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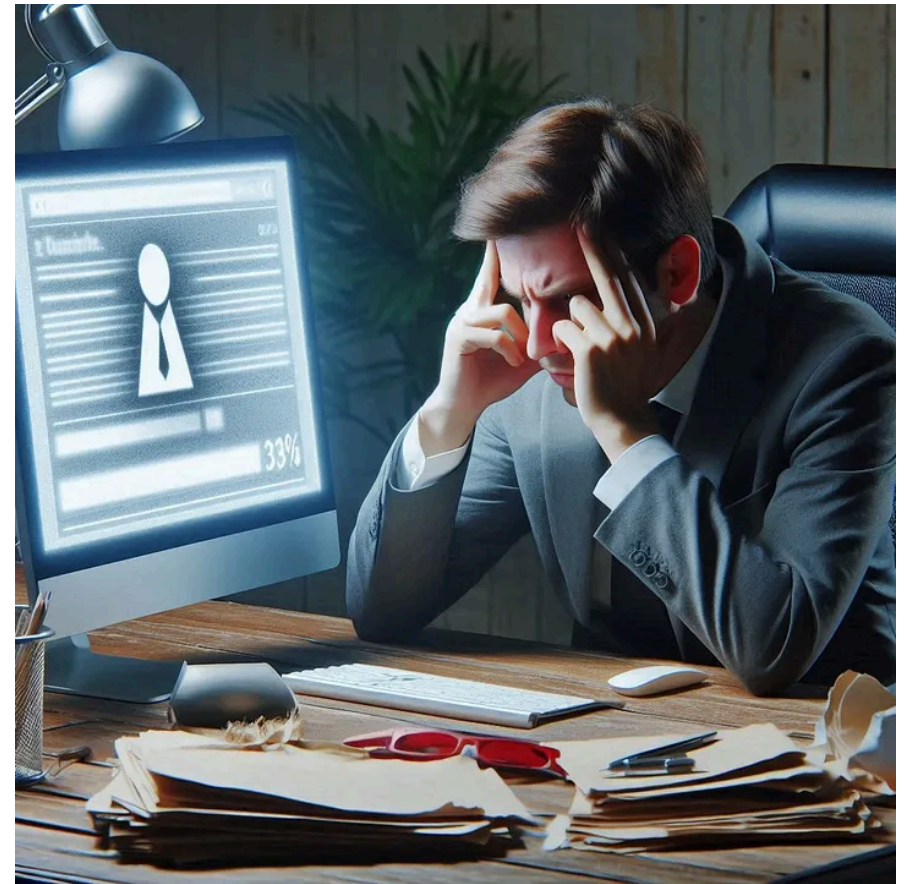


Stop forgetting UX as part of your marketing strategy. Some learn the hard way.



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In a previous role, I fought and lost a battle with my direct boss. We had recently added digital marketing to our long established ABM and SQL process. It was a sorely needed and smart idea — there was an absolutely large market for additional ABM conversion, as well as new client conversion, using a web portal. The problem was, all the tech effort went into the backend. The front end was rushed to production, despite significant user challenges and then forecasts were built on top of that go-live plan. I pleaded for third party landing page technology, among other

conversion rate enhancers, anything to drive leads down the funnel before experiencing the terrible checkout experience. That was the battle I lost. Those forecasts not only failed to materialize (not even close) but it led to a RIF.

What's the moral you might be asking? How about a TLDR? **User experience matters.**

Your product, no matter how wildly popular or successful, cannot endure without a very well thought out experience plan. UX is the backbone of conversion and too many companies, especially in SaaS, compartmentalize product, sales and marketing away from each other.

A seamless, intuitive, and functional user experience can significantly enhance engagement, increase conversion rates, and foster customer loyalty. As digital marketing continues to grow in complexity, integrating UX principles becomes essential to creating compelling and effective marketing campaigns.

A well-designed user experience begins with understanding the needs and behaviors of your target audience. This was the folly of the above. The general thought was that the product was so needed, the experience could be overlooked — that they would convert anyway. But this was wrong. Doing this properly involves conducting thorough user research, including surveys, interviews, and usability testing. By gaining insights into what your audience values and how they interact with your digital touchpoints, you can tailor your marketing efforts to meet their expectations. This user-centric approach ensures that your content, design, and functionality resonate with users, making them more likely to engage with your brand and take desired actions, such as making a purchase or signing up for a newsletter. Most

companies have two choices: 1) build it from within or 2) use software. On the latter, I've personally had tremendous success with Maker, Unbounce and Optimizely.

By focusing on UX, growth marketers can create a cohesive and frictionless journey for users, reducing bounce rates and boosting overall campaign performance. When you have analytics or team members telling you conversion is struggling because of your UX — **listen**. This is not a battle you should fight, because it'll be a battle you'll most likely lose. The best software in the world is also the most useless software in the world the second you forget that the customer is worth more than the product.

User Experience

UX

Marketing

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