# [Expert Panel] Effortless Conversions: Close More Sales With AI Data [Webinar] via @sejournal, @lorenbaker

Want to boost efficiency, ROI, and lead gen in 2025?

Small business and agency marketers are eager to transform their lead generation and conversion strategies.

You should be, too.

Explore how to **track and optimize the campaigns** that drive your highest quality leads**,** and learn how to leverage AI to boost efficiency, ROI, and **convert those leads into long-term paying customers.**

You'll discover:

- How to track the source of your leads effectively.
- How to **reduce Cost-Per-Lead (CPL)** with techniques for optimizing marketing budget & improving ROI.
- How to automate a **personalized follow-up** process, coach your sales team to tackle exact needs, and ensure every lead is properly handled.

With Zac Elbel and a special CallRail agency partner guest, we explored how to close more deals faster, avoiding missed opportunities. We'll also give you **real-world success stories** illustrating the transformative impacts of these tactics and tools to foster growth.

Properly handling your abundance of qualified leads is

crucial. Watch on-demand as we show you how with strategies to enhance the customer experience.

View the slides below, or check out the full webinar for all the details.

# Join Us For Our Next Webinar!

## High-Quality Conversions: How To Optimize Your Website & Boost Growth

Join us as we unpack the strategies top brands use to optimize their sites for better search performance and more conversions in our exclusive webinar.

https://www.searchenginejournal.com/effortless-conversions-with-ai-data/539163/