*Subject Line:* *How to Convert Your Prospects to Clients*

**How to Convert Your Prospects to Clients**

**Tips for Converting Prospects to Clients***(Includes an example marketing plan!)*

Today, we'll build upon our example marketing strategy and look at ways you can optimize your website and convert the attention you’ve earned online into real leads that can become clients. Follow this link to learn more about converting prospects into clients.

**Interested in some content pro-tips?**

Val Rivera, our in-house marketing strategy expert shares tips on Building a Digital Marketing Strategy Around Content. **Learn More**

**In Case You Missed It -** Follow our sample marketing strategy for tips on attracting prospective clients online. Learn More

**Stay Tuned -** Your next email will continue with tips on implementing a marketing strategy and focus on engaging clients with relevant content.

If at any point you want to accelerate through these steps a bit faster, access the [Interactive User Guide](https://content.emaplan.com/knowledgebase/interactive/Bamboo/index.html) found in your *Help* menu of Bamboo.

Our next email will be arriving to your inbox in about one week!