

Converting leads into prospects into customers

So you have successfully drawn attention to your website landing page(s). Now is the time to give prospects with the next immediate step that will move them along the buying journey. Purchasers want to be in control throughout their decision-making process. They want to decide when and how they get the information they need.

Here are some ideas of possible offers:

	Key benefits	Choose this option if...
Free Trial	Enables customers to try your product before they buy, and includes an automatic method to convert to paid use. Also provides proofs of concept for the customer and joint engagement with Microsoft sales teams.	Your solution is a virtual machine or solution template. Your solution is SaaS offering, and you offer a multitenant SaaS product. You have a first-run experience to get a customer up and running quickly. You have a single tenant but are adding customers as guest users.
Test drive	Enables customers to try your product before they buy. Also provides a guided experience of your solution on a pre-configured setup.	Your solution is a virtual machine or solution template, or SaaS app with a single tenant, or is difficult to provision. You don't have a method to convert your trial to a paid offer.
Inter-active demo	Allows customers to see your product in action without the complexity of setup.	Your solution requires a complex setup that would be hard to achieve in the trial period.

How to write an effective call to action

- Use simple, clear language
- Help readers clearly understand what they will get
- Use actions (like "Download", "Get it" or "Try it now for free")
- Include images to illustrate the offer
- Lead visitors to a form where they can access the offer
- In the form, only ask for the information you need
- When visitors have completed the form, they should see a "thank you" page