

Advanced Blog Training

Improving Blog Calls to Action and Lead Tracking

October 2019



By Dave Foreman

Many Blog Members Create Weak CTAs Like This One Below

There are many other examples of the power of integration within Business Central. In the next blog, we'll explore the advantages of integration with Excel. The final blog in the series will be a demonstration of [Microsoft Power BI](#) within Business Central for utilizing dashboard-presented analytics out-of-the-box and also customizing them to track a variety of performance indicators.



No CTA or link of any kind at the end

Stronger CTAs Like These Link To Specific Offers

Connect Bridge is Connecting Software's primary solution, on which we have built our successful market-leader products. We have 1000+ installations, and 250 000+ active users on all six continents. Go ahead and [ask for a free demo](#) to see how things works. If you prefer to explore on your own, you can [ask for a free trial](#).

By Ana Neto, [Connecting Software](#), a 15-year-old producer of integration and synchronization solutions.



Has a link to the author's company website at the end but does not invite reader to contact the author directly

CTA Research: Placement



There are various ways to add a CTA to your blog post. Having two CTAs leads to a more successful blog post. End-of-content CTAs allow for the most amount of information and features.

End-of-content CTA's can be as long as you want

Viewers who reach the end of a page are engaged, and thus more likely to convert to a lead

CTAs Should Invite Personal Contact With The Writer or Sales Staff and Should be Trackable

Personal CTAs introduce readers to sales staff in a personal way with photos or brief bios that give names and phone numbers as well as links to forms. Linking to emails can be difficult to track.

Links below to the writer's LinkedIn is more personal but provides no way to contact the writer. There is a link to the company's website but it's not trackable.

information they need to do their jobs well — wherever they are, in whatever application they choose to use. Take the next step toward growth with Microsoft Dynamics 365 in the cloud. Contact us at Accountnet to learn more! www.accountnet.com

Written by Accountnet, Inc.

TWITTER: [DynamicsNewYork](#)

[John C. Peace](#)



CTAs Should Be Personal & Relevant

CTAs should include various links that take you to the relevant place depending on what you want from them (future webinar, demo videos, pricing details)

This blog does a great job at guiding the reader with multiple CTAs But could still use a CTA to contact the author.

Check out our [Customer / Vendor Portal](#), [Invoice Automation](#) and [Employee Expense Applications](#) that take full advantage of the Office 365 platform to deliver you robust applications at extraordinary prices.

Want to learn more?

Register for our upcoming webinar: [How to Configure a Customer, Vendor, and Employee Portal with SharePoint](#).

You can also check out our recent [demo videos](#), view [pricing details](#) or schedule a 1:1 [product demonstration](#).

By Mike Marcin, [DynamicPoint](#)

Office 365 Apps for [Purchase](#), [Invoice](#), [Expense](#), & [Portal](#) that extend the reach of your ERP & CRM application.



Mention Staff or Collateral Twice

This post has a CTA to schedule a consultation in the body and at the end

Is it time to invest in ERP software?

The first step is to [schedule a consultation today](#) with Arbela ERP experts to assess your needs and goals and help you determine if ERP software is a valuable decision for your business. If it is time for your business to start looking, we'll also be able to provide some insight into which ERP solution might be a good fit for your unique requirements.

About Arbela Technologies

Arbela Technologies is a global consulting firm and top rated Dynamics 365 Gold Certified Partner across multiple areas of business in Microsoft technologies. Our customer satisfaction and retention rate are among the highest in the industry. We are extremely proud of our expertise, industry knowledge, and understanding of Microsoft's suite of products — our close relationship with Microsoft enables us to quickly pass on knowledge, insight, and potential cost savings to our customers. [Contact us today](#) for a complimentary **consultation** to see how we can digitally transform your business and gain a competitive edge.

Natural & Personal CTAs

Create personal, natural looking CTAs that invite readers several times within the article to contact the writer or key staff members and introduce yourself (or them) by name and with photos.

Switch to Dynamics 365 Business Central Today

Are you ready to make the switch to Dynamics 365 Business Central? JourneyTEAM is proud to be the 2019 Microsoft US Partner of the Year for Business Central. and we can help your business make the transition. Dave Bollard is the Head of Marketing at JourneyTEAM and would love to connect you with one of JourneyTEAM's Business Central experts. [Contact Dave now to get started.](#) 801-436-6636.



Managing Sales Opportunities and Sales

Dynamics 365 Business Central

Watch later Share

Opportunity to Quote

JOURNEYTEAM

Microsoft



Article by: Dave Bollard - Head of Marketing | 801-436-6636

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Ask The Author Button Is Not Enough

We have ask the author buttons on the blogs that send emails, but it does not generate much lead flow because its impersonal.

October 14, 2019 by [BroadPoint Technologies, LLC](#)



Ask The Author

 ERP SoftwareBlog

 CRM SoftwareBlog

 ERP Cloud Blog

Using Persistent Banners for CTAs

Banners can be used for CTAs on Company blogs and web pages

It's unobtrusive.

Even though it is constantly present, it's not obnoxious.

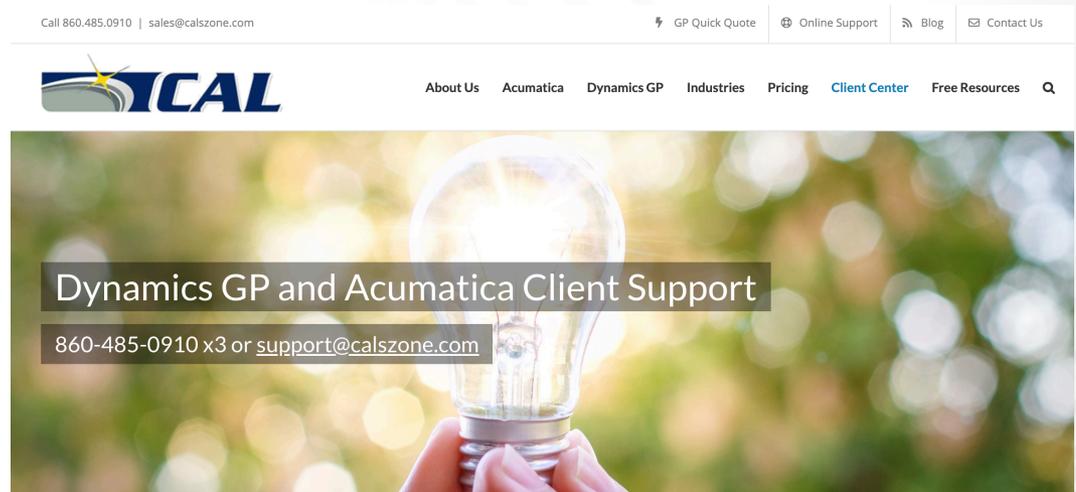
It's noticeable.
The header bar usually has a contrasting color, making it different from the rest of the blog. Because it's a single horizontal line, it's very easy to read.

It never goes away.
Always have a CTA somewhere on the screen while the user is reading an article. If at any point during their action they want to convert, they can. The persistent header is right there, all the time.

It is located strategically.
Eye-tracking studies show that the top of the page — the upper edge of above the fold — is the most-viewed piece of real estate on a web page. That means that the persistent header is in a strategic location for viewability and clickability.

Direct Your Leads to the Right People

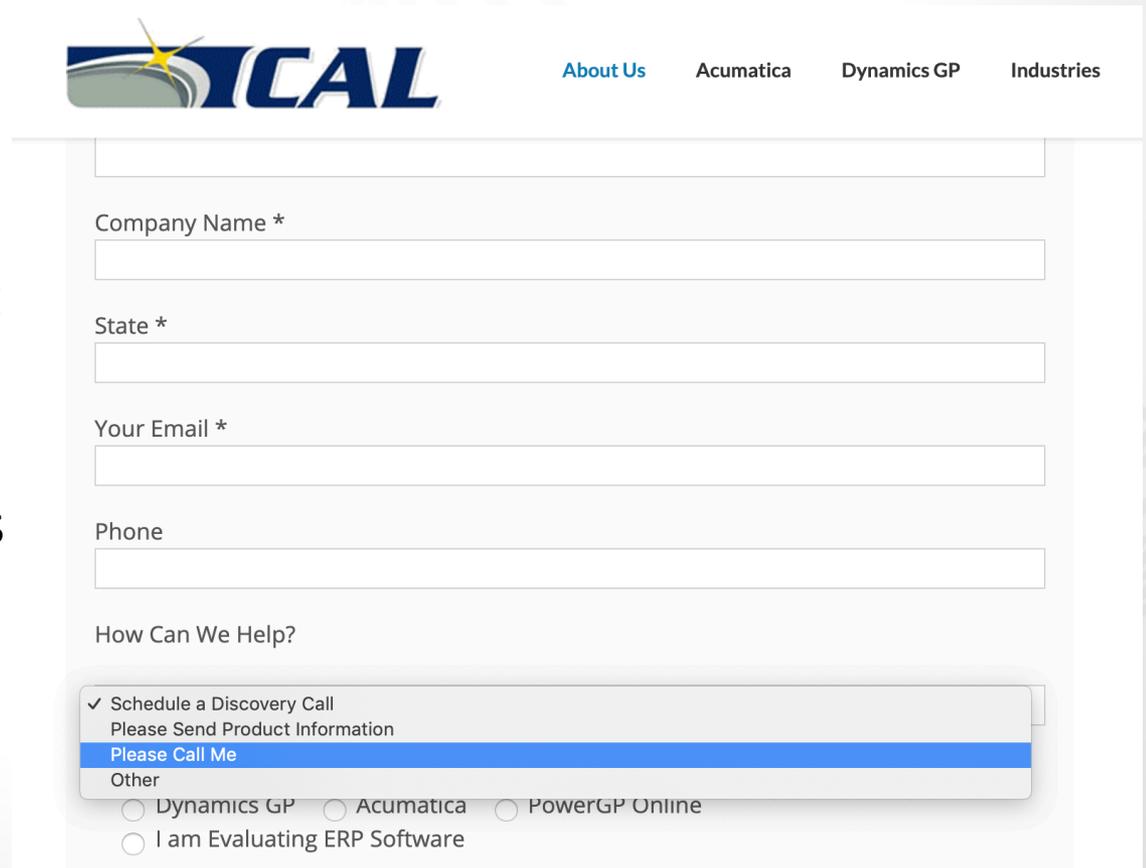
- CTAs for prospect posts should go to your sales team
- User posts and support type posts should go to a page like this >>
with a UTM coded link, or to a receptionist or help desk.



<https://www.calszone.com/client-resources/support/>

Contact Forms with Dropdown Menus

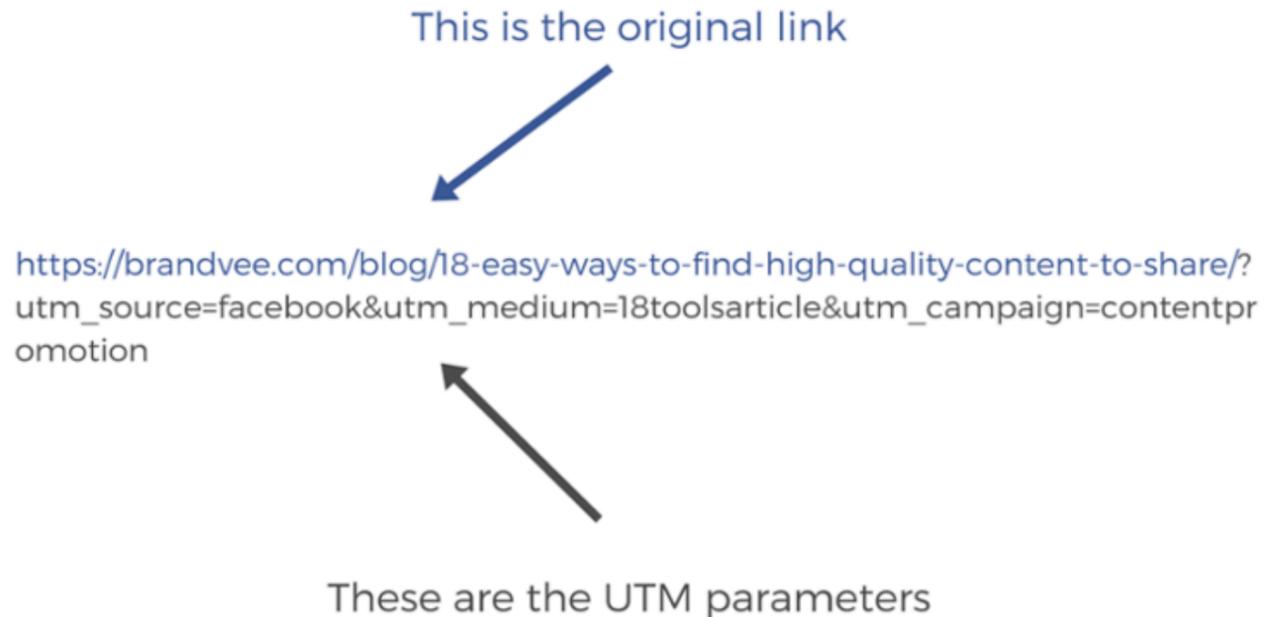
Create a special form on your website to drive traffic to that contains dropdown menus so that they will reach the proper staff member or department - this creates the appearance of a more personal contact.



The screenshot shows a contact form for ICAL. The header includes the ICAL logo and navigation links: About Us, Acumatica, Dynamics GP, and Industries. The form fields are: Company Name *, State *, Your Email *, and Phone. Below these is a dropdown menu titled "How Can We Help?" with the following options: Schedule a Discovery Call (checked), Please Send Product Information, Please Call Me (highlighted in blue), and Other. Below the dropdown are radio buttons for: Dynamics GP, Acumatica, PowerGP Online, and I am Evaluating ERP Software.

Use UTM Parameters for Tracking

Tag your links with URL Builder parameters if you have time.



Learn more about UTM parameters:

<https://neilpatel.com/blog/the-ultimate-guide-to-using-utm-parameters/>

Resource: Campaign URL Builder

Use Google's
Campaign
URL Builder
for **FREE!**

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

* Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

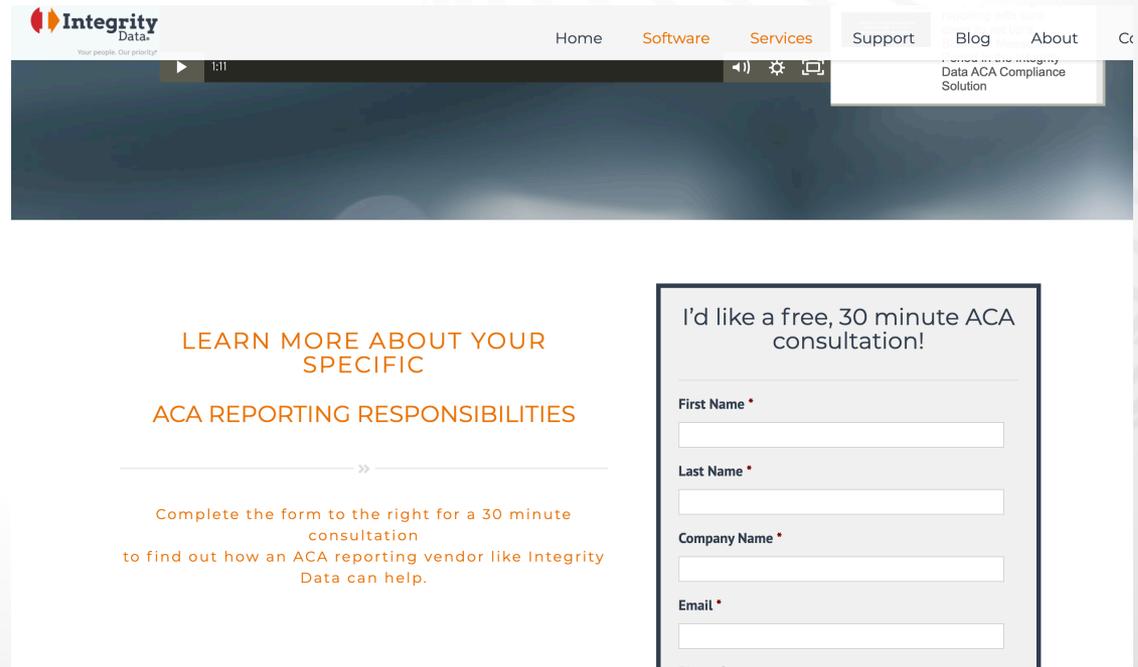
Campaign Content

Use to differentiate ads

Use UTM Parameters for Tracking

Make sure you are driving traffic from the blogs to landing pages with forms.

Don't make visitors click around to contact you.



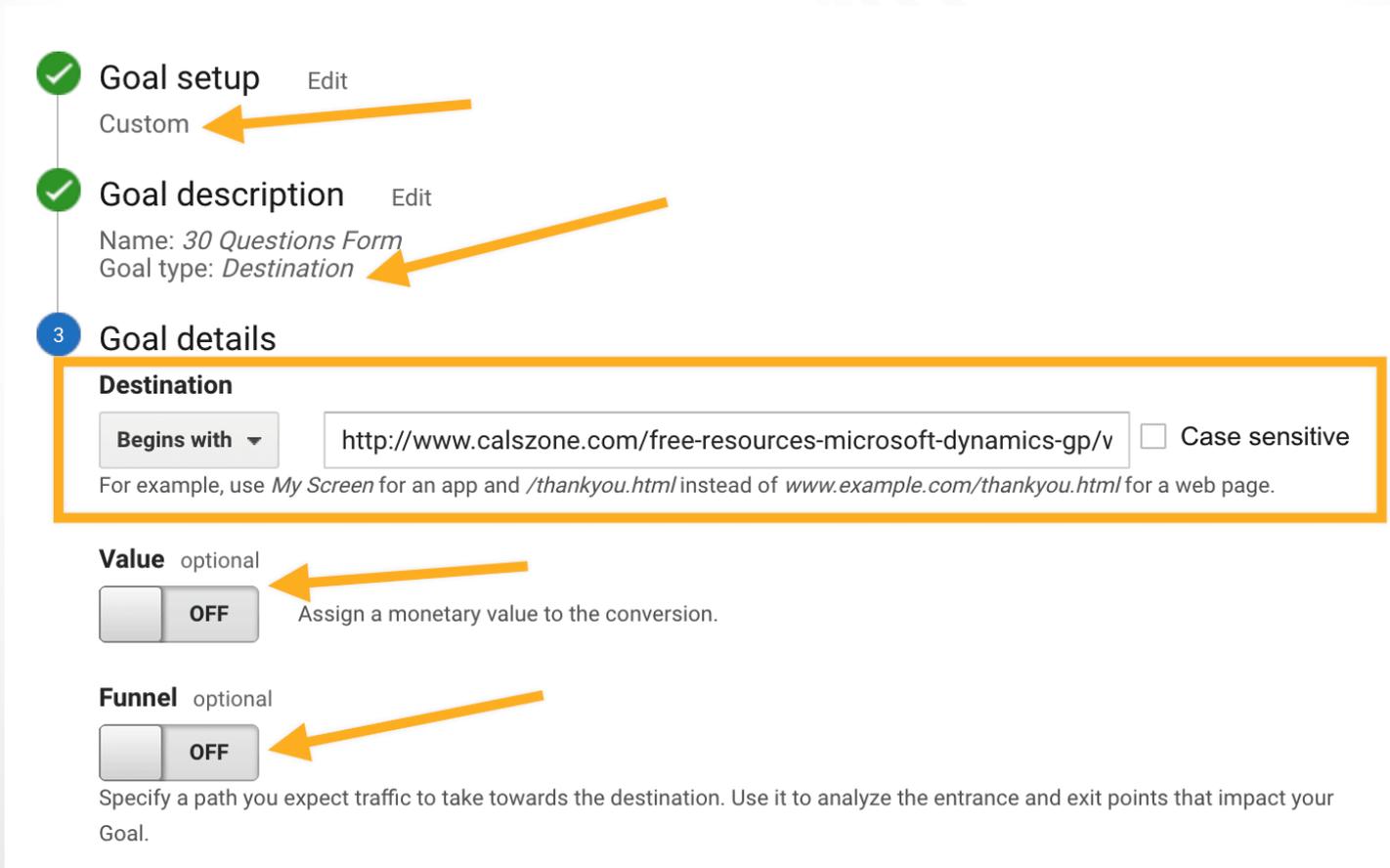
The screenshot shows the Integrity Data website. The header includes the logo and navigation links: Home, Software, Services, Support, Blog, and About. A dropdown menu is open under 'Support', showing 'Integrity with you', 'Integrity with you', and 'Integrity with you'. The main content area features a call to action: 'LEARN MORE ABOUT YOUR SPECIFIC ACA REPORTING RESPONSIBILITIES'. Below this is a form titled 'I'd like a free, 30 minute ACA consultation!' with fields for First Name, Last Name, Company Name, and Email. A note below the form states: 'Complete the form to the right for a 30 minute consultation to find out how an ACA reporting vendor like Integrity Data can help.'

Set Up Goals in Google Analytics

Track blog visits to see leads that converted with Google Analytics Goals. Segment Goals for different forms to have a more detailed insight.

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	30 Questions Form	Goal ID 4 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Contact Us Form	Goal ID 1 / Goal Set 1	Destination	26	<input checked="" type="checkbox"/>
<input type="checkbox"/>	GP Highlights Form	Goal ID 2 / Goal Set 1	Destination	196	<input checked="" type="checkbox"/>
<input type="checkbox"/>	How to Buy Form	Goal ID 5 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Quick Quote Form	Goal ID 3 / Goal Set 1	Destination	27	<input checked="" type="checkbox"/>

Set Up Goals in Google Analytics



The screenshot shows the Google Analytics goal setup process. It is divided into three steps: 1. Goal setup (marked with a green checkmark), 2. Goal description (marked with a green checkmark), and 3. Goal details (marked with a blue circle containing the number 3). In the 'Goal setup' step, the goal type is 'Custom'. In the 'Goal description' step, the goal name is '30 Questions Form' and the goal type is 'Destination'. The 'Goal details' step is highlighted with an orange border and contains three sections: 'Destination', 'Value', and 'Funnel'. The 'Destination' section has a dropdown menu set to 'Begins with', a text input field containing 'http://www.calszone.com/free-resources-microsoft-dynamics-gp/v', and a checkbox for 'Case sensitive'. Below this is a note: 'For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.' The 'Value' section has a label 'Value optional' and a toggle switch set to 'OFF', with a note: 'Assign a monetary value to the conversion.' The 'Funnel' section has a label 'Funnel optional' and a toggle switch set to 'OFF', with a note: 'Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.'

✓ Goal setup Edit
Custom

✓ Goal description Edit
Name: *30 Questions Form*
Goal type: *Destination*

3 Goal details

Destination

Begins with Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 OFF Assign a monetary value to the conversion.

Funnel optional
 OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Learn more about setting up Goals:

<https://support.google.com/analytics/answer/1032415?hl=en>

Set Up Goals in Google Analytics

Track your leads from the ERP/CRM/Cloud Blogs with Goals

Source / Medium ?	Acquisition			Behavior			Conversions All Goals ▾	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	14,627 % of Total: 100.00% (14,627)	13,417 % of Total: 100.02% (13,414)	17,788 % of Total: 100.00% (17,788)	77.41% Avg for View: 77.41% (0.00%)	1.67 Avg for View: 1.67 (0.00%)	00:01:16 Avg for View: 00:01:16 (0.00%)	11.23% Avg for View: 11.23% (0.00%)	1,998 % of Total: 100.00% (1,998)
1. google / organic	10,621 (72.09%)	9,727 (72.50%)	12,643 (71.08%)	80.11%	1.57	00:01:10	12.36%	1,563 (78.23%)
2. (direct) / (none)	1,733 (11.76%)	1,629 (12.14%)	2,183 (12.27%)	58.36%	2.34	00:01:40	11.31%	247 (12.36%)
3. bing / organic	1,714 (11.63%)	1,509 (11.25%)	2,029 (11.41%)	85.36%	1.42	00:00:43	5.08%	103 (5.16%)
4. yahoo / organic	193 (1.31%)	171 (1.27%)	235 (1.32%)	75.32%	1.50	00:01:07	8.01%	19 (0.95%)
5. erpssoftwareblog.com / referral	63 (0.43%)	46 (0.34%)	88 (0.49%)	57.95%	2.56	00:03:05	6.82%	6 (0.30%)

Learn more about setting up Goals:

<https://support.google.com/analytics/answer/1032415?hl=en>

Tracking with Links to Prefill Forms

Use prefilled form fields from URL links to allow a prospect to contact the proper person or division automatically.

 **ClickDimensions** offers this feature:

<http://blog.clickdimensions.com/pre-fill-forms-from-links-or-webpages>

For questions, contact:

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