

Nyrie Roos launches their new service for business website owners

Explosion marketing helps business



Tweed Heads, Sep 22, 2019 (Issuewire.com) - Nyrie Roos is a co founder of [Explosion Marketing](#) which is a dedicated Digital Marketing agency focused on increasing the profitability of businesses wanting to generate high targeted leads and sales.

One of the ways in which they achieve this is through optimising client's online experiences, resulting in

increased sales & leads. Customers choose to work with us due to our four core values being; Quality work, Instant results, Working with great people, and Being memorable.

Our proprietary methodologies and processes have been refined through our experience of running over 500+ A/B tests. The value of this experience is two-fold. One is highly refined delivery of tests and engagements. The second is a more predictable and higher conversion uplift for our enterprise clients.

The Explosion Marketing CRO process is:

1. Setup and Project Management

- Personal welcome and induction
- Core beliefs session
- Online project planning
- Communication planning
- Qualitative survey
- Code request

2. Kick Off

- Discovery meeting
- Google Analytics review
- Performance benchmarking

3. Research

- Customer intent survey and Net Promoter Score (NPS)
- Competitor analysis
- User persona Identification
- In person focus group / Empathy session
- Neuro Marketing analysis (using EEG software)
- Live website recordings / heat mapping – up to 100 videos + aggregated heat map

4. Analysis

- Data segmentation
- Information architecture
- Website flow and cart abandonment
- UX review

5. Recommendations

- Testing Planning

6. Execution

- Strategy meeting
- Solution prototypes (wireframe, content, on brand graphics)
- Development, testing and approval
- Accurate reporting
- Account management (regular meetings, reports and reviews)

For more information and how to get started, visit the website: <https://explosionmarketing.com.au>

About Nyrie Roos

[Nyrie Roos](#) is a co-founder of explosive marketing. She has trust and belief her methodology; she works through with clients, to ensure they get the highest possible “end game” results. Her brand has educated over 1,000 businesses globally in different industries, including small to medium-size businesses through to Ken Blanchard & Tony Robbins coaches.

Contact Information

_Contact Nyrie Roos

Phone: Ph +61 439 558 606

Website: <https://explosionmarketing.com.au>

Media Contact

Explosion Marketing

nyrie@explosionmarketing.com.au

0439558606

Suite 5 level 1/1 Sands St,

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