Conversion 101

"Love thine funnel" -Conversion Love

Proper Phone Conduct

- Make sure your cell phone **is on**, and you **are tweeting**.

- @ reply me: @hidanielg

- Use the hashtag: #leanstartup

- Use the hashtag: #measure

The Secret Conversion Formula

$$C = 4m + 3v + 2(i\text{-}f) - 2a$$

By Marketing Experiments

$$C = \mathbf{4m} + 3v + 2(i\text{-}f) - 2a$$

M = motivation

- People come to your site with a particular motivation in mind

- Visitors arrive with varying degrees of motivation

- Connect what you offer to the visitors' needs & goals
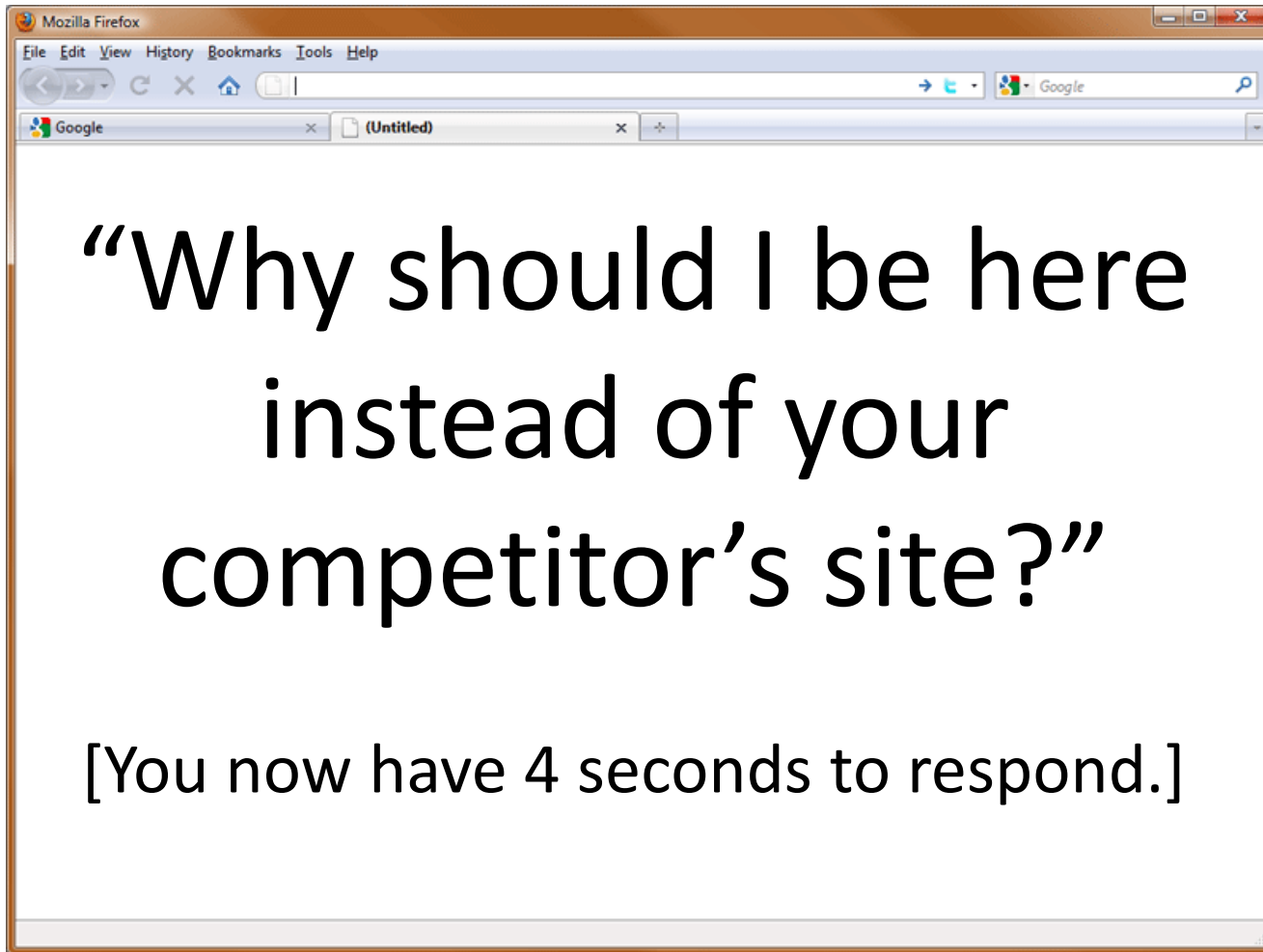
- This factor is outside of our control

$$C = 4m + \mathbf{3v} + 2(i\text{-}f) - 2a$$

V = Value Proposition

- Most important for new visitors to see

- Sets you apart from your competitors

- **Answers the question:** *Why should I, your ideal prospect, choose to do business with you versus any and every other option?*

- Typically where the biggest CRO gains can be made

Value Proposition

"Why should I be here instead of your competitor's site?"

[You now have 4 seconds to respond.]

STYLE-CONSCIOUS RESUMES

for the

STANDOUT JOB SEEKER

-Loft Resumes

Focus on your work, not your paperwork

-Fresh Books

Time tracking so easy you'll actually use it.

-Toggl Time Tracking

$$C = 4m + 3v + 2(\mathbf{i}\text{-}f) - 2a$$

I = Incentive

- Incent visitors to take action right now

- Create a sense of urgency

- They feel gain from taking action now, and loss by delaying making a decision

- "Limited supply" - "Limited edition" - "Sale ends"

"But wait there's more, act now and get…"

What does incentive look like?

I WILL TEACH YOU TO BE RICH
FREE Insider's Kit

6 wealth-building resources that can change your life today.

80/20 Guide to Finding a Job You Love
Discover the most common mistakes people make when looking for a new job.

30-Day Hustling Course
Negotiate a raise, start a business, achieve your goals, and more... in one month.

Idea Generator PDF & MP3
Find an idea that can help you start earning $1,000 a month on the side.

✔ **Detailed case studies** from people who have used this material to earn thousands of dollars.

✔ **A sneak peek** at the first chapter of my New York Times bestselling book.

✔ **Free regular advice** for getting rich.

✔ ...and much more.

Free Download Here

$$C = 4m + 3v + 2(i-\mathbf{f}) - 2a$$

F = Friction

- Anything that would prevent your prospect from doing what you want them to do

- Are you asking too much of your visitor?
  - Eye path
  - Form fields
  - Confusing design

What's Friction Look Like?

Tuesday Glory performed by Pedro "Pedrito" Martinez, Roman Diaz and Little Johnny Rivero

If I'm not logged into youtube and I'm watching a video, in order to like it, or favorite it I have to log in.

The log in process restarts my video.

Sometimes I don't favorite things because the log in process disrupts what I'm watching.

This is a form of friction.

Uploaded by martincongahead on Feb 24, 2010

Percussion masterpiece played by masters on conga, timbale, cajon and bata. Listen to the rich bass of the cajon recorded with LP's new cajon micing system using Audix mic.

Follow @hidanielg on twitter use #leanstartup or #measure on twitter | Conversionlove.com

$$C = 4m + 3v + 2(i-f) - \mathbf{2a}$$

A = Anxiety

- Psychological concern stimulated by a given element in the conversion process

- People are unsure you'll deliver the value you're promising
  - How can I call you?
  - How can they email you?
  - Where is your BBB logo, other certifications?

Reducing Anxiety

FIRST: DEFINE GOALS & METRICS

What's done during this phase?

- Determine goals for each page to be tested

- Record current conversion rate or click thru rate for each goal and page

TAKE A SYSTEMATIC APPROACH TO GOALS & METRICS

Channel Mapping Motivation

- **Measure Each Channel -** Identifying the primary sources of traffic to your landing page

- **Rank Each Channel** - Organize and prioritize each channel by descending conversion rate

- **Profile Each Channel** - Identify the unique characteristics of customers within a top performing channel

- **Optimize for Each Channel** - As much as possible, connect each channel to a channel-specific landing page using relevance

Establishing Baseline

After defining goals...

- Install Google Analytics, Goals & Funnels
  - How many people exit at each step of user flow?
  - Where's the biggest loss? Start there

Added to Bag
17,322

3,959 ▶   ▶ 11,113

(entrance)	675
/h............	422
/h..........p...........s=12	181
....................p...	111
/........ .....3&items=12	108

(exit)	2,631
/n..........	1,366
/t............ s	583
....	364
/login.htm	297

6,209 (35.84%)
proceeded to Checkout Details

Checkout Details
6,382

173 ▶   ▶ 238

(entrance)	171
/.................	2

(exit)	164
/login.htm	12
....	8
/............	6
/o..........spx?catalogueid=148...	6

6,144 (96.27%)
proceeded to Made Purchase

Made Purchase
7,681

1,537 ▶

8.18% funnel conversion rate

(entrance)	336
/contactus.htm	155
/register.html	37
/n..............	24
/..........aspx:pageid-10779329	4

Establishing Baseline

- Install Crazyegg:
  - Where on the site are people clicking?
  - How can we push those clicks to the goal?

- For example…

"BECOME A CUSTOMER" OR MESSAGE CONTEXT & CONGRUENCE AUDIT

Audit The Context

Here we analyze the messaging

- From ad/meta description

- To confirmation page after check out

- Review what visitor sees at each stage

  - Is messaging consistent throughout?

  - Can messaging be improved later in the funnel?

  - Can we reduce/prevent buyer's remorse?

Messaging Context & Congruence

- Display ad:

GO AHEAD...TREAT YOURSELF
BECOME A

Intro Offer: First Box for $5

Get over **$40 worth** of the hottest trends in nail color and the latest Mani and Pedi Care products—delivered right to your door every month for **just $19.99**.

Step 1
Take our fun quiz to discover your personal style profile.

Step 2
Instantly view your **Customized Box** filled with selected products.

Step 3
Enter your email address and get your **first month for $5** with this special offer.

use discount code:

Take the Quiz

DISCOVER *YOUR* STYLE >

no credit card required

Congruence Problem

Intro Offer: First Box for $5
Get over **$40 worth** of the hottest trends in nail color and the latest Mani and Pedi Care products—delivered right to your door every month for **just $19.99**.

Intro offer

$60 of beauty products for $5

take the style quiz

JOIN NOW >

THE DISCOVERY PROCESS: SURVEYS & USER TESTING

Surveys

- Our goal is to understand this about our visitor's:
  - Motivation
  - Intention
  - Buying objections
  - Benefits as the visitor perceives them
  - How the most valuable customers described the product
  - Differences between satisfied and unsatisfied customers

Surveys: Discover Persuasion Triggers

- Product market fit survey to discover:
  - Visitors perceived benefits
  - Language used to describe benefits
    - This directly turns into copy for landing pages
  - Who clients view as competitors
  - New channels for ads & traffic
  - Persona profiles for typical customers

Consumer Surveys

- This feedback is used to determine:
  - Design elements for the new web page
  - Copy on the new page
  - Identify & eliminate friction

On-Site Surveys

- To uncover user Intention, ask live on site
  - Use KISSinsights, example questions:
    - Why are you looking for this product? (entry page)
    - What are you going to use this for? (product page)
    - **Will you buy today, why or why not?** (objections)

- Record this in a survey analysis, then write recommendations

Product Page

Product Name

★★★★★

$19.99

Add to Bag

Lorem ipsum dolor sit amet, pharetra metus pariatur ullamcorper aliquam nisi lorem. Congue augue pede at ornare nulla, nulla officia donec ut sed, ac nibh fusce vivamus. Quis eleifend risus amet vel eros, etiam ante et euismod id. Nulla purus neque eu, enim ac, felis aliquet nulla, at potenti malesuada ligula. Vehicula pellentesque pede pharetra, in orci leo senectus. Bibendum aenean integer. Amet magna, cursus in convallis malesuada erat, justo hendrerit tristique libero faucibus rutrum. Cras suscipit laoreet duis sit.
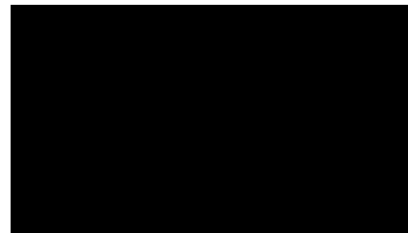
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Did you decide to buy, If not, why not?

KISSinsights

DASHBOARD

January 18, 2012

☑ 10:08 pm it didnt show me what exactly i was gettin and i like more makeup realated prouducts.

There's an image of the product bundle, but each one is not spot lighted and addressed with detail. That's what she wants to reduce anxiety on the page.

This comment tells us that the reason she's chosen not to buy is because there is not enough information about each product in the bundle on this page.

$19.99

Add To Bag

I added descriptions of each product in the bundle to the mock up to resolve this.

your ... gives you access ... latest Mani Care ... to your doorste ... have access ... else!

What come ...
Here ... what we've ... your ... yle in your fir ...

o Chic platinum ...
o Sunny butter y ...
o Julep™ Glow ...
 visibly minimize ...
 age spots on ...
 evening skin t ...
o Free Shipping ...

Box Includes

Nail Polish
0 Bottle size: .27 fl Oz
0 Toxin free from 4 cancerous toxins
0 $10 Value, whole package only $19.99

Age Defying Hand Brightener
0 Tube size: 3 oz
0 Toxin free
0 $20 Value, whole package only $19.99

Nail Polish
0 Bottle size: .27 fl Oz
0 Toxin free from 4 cancerous toxins
0 $10 Value, whole package only $19.99
*Colors in images are subject to change due to limited supply (you girls buy a bunch of these things, every now and then we can't keep up, but we'll make sure to send you other awesome colors if we do run out. :-) If you're ready to add this to the bag, click here to start checking out.

Add To Bag
FREE Shipping & 100% secure

Force Yourself to Pay Better Attention to Your Nails, But Never Have To Think About It.

When you start getting your Julep Maven box you'll begin taking better care of your nails automatically. You'll get colors that are trending right now & picked out specifically for your style, you can't help but keep up your nails better when you get that box. You'll think less about it, and look your best with less effort.

"Since starting the subscription I keep up with my nails better, and I get compliments on the colors all the time. The colors are flawless vibrant and that's what I like ,as well as you guys take care of my hands and nails all at the same time. You wouldn't get that at a nail shop"
-Sujane Kumar

Nail Colors Last 13 Days or More With Out Chipping

Our trademarked nail polish formulas last 13 days or more without chipping or cracking. With nail polish that lasts longer you'll prevent spending more on lower quality polish that doesn't last as long, saving you money overall.

"After first using your product in one of your parlors, I was amazed at how long the polish lasted, when I did my own nails with a Julep polish I purchased in store, I was yet again amazed. Primarily I love the quality."
-Anna Marieliza

Nail Polish Free From 4 Common Cancerous Toxins Found In Beauty Products

Discover & Reduce Friction & Anxiety

- Run 5 usability tests on usertesting.com
  - This will show the friction points on the site from the user's perspective
  - Users also express reasons why they don't 'trust' the site
- Analyze 10 Real Life Users sessions use userfly.com or clicktale.com
- Analyze & write recommendations to reduce friction & anxiety, increase trust

PRODUCING CHALLENGER PAGES

Use an experiment plan template

- Form a research question
  - Which will visitors respond to more?
- Document your hypothesis: what will improve & why do you expect it to?
- Install Google Website Optimizer
- Record current/baseline CTR or conversion rate

Wire Framing & Copy Writing

- From discovery process create list of:
  - Benefits
  - Objections
  - Usability Issues
- Write copy to:
  - Illustrate benefits
  - Overcome objections
- Mockup wire frames
  - Improve Design/Usability

Testing & Iterating

- Use Google Website Optimizer or other MVT to track conversion rate accurately

- Get final mock ups peer reviewed by a CRO

- Design & code frames into web pages

- Review successes & failures: analyze the **WHY**

- Propose new tests based on learning

Can you do me a personal favor?

- I want referrals: recommend me.

- Want these slides? **Get them** here: conversionlove.com/conversion101

- Free 1 day workshop: you should attend – Get a 100% discount code just sign up for email updates (link above)

Questions?

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