

7 Ways to Turn Readers into Customers

- **1) Link to your website, without breaking the reading flow**
Send readers to different parts of the website which answer concrete questions.
- **2) Link to the product from the post itself**
Readers using an RSS feed are your most loyal; be sure to link within the text.
- **3) Remarketing segmented by posts**
Make your retargeting more effective by creating ads related to the individual post.
- **4) Banners**
Give fewer options and explain exactly what the product does.
- **5) Giveaways**
The offer can be physical or digital. Putting the offer after the post is most effective.
- **6) SEO-based content marketing**
It's easier to create a high ranking SEO post than to get a high rank for a website.
- **7) Create and Test a High Converting Menu Bar**
Adding a menu bar to your blog will redirect readers to your main site and products.