



Leah Fellows: Blue Gypsy Inc.

From Traffic To Trust: Creating a Buyer Experience That Converts



Dallas
2026

MEET YOUR SPEAKER



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THE OLD PLAYBOOK



The question is no longer, “How do we get more traffic?”
The better question is: “Are we creating a sales experience that earns
the trust of the buyers already watching us?”

TRAFFIC DIDN'T DISAPPEAR. IT CHANGED.

“We are not here to talk about chasing every lead harder. We are here to talk about attracting better buyers, earning more conversations, and building a sales experience that matches the way people actually shop now.”



3 KEY SHIFTS BUYERS ARE MAKING TODAY



Buyers are doing more
silent shopping



Buyers are comparing
experiences



Lower funnel buyers are
harder to identify

SOME OF THE MISTAKES

Treating New Traffic with an Old Process



**OSC Buried
Invisible or
Non-existent**



**Poor Nurture Strategy
Generic Auto Replies
Slow Response Time**



**Lack of Communication
Between Departments
Poor Hand-offs**



**Looking at
Metrics with
no Perspective**

**5 MOVES
LEADING TEAMS
ARE DOING
DIFFERENTLY**

MOVE 1: SHIFTING FROM LEAD VOLUME TO BUYER INTENT



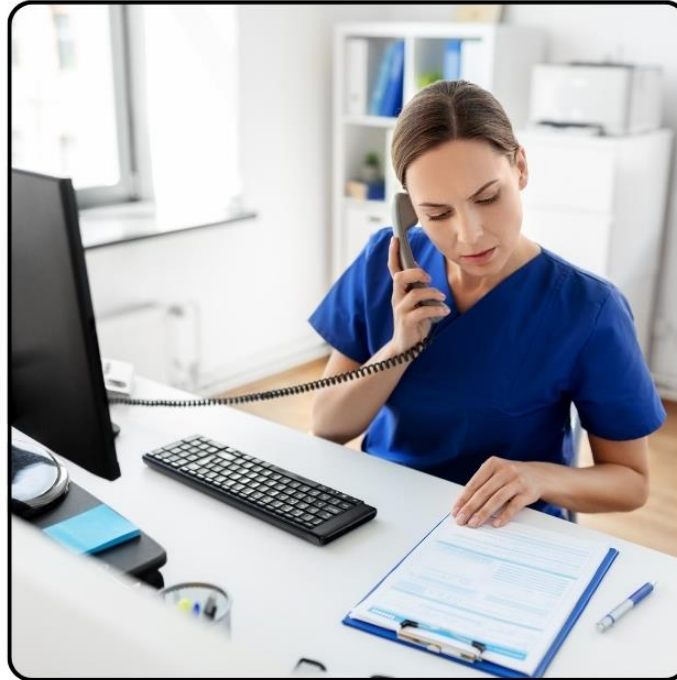
More Traffic is Nice. Better Intelligence is more useful.

MOVE 2: LETTING THE WEBSITE DO MORE OF THE TRUST BUILDING



Your website is not just a brochure, it is often the first sales conversation your buyer has with your company

MOVE 3: USING THE OSC AS A STRATEGIC FILTER NOT JUST A LEAD RESPONDER



The OSC is not just there to respond faster. The OSC is there to understand the problem the buyer is trying to solve.

MOVE 4: PERSONALIZING FOLLOW UP BASED ON THE BUYER'S SITUATION



Personalization is not using their name. Personalization is proving you understood their problem.

MOVE 5: ALIGNING MARKETING, ONLINE SALES, ONSITE SALES, AND LEADERSHIP.



**When these teams are not aligned, everyone has
a different version of the truth.**

THE 5 C's OF ATTRACTING HIGHER-INTENT BUYERS



CLARITY



CONFIDENCE



CONNECTION



CONTEXT



CONSISTENCY

If the marketing says one thing, the website says another, the OSC says another, and the onsite agent starts from scratch, the buyer feels the disconnect.

5 PRACTICAL TAKEAWAYS



**AUDIT
THE FIRST
5 MINUTES**



**AUDIT THE
WEBSITE
THROUGH
BUYERS EYES**



**REVIEW YOUR
FOLLOW-UP
LANGUAGE**



**USE THE OSC AS
A SOURCE OF
MARKETING
INTELLIGENCE**



**ALIGN
AROUND
BETTER
METRICS**

**TRAFFIC LOOKS
DIFFERENT TODAY
BECAUSE BUYERS
LOOK DIFFERENTLY**

STAY IN TOUCH!



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QUESTIONS?