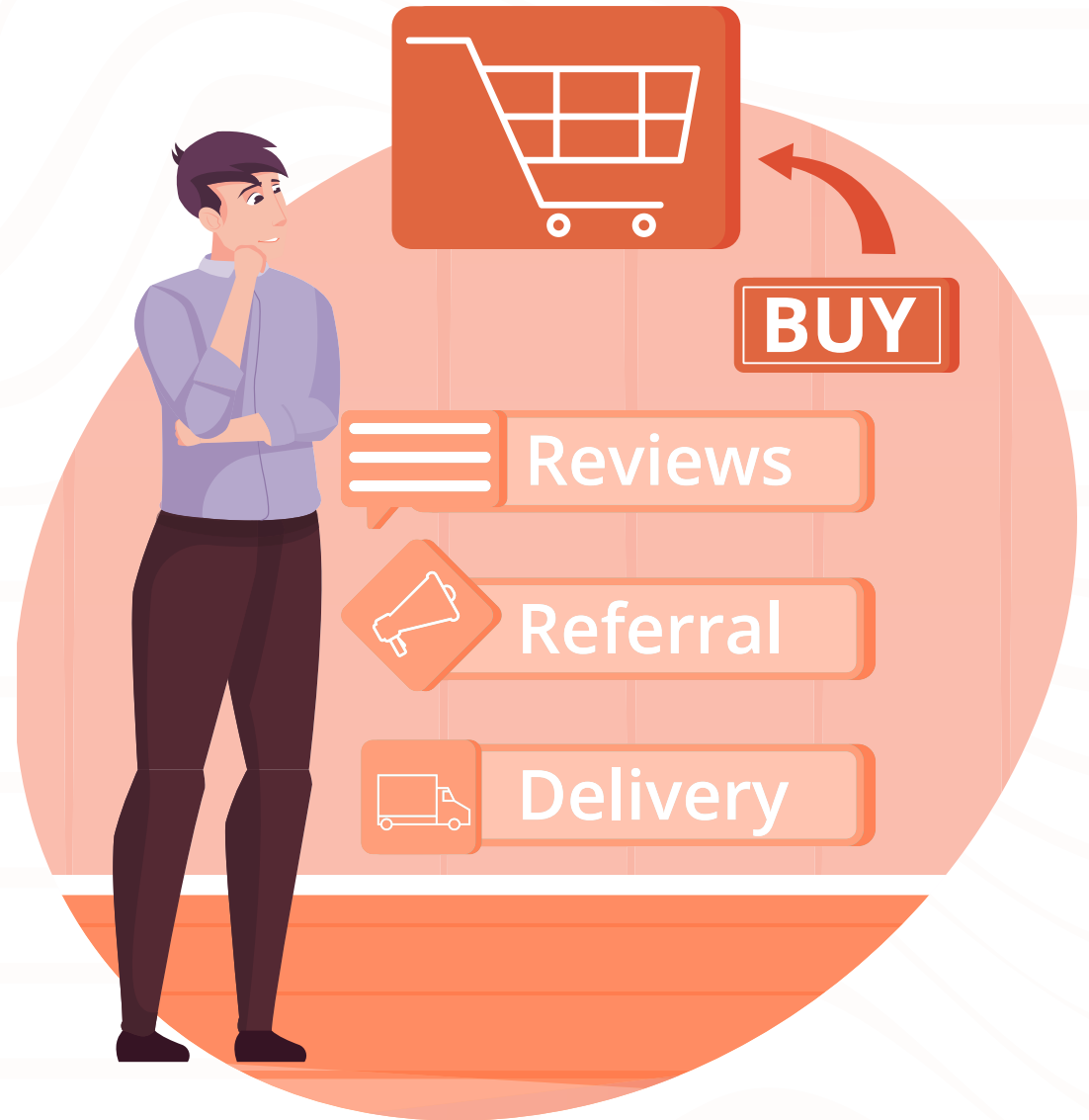
We live in a fast past culture that is constantly shifting to the next big thing. In an overwhelmingly oversaturated market, your content needs to be clear, concise, and have a purpose if you want your audience to be dialed in. Implement visually appealing content that has engaging headlines and inviting color schemes, something that immediately grabs people's attention. And do not underestimate the use of short video content, as this is where the future of marketing is heading.



TIP #7: **WHAT'S IN IT FOR THEM?**

Let's face it; today's customers want the best experiences possible as quickly as possible.

Be completely transparent about the value customers get when booking with your operation or activity. Most users decide whether to buy from your website within the first 5 seconds. With that amount of time, first impressions are crucial. Be specific about what it is that you offer in every capacity possible in a way that resonates with your consumers immediately.



Lasting results take time. Let us guide you through the process.

Increasing the conversions of your operation or leisure activity is never an easy feat, and as tour operators ourselves, we understand the many challenges you face. There are constant challenges to your business, such as economic factors, storms, flight delays, and many others. With our top 7 tips to drive conversions, we encourage you to use them to combat the obstacles your operation faces and start scaling even further.

If you are unsure of where to start, we encourage you to [get in touch with us](#) here at AAMP agency, and we'll even send you some killer swag.





A Note From Steve

Hey,

I'm Steve, CEO of AAMP Agency and owner of operations such as Vegas Jeep Tours and Vegas Slingshot Rentals, to name a few. I know firsthand the struggles of experience and activity operations because I'm in this industry myself! I understand the challenges tourism businesses face, and with my insight into the tourism industry and my team of incredibly talented individuals, I am positive we can work together to help you grow. [Reach out to us](#); we'd love to connect!