Module II. Lecture 12
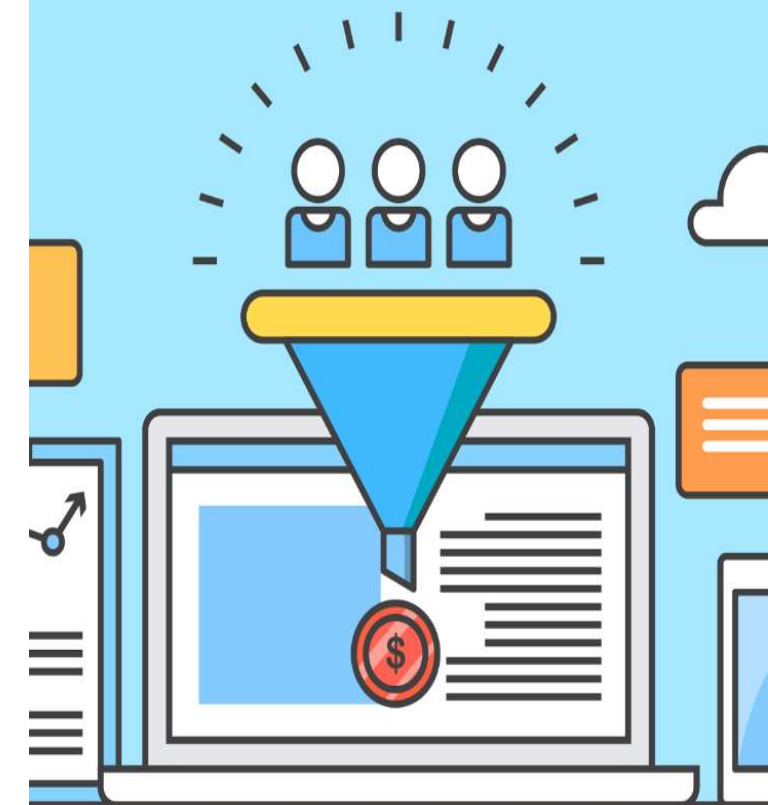## Conversion

Plan

1. Definition
2. Synchronic approach
3. Typical semantic relations

Conversion

Conversion is the process of turning potential customers into paying customers. In this presentation, we will explore the definition, importance, success factors, barriers, and strategies for improving conversion rates in business.

Conversion is a characteristic feature of the English word-building system. It is also called affixless derivation or zero-suffixation. The term «conversion» first appeared in the book by Henry Sweet «New English Grammar» in 1891. Conversion is treated differently by different scientists, e.g. prof. A.I. Smirntitsky treats conversion as a morphological way of forming words when one part of speech is formed from another part of speech by changing its paradigm, e.g. to form the verb «to dial» from the noun «dial» we change the paradigm of the noun (a dial,dials) for the paradigm of a regular verb (I dial, he dials, dialed, dialing).

Definition of Conversion

Conversion refers to the desired action taken by a visitor on a website or a potential customer in a physical store that leads to a valuable outcome, such as making a purchase, subscribing to a newsletter, or filling out a contact form.

Importance of Conversion in Business

Conversion is a critical metric for business success as it directly impacts revenue and profitability. A high conversion rate indicates that a business effectively converts visitors or leads into paying customers, maximizing their return on investment.

Success Factors for Conversion Optimization

1 User Experience

A seamless and intuitive user experience improves the likelihood of conversion by reducing friction and increasing trust.

2 Compelling Call-to-Action

A clear and persuasive call-to-action motivates visitors to take the desired action and guides them through the conversion process.

3 Social Proof

Providing social proof in the form of testimonials, reviews, or case studies builds credibility and trust, influencing potential customers to convert.

Common Barriers to Conversion

1 **Complicated Checkout Process**

A lengthy or complex checkout process often discourages potential customers from completing their purchase, leading to a drop in conversion rates.

2 **Unclear Value Proposition**

If the value proposition is not communicated effectively, visitors might fail to understand the benefits of converting, resulting in lower conversion rates.

3 **Lack of Trust**

A lack of trust in the business or website can create doubt in the minds of potential customers, making them hesitant to convert.

Strategies to Improve Conversion Rates

1   Optimize Website Speed

A fast-loading website improves the overall user experience and increases the chances of conversion.

2   Create Personalized Content

Delivering tailored content to individual users based on their preferences and behaviors can significantly enhance conversion rates.

3   Implement A/B Testing

Testing different versions of landing pages, call-to-action buttons, and other elements allows for data-driven optimization and improved conversion rates.

Measurement and Tracking of Conversion

Tracking and measuring conversion rates is crucial to understand the effectiveness of marketing efforts and identify areas for improvement. Key metrics include conversion rate, conversion funnel analysis, and customer lifetime value.

Nouns can also be formed by means of conversion from verbs. Converted nouns can denote:

a) instant of an action e.g. a jump, a move,

b) process or state e.g. sleep, walk,

c) agent of the action expressed by the verb from which the noun has been converted, e.g. a help, a flirt, a scold,

d) object or result of the action expressed by the verb from which the noun has been converted, e.g. a burn, a find, a purchase,

e) place of the action expressed by the verb from which the noun has been converted, e.g. a drive, a stop, a walk.

Many nouns converted from verbs can be used only in the Singular form and denote momentaneous actions. In such cases we have partial conversion. Such deverbal nouns are often used with such verbs as : to have, to get, to take etc., e.g. to have a try, to give a push, to take a swim.

Conclusion and Key Takeaways

In conclusion, conversion is an essential aspect of business success. By understanding the definition, importance, success factors, barriers, and strategies for improving conversion rates, businesses can optimize their conversion processes and achieve higher customer engagement and profitability.

Remember, conversion optimization is an ongoing process. Continuously analyzing data, experimenting with strategies, and adapting to changes is key to staying ahead in today's competitive business landscape.

Synchronic Approach

A synchronic approach to conversion optimization involves considering all aspects of the customer journey simultaneously. By aligning marketing efforts, website design, content, and customer experience, businesses can create a cohesive and effective conversion strategy.

Conversion pairs are distinguished by the structural identity of the root and phonetic identity of the stem of each of the two words. Synchronically we deal with pairs of words related through conversion that coexist in contemporary English. The two words, e.g. to break and a break, being phonetically identical, the question arises whether they have the same or identical stems, as some linguists are inclined to believe.[1] It will be recalled that the stem carries quite a definite part-of-speech meaning; for instance, within the word-cluster to dress — dress — dresser — dressing — dressy, the stem dresser — carries not only the lexical meaning of the root-morpheme dress-, but also the meaning of substantivity, the stem dressy- the meaning of quality, etc.

Typical Semantic Relations

When optimizing conversion rates, businesses often encounter semantic relations such as synonymy, antonymy, and hyponymy. Understanding these relationships helps in crafting persuasive messages and tailoring experiences to meet specific customer needs.

As one of the two words within a conversion pair is semantically derived from the other, it is of great theoretical and practical importance to determine the semantic relations between words related through conversion. Summing up the findings of the linguists who have done research in this field we can enumerate the following typical semantic relations.

Verbs converted from nouns (denominal verbs).

This is the largest group of words related through conversion. The semantic relations between the nouns and verbs vary greatly. If the noun refers to some object of reality (both animate and inanimate) the converted verb may denote:

1. action characteristic of the object, e.g. ape *n* — ape *v* — 'imitate in a foolish way'; butcher *n* — butcher *v* — 'kill animals for food, cut up a killed animal';
2. instrumental use of the object, e.g. screw *n* — screw *v* — 'fasten with a screw'; whip *n* — whip *v* — 'strike with a whip';
3. acquisition or addition of the object, e.g. fish *n* — fish *v* — 'catch or try to catch fish'; coat *n* — 'covering of paint' — coat *v* — 'put a coat of paint on';
4. deprivation of the object, e.g. dust *n* — dust *v* — 'remove dust from something'; skin *n* — skin *v* — 'strip off the skin from'; etc.