

# TURN YOUR SITE VISITORS INTO BRAND ADVOCATES

## PERSONALIZE YOUR WEBSITE EXPERIENCE

- Create Customized Landing Pages
- Curate a “Best of” Section
- Target Relevant Messages to New and Returning Visitors Using the AddThis Audience Targeting Rules and Interest Targeting
- Suggest Related Content Using the AddThis Recommended Content Tool

## SHOWCASE NEW AND POPULAR CONTENT

- Highlight New Content
- Keep Popular Content in Heavy Rotation
- Emphasize Highly Shared Content

## CREATE A GOOD USER EXPERIENCE (UX)

- Keep Your Design Clean and Simple
- Communicate Regularly Through Email
- Offer Perks to Email Subscribers