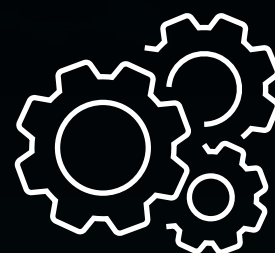WebInsights

B2B forex marketing and website visitor automation

As tech advances and the competition gets stronger, it's time for forex marketing leaders to discover new ways to stand out.

Introduction

In the ever-competitive world of Foreign Exchange (forex), cutting through the noise is crucial. Enterprise forex organizations have the power and potential to convert high-traffic websites into a hub of revenue opportunities. And, to build a robust, tech-focused sales strategy that converts those leads further down the pipeline.

Let's ensure your team of traders has the skills, tools and tactics needed to secure sales. And, your marketing experts can overcome barriers for maximum opportunity generation.

High costs and tight restrictions: overcoming the digital advertising barrier

In a recent **Forbes** article, Dr. Augustine Fou discussed what happened when a number businesses alike turned off their digital advertising. According to Fou, there were no changes to the bottom line. While the number of clicks, impressions, and website visitors plummeted, conversion-rates and sales stayed exactly the same. Similarly, his research found that while advertising reach is high, the quality and content of the sites were often not up to scratch.

Due to our **industry pivot** to a digital strategy, it has never been more important to assess where you're seeing ROI. Especially since digital advertising is already expensive and restricted for forex businesses.

Dr. Augustine Fou

Thought-leader in digital strategy and integrated marketing

We've proven we can be agile: so let's pivot to what works, and stop investing budget in tactics that don't. See this as an opportunity to make **smarter spending decisions** and conduct experiments to see what works for you.

Consider the following when it comes to making digital ad decisions:

- Number of leads generated

- **Marketing Qualified Leads** (MQLs) to sales-ready opportunities

- Sales-ready opportunities to customers

- Cost Per Lead (CPL)

- Customer Acquisition Cost (CAC)

5 signs you should have already adopted automation (and why it's not too late)

1

You're seeing high quantities of traffic from your marketing efforts, but struggling to generate actionable leads.

2

Your team is spending hordes of time qualifying leads, segmenting and enriching data, and entering information into your CRM system.

3

Manual intervention leaves your team feeling fatigued and leads to human error.

4

Hot leads aren't converting into revenue further down the pipeline

5

Your sales, marketing and customer experience teams are misaligned

The right automation technology benefits your business as a whole. It should slot effectively into your existing tech stack to speed up processes, align teams, and ultimately, drive results.

How to close the conversion chasm with real-time engagement and website data

According to Drift, only 7% achieve an average lead response time of five minutes or less.

At the top of the funnel, your potential buyers are conducting research. And lots of it. You're one of hundreds, thousands even, of potential vendors.

As many as 96% of first-time website visitors aren't there to make a purchase, according to Marketo.

So, if they do make an inquiry, you need to respond immediately and accurately before they leave your site.

If they don't make an inquiry, you need to be able to **identify** who they are.

Did you know as many as

84%

of buyers purchase from the first business they engage with?

"The only way to consistently grow in B2B is to be better than very good."

Seth Godin

Seth Godin

Introducing website visitor automation

Website visitor **automation** takes website visitor tracking features to the next level, combining automation and integration to deliver results in an instant.

The software identifies your anonymous visitors in real-time. Then, through powerful integration, that intel gets routed to the right place, at the right time.

Send brand new opportunities to your CRM as new lead leads. Share leads-in-play with their sales representative. Route **existing customers** to their account manager for upsell and cross-sell opportunities. This way, you can handle every opportunity in a bespoke, relevant and timely way.

Generate quality leads. Use visitor behavior to maximize customer relationships. Impress your pipeline prospects with instant communication.

Web Insights cuts out the noise to deliver insight to B2B forex organizations, precisely where and when it's required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective. Capitalize on every website opportunity, in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business. It's the ultimate solution for forex leaders looking to optimize lead generation, embrace automation, and do so without disrupting busy, high-performing enterprise teams. Automated, intelligent lead generation, immediate website visitor insight and seamless integration — every time.

Close **more business** than ever before, and drive business success with **Web Insights.**

Real-time engagement; real-time success.

Book a demonstration