



Search
Engine
Optimization

Search & Social
DOUBLE WHAMMY

Integrated Marketing Seminar

Social
Media
Marketing



McDougall Interactive
MARKETING

10 steps to make people say yes



1. Know Your Conversion Rate

**Ratio of prospects to
completed transactions
(conversions.)**

Average conversion rate is about 2%

2. Use The Conversion Trinity

Relevance
Value
Call To Action

From: *Always be testing* by Bryan Eisenberg

3. Strengthen Value Propositions

“Hot, fresh pizza delivered to your door in 30 minutes or less... guaranteed.”

"Why should I do business with you vs. somebody else?"

Four fundamentals of UVP's

Appeal – I want this

Exclusivity – Only from you

Clarity – I understand this

Credibility – I believe you

List five statements of value to get started, add evidence (PR, social proof), quantification (20 million served) and specificity... Then test using email.

*Source: Flint McLaughlin of Meclabs and their 20 million dollars of research

4. Map offers to sales cycle



5. Optimize the thought process and not just the page

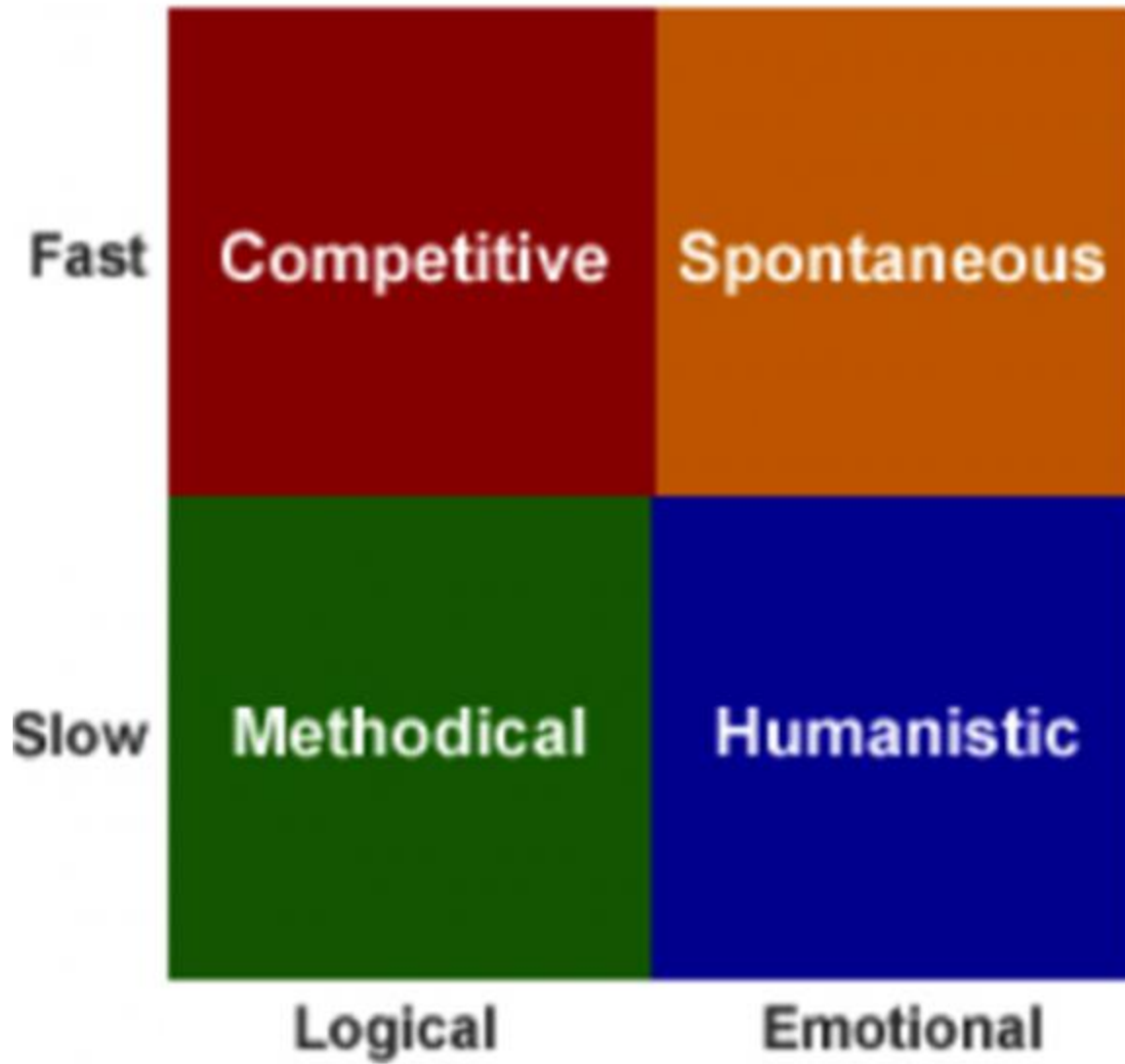
Dell: Help Me Choose vs. Learn More

6. Focus on their needs, not yours



Don't offer water when they want beer!

7. Understand Personality Patterns



Personality Surfing Styles

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Captain Kirk and Spock are triggered by different things



8. Study the 6 principles of influence

Reciprocity – People tend to return a favor. Hence free samples.

Commitment and Consistency – Once we've committed to something, we're then more inclined to go through with it.

Social Proof – People will do things that they see other people are doing.

Authority – People will tend to obey authority figures.

Liking – People are easily persuaded by other people that they like.

Scarcity – “Limited time only” encourages sales.

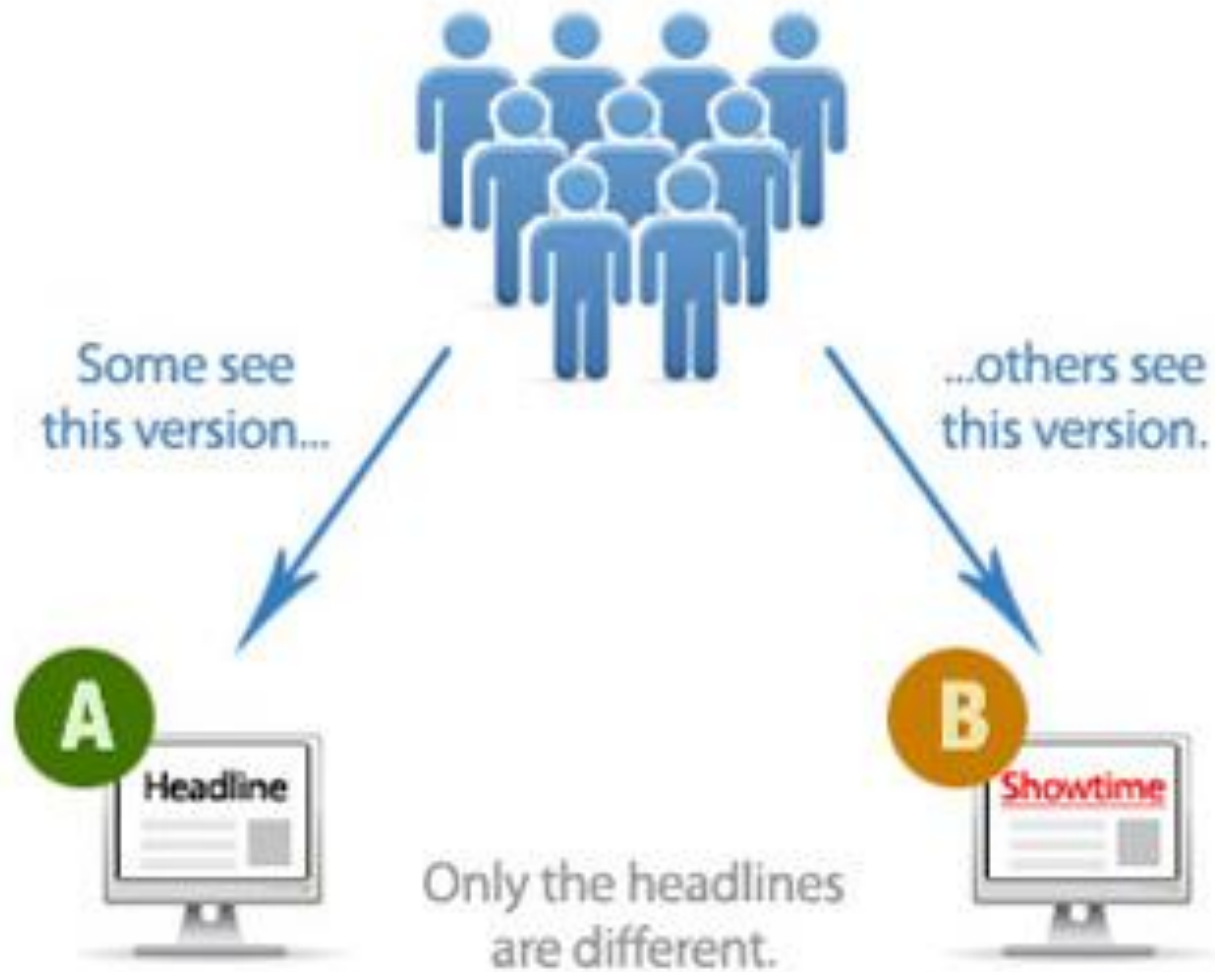
From: *Influence: The Psychology of Persuasion* by Robert Cialdini

9. Test these 10 Key Things

1. **UVP / Branding** No unique value equals a bounce
2. **Addressing More Than One Persona**
3. **Maintain Scent** Search terms / free shipping...
4. **Headlines** Test emotional vs. logical
5. **Call to Action** Persuasive button text
6. **Images** That connect emotionally, more +HQ
7. **Trust Factors** BBB, Verisign, awards, testimonials
8. **Copy** Less we we more you you *
9. **About Us Pages** More personal, less what, more who
10. **Look and Feel** Usertesting.com, Fengui, Clicktale

*futurenowinc.com/wewe.htm

AB Testing Basics



THE ANATOMY OF A PERFECT LANDING PAGE

HOW DESIGN TRANSLATES TO USERS

TEN KEY LANDING PAGE FEATURES THAT DRAW IN USERS



1 PAGE HEADLINES AND AD COPY

6 BUTTONS AND CALL TO ACTIONS SHOULD STAND OUT



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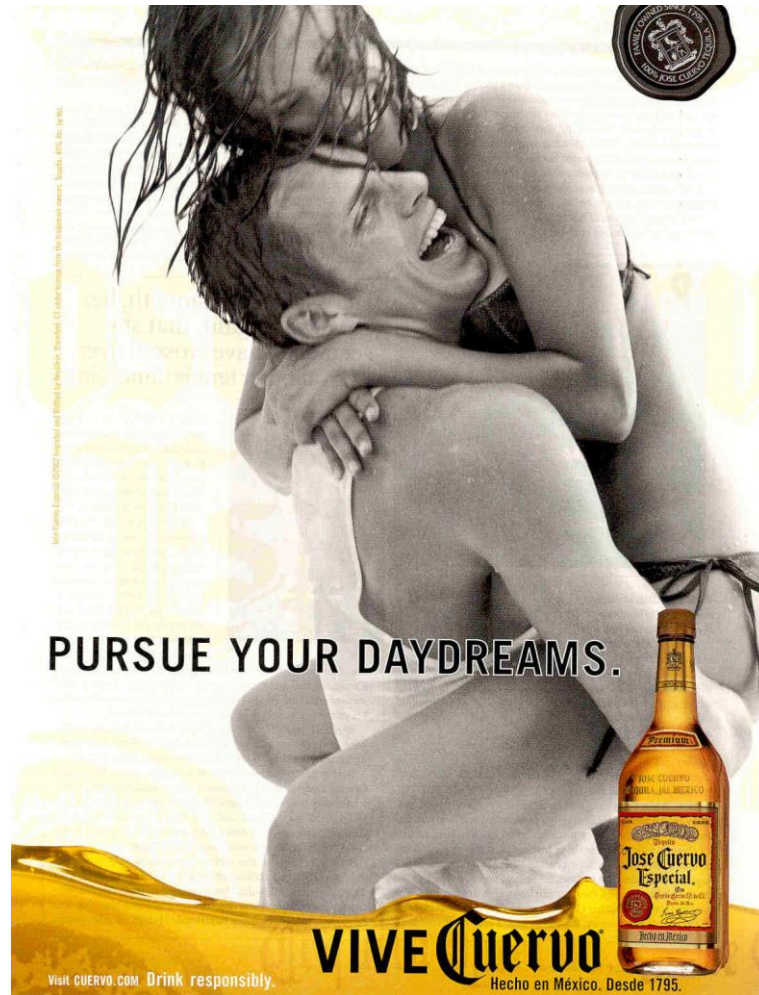
you were given a priority code enter it here and click Apply:

Update Cart

Check Out

Continue Shopping

Emotion vs logic



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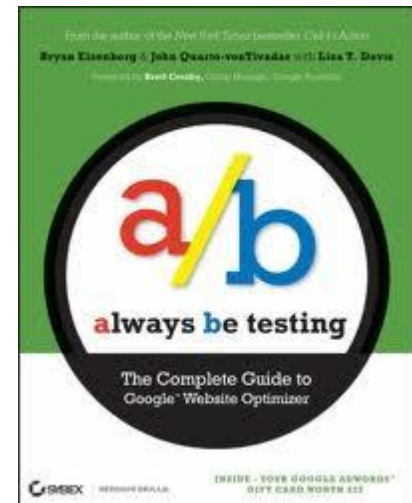


10. Avoid these 12 Conversion Killers

1. **Lack of reinforcement of UVP**
2. **Tiny Call to Action Buttons**
3. **Small or no Phone Number**
4. **Lack of Trust** No photo of office or address, Verisign
5. **Too Many Form Fields**
6. **Forced Registration on Shopping Cart**
7. **Complex Checkout Process**
8. **High Price Not Inline with Others Unless leader**
9. **Lack of Reviews, Testimonials, Social Proof**
10. **Too Many Features Not Enough Benefits**
11. **Not Answering Objections**
12. **Lack of Being Risk Free / Guarantees**

The 30 main conversion factors

1. Addressing the four main personas or people types for greater conversions
2. Unique value proposition
3. Buying decision process
4. Categorization
5. Usability
6. Look and feel
7. Searchability (Use of navigation and the ability to find things on the site)
8. Layout, visual clarity, and eye tracking (using tools like Feng-gui.com)
9. Purchasing process
10. Tools: That can get in the way (blocking load time etc.) and Tools like clicktale.com and usertesting.com that can help
11. Error prevention
12. Browser compatibility
13. Product presentation
14. Load time
15. AIDAS or Creating Attention, Interest, Desire, Action, Satisfaction
16. Security/privacy
17. Trust and credibility
18. Product selection/categorization/search results
19. Navigation/use of links
20. Up-sell/cross-sell
21. Calls to action
22. Point-of-action assurances
23. Persuasive copywriting
24. Content
25. Headlines
26. Readability
27. Use of color and images
28. Overuse of Terminology/jargon
29. Customer focused YOU language vs. me me/we we focused language
30. Using reviews



***From Always be testing, by Bryan Eisenberg**

Presentations available here:
www.searchsocialseminar.com/presentations/

www.mcdougallinteractive.com

