



**AMERICAN**  
FARM FINANCING

# Digital Enablement in Ag

Effective strategies to enhance your digital storefront





## Digital Enablement in Ag

### Effective strategies to enhance your digital storefront

Digital enablement is a crucial tool in today's consumer shopping journey. For Ag companies, a hybrid digital / in-person strategy ensures all potential customers can be reached through the channel they are most likely to engage with. Just like optimizing a storefront to attract and close the highest sales volume, websites can be efficiently organized to maximize sales and collect information from prospects to better close in the future.

Below, we dive into the main ways to encourage a customer to stay within a customer journey and how to reach out to them if they leave. Finally, we touch on metric tracking to optimize your website and referral partnership opportunities.

## Effective CTAs

Calls to Action ("CTAs") are the buttons and links within a website to push users through the buying journey. Creating an account, logging in, and adding an item to a cart are all common calls to action. Websites are optimized for the least friction to push users quickly from CTA to CTA. One-click shopping and automated logins are tools used to keep users on the buying path.

The most effective CTAs keep a customer moving steadily through a buying journey. Buttons to input payment information and complete a purchase are large and a bright color to attract attention. At American Farm Financing, we've designed our loan application to involve minimal scrolling on a standard mobile device so customers can keep moving as quickly as possible. "Next" buttons are large and bright, and we employ a tracker for applicants to see how far they are in the journey. This also makes it easy for customers to judge how much time they have to complete the application. Providing more information to the customer upfront makes it easier for them to come back to the website at a later time, better equipped to complete the user journey.

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Land Loans ▾ Equipment Loans Short Term Operating Loans ▾ My Applications

Agricultural Operating Loans / Application 14014

**Loan Amount**

Enter the total loan amount

Loan Amount\*  
\$1,000,000

Next

**Need help?**  
Give us a call (872) 246-9087, send an email to [support@americanfarmfinancing.com](mailto:support@americanfarmfinancing.com) or [chat live](#) with a member at American Farm Financing

**Loan Application Progress**

**Loan Amount** ▾

● Loan Amount

**Applicant Information** ▾

Borrower information

Legal Name & Contact Information

Address information

Additional Personal information

Business/Employment information

Financial information

**Co-applicant(s) Information** ▾

Co-applicant information

**Review, Verification & Signature** ▾

Summary

SSN/EIN, Date of Birth

Identity Verification - Primary Applicant

eConsent, Acknowledgement & Agreement



Note: Keeping the CTA (“Next”) in bright blue acts as a visual cue to continue. The tracker on the RHS informs the applicant what they will need to continue the application.

## Gathering Customer Information

Even with an easy purchase flow, not every customer will complete a digital form, application, or shopping experience in one sitting. Including the most relevant information upfront provides your team the best opportunity to learn more about the customer’s needs and capture a sale at a later date.

While online account creation should be simple, an effective account creation flow captures at least one method of contact. We utilize email and phone and consistently find text messaging to be an effective means of outreach. Note that text messaging should be utilized similar to a phone call – a 1x1 outreach for maximum effectiveness. Spam texts rarely provide a meaningful interaction.

Sales reps have the most productive conversations when they attempt to learn more about the customer. Gathering customer preferences can inform the sales rep of which products are of most use to a customer throughout the season.

Engaging with a customer 1x1 via phone or email is reminiscent of an in-person experience. This touch provides the customer with a human connection to your brand. If they can't or won't complete the online journey in one sitting, this human touch can bring them back later and leave a lasting impression of the brand.

**Let's get started with your Ag Financing application today!**

Because you should be able to get your goals. Your way.

We look forward to partnering with you.

Already have an account? [Send me a link](#)

Email\*

First Name\*

Last Name\*

Phone\*

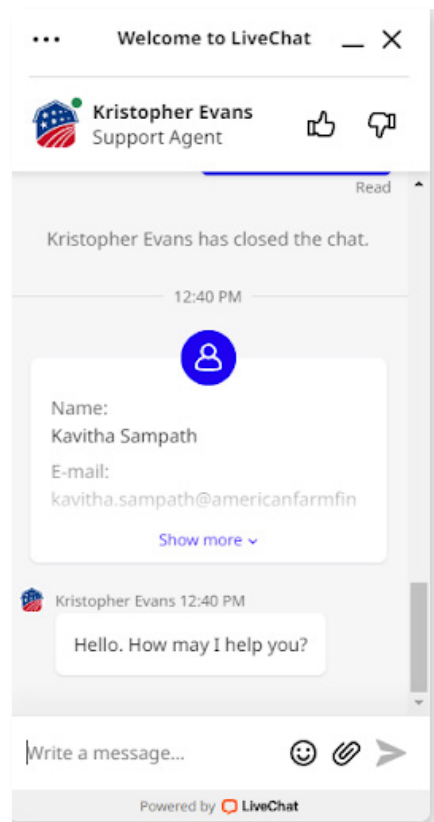
Note: We ask for email, name, and phone before allowing someone to create an application so we can always stay in touch.



## Chat Bots

There are plenty of mechanisms to make a website parallel to an in-person experience. Chat bots are great tools to interact with customers directly. They can be configured to each company or team's preferences, providing live or automated assistance at different hours of the day. Chat bots can collect emails, phone numbers, or both when no live person is available to interact with the customer. That contact information can be used for nurture campaigns, sales calls, and lead information sourcing.

Chat bots can additionally provide live client intelligence. If chat is enabled on any webpage, you can see how many customers are live on a page at any given time. You can follow their journey and reach out at times where they appear stuck. Typically, chat bots also sync to CRM tools, like Salesforce, so you can save chat history within your company's customer organization tools.



## Measurement

Website engagement can be easily measured through analytics tools like Google Analytics. Metrics can and should be tailored to each individual organization. Metrics analysis can be split by funnel steps. Top of funnel metrics, like number of unique visitors, views / user, and landing page engagement can indicate growth in demand generation. For companies utilizing digital ads, landing page activity can help indicate how users found the site. Page path analysis can help identify most-used buttons and help track users' flow, particularly segmented by web browser or device. Timing users' sessions can track pain points within the website and identify the easiest customer points.



## Referrals and Partnerships

If a good conversion rate is 4%, what happens to the other 96%? Part of that traffic will inevitably be low-quality traffic with no intent to convert – researchers or people who are unqualified for your buying journey. However, the offering of additional products can enhance a conversion rate. Referral links to partner sites with tangential offerings can generate referral revenue and offer potential customers a reason to revisit your site or stay on a nurture email listserv.

American Farm Financing has been engaging in customer experience research since day one. If you are interested in any of our tools or a referral partnership, please reach out.