



CONVERSION CAMPAIGNS

How to sell more using Boosterberg

Whether you are using Boosterberg, or not (yet), you should be performing some social media marketing efforts. The more you show people your digital presence, the better you rank in their eyes. But only posting any content isn't enough these days. Whatsoever, at this point of digital literacy customers have, you should be aiming for constant conversion of people following your brand into customers, right?

This approach also depends on your type of business. If you are selling products or services, you can get the most out of these conversion efforts.

Let's have a look at how setting up your conversion campaign through Boosterberg can work and what you should focus on.

DO YOU KNOW YOUR CUSTOMER?

- A/B tests
- interests
- demographics
- locations

WHAT IS YOUR BUDGET?

BOOSTERBERG SAVES YOUR TIME

Focus on content strategy and creation

**TEST &
SCALE**

WHAT IS YOUR DESIRED OUTCOME?

- Purchases,
- Lead generation
- More people on your website,
- Brand awareness
- Traffic and Brand awareness doesn't belong under conversion

FOCUS ON THE CONTENT

We'll make sure it's delivered

OPTIMIZE YOUR CAMPAIGNS

Focus on Cost oriented conditions as these can bring you the most effective and efficient optimization