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[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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The Engage Stage: Conversion Techniques

We've attracted the right people – they've clicked our social posts or affiliate links or visited our website. The **Engage stage** of the inbound funnel is about **converting interest into action**. This typically involves **converting website visitors to leads or trial users, and then nurturing those leads toward becoming paying customers**.

We will cover 2 components in the following videos: **high-performing landing pages and CTA buttons**, and step-by-step guidance on **designing effective email drip campaigns**. When executed well, they fit together to create a seamless journey from initial interest to purchase.