

Oh Behave: Online Customer Behavior

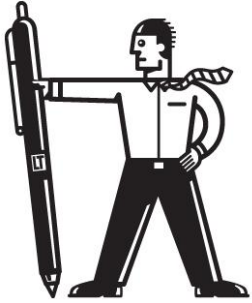


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ideaLaunch
Monthly Webinar
Thursday, April 28, 2011





ideaLaunch
News
Announcement



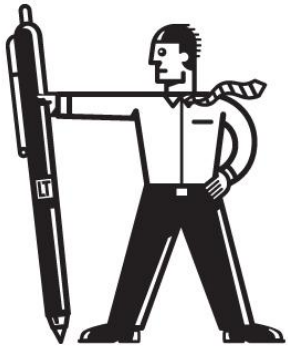
Content
Marketing
Revolution



Conversion
Enhancement
Tips



Quick Announcements



ideaLaunch™



Who you, a Guru? Yes you. Publish a Book at LifeTips!

Guru Spotlight



Byron White
Content Marketing Tips

[101 Content Marketing Tips](#)

 Buy My Book
amazon.com



The screenshot shows the LifeTips website interface. At the top, there is a navigation bar with the LifeTips logo, a search bar, and a "Log On" button. Below the navigation bar, there are several sections:

- Ask a Guru a Question:** A form with a "question goes here" input field and a "GO" button.
- For Readers:** A list of benefits: "Access 113,322 Tips", "New Tips and Answers Daily", and "Make Life Better, Smarter and Fun!".
- For Gurus:** A list of benefits: "Advance Your Writing Career", "Earn Cash for Your Charities", and "Help Make Life Better for Fans".
- For Advertisers:** A list of benefits: "Reach Targeted Customers", "CPC and CPM Rates", and "Banners and Text Ads".
- Meet Our Gurus:** A section with a plus sign and a list of topics: "Accounting Degree", "Accounting Jobs", "Accounting Software", "Acting", "ADD-ADHD", "Adoption", "Adventure Travel", "Affiliate Marketing", "Air Quality", "ALS", "Alternative Health", "Alzheimers", "Appliance Repair", "Art Supplies", and "As Seen On TV".
- Meet our Advertisers:** A section with a plus sign.
- Bookstore:** A section with a plus sign.
- Full Retail Tax-Deduction:** A section with a blue link and text: "As seen on Good Morning America & Montel. Original 1-800-Charity Cars www.800CharityCars.org".
- Guru Spotlight:** A section with three circular portraits and names: "PJ Campbell Publishing Tips", "Heidi Splete Running Tips", and "Jerry Mayo Weight Loss Tips".



Access to Expert Writers

- Only US Based Writers
- All Screened, Rated, Proven
- Build Lists of Favorite Writers
- Post Orders to All, Direct or Group
- Fixed Rate Price per Word
- Copyscape Originality Verification
- Only Pay for Content You Approve




When Your Content Is Great... So Are You!

How It Works 


Clients Get Started 

Writers Get Started 

All writers are US based, pre-screened and star rated by our editors and in-house staff. 

Search Writers

Browse a few of our writers by industry and skill level.

Industry Experience 

Star Level 

Search Now 

Post Assignments to US-Based, Professional Writers

WriterAccess is a marketplace to contract writing services directly from expert writers, all screened, rated and US-based. All content is created to your specification and verified for originality by Copyscape. Fixed rate pricing makes launching assignments easy. And you only pay for content you approve, 100% guaranteed with escrow deposit protection. From articles to press releases to website copy to white papers to surveys and more, hundreds of passionate writers are ready to deliver on any assignment. Robust technology offers bulk orders, and one-click exports to WordPress, DistributeYourArticles and more.



How This Works: Place Orders Fast and Easy



Mantra: Great Writers. Great Content. Great Results.

This screenshot shows the 'Advanced Search' interface. At the top, a navigation bar includes 'Home', 'New Order', 'Manage Orders', 'My Account', 'Writers', and 'Help Desk'. On the left, a sidebar contains links: 'Search Writers', 'Love List', 'Hate List', 'Editor's Picks', 'Received Messages', and 'Sent Messages'. The main area is titled 'Advanced Search' and features several search filters: 'Search Phrase' (text input), 'Rating' (dropdown), 'Industry Experience' (dropdown), 'SEO Experience' (dropdown), 'Skill Set Experience' (dropdown), and 'Writing Style Experience' (dropdown). There are two 'Minimum Projects' input fields, both set to '0'. A 'Search' button is located at the bottom left of the search area.

This screenshot shows the 'Editor's Picks' page. The navigation bar is identical to the previous screenshot. The sidebar links are: 'Search Writers', 'Love List', 'Hate List', 'Editor's Picks', 'Received Messages', and 'Sent Messages'. The main content area is titled 'Editor's Picks' and includes an introductory text: 'We've taken some of our favorite writers and grouped them into the following specialties, letting you easily Love the writers we Love.' Below this, there is a section titled 'Editor's List' which contains five categories of writer picks, each with a representative image, a title, a list of names, and an 'Add All To My Love List' button:

- Top 5 Finance Writers**: Natalie R, Alma G, Jessica M, Doreen M, Allison W, Linda E
- Top 5 Travel Writers**: Vicki S, Selena C, Sandy A, Karren T, Elizabeth M
- Top 10 Product Description Writers**: Vicki S, Meaghan R, Erin M, Elizabeth M, Joynicole M, Landra Lynn J, Ryn G, Meagan M, Alma G, Stephanie B
- Top 5 Educational Writers**: Michi B, Julie B, Fitzalan G, Gretchen B, David S
- Top 5 Content Marketing Writers**: Alan K, Elizabeth M, Matthew R, Tim G, Joy L



Average Factoids

● Time to Complete Assignment	31 Hours
● Article Word Count	361 Words
● Article Delivered Word Count	453 Words
● Love Lists Per Writer	1.75
● Writers Per Love List	3.55
● Payment to All Paid Writers	\$274



“Most” Factoids for WriterAccess

● Love Lists by a Single Writer	35
● Assignments Single Writer	339
● Popular Writer Level	4
● Payment Single Writer (WriterAccess)	\$7,265
● Payments All Writers (ideaLaunch +)	\$74,621



Most Popular States for Orders

- California
- Massachusetts
- New York
- Texas
- Florida
- Illinois



Challenge #1: Screening

Writers Get Started
Step 2 of 4 — Experience and Interests

Level of Education:

Provide a summary of your writing background, and the writing services you offer:

Tell us the types of composition you specialize in:

Tell us about your interests, even those things outside of writing:

Industries

- Appliance
- Auto
- Banking
- Bio/Pharm
- Career
- Craft
- Education
- Electronics
- Entertainment
- Fashion
- Finance
- Food
- Fortune 500
- Gaming
- Garden
- Green Living
- Green Products
- Green Services
- Hardware

Banking

of Paid Projects:

Summary:



Challenge #2: Easy Order Process

- Home
- New Order**
- Manage Orders
- My Account
- Writers
- Help Desk

- New Order
 - **Order Wizard**
 - Simple Order
 - Templates
 - Packages

OrderWizard

1 2 3 4 5 6

Pricing Summary

Create orders for writers with our Order Wizard. Simply follow our six-step process.

Available Balance	931.34
Article Count	1
Maximum Length	600
Maximum Cost	10.71
Listing Fee	0.50
Total Cost	11.21

Price/Article: \$	11.21
Price/Word: \$	0.019

Pricing

Group Name:

Complexity: Low Medium High Extreme

Star Level: 2 3 4 5

Word Count: 50 25,000 Min: 100 Max: 600

Quantity: 1

Next



Challenge #3: Pricing

- New Order
- **Order Wizard**
- Simple Order
- Templates
- Packages

OrderWizard

1 2 3 4 5 6

Pricing

Next

Group Name: -- select one --

Complexity: Low Medium High Extreme

Star Level: 2 3 4 5

Word Count: 50 25,000 Min: 100 Max: 600

Quantity: 1

Pricing Summary

Create orders for writers with our Order Wizard. Simply follow our six-step process.

Available Balance	931.34
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Price/Article: \$	11.21
Price/Word: \$	0.019

Pricing: Writer Level

	2-Star	3-Star	4-Star	5-Star
Professional Level	Student	Journalist	Professional Writer	Copy/Tech Writer
SEO Proficiency		Basic Experience	SEO + Link Crafting	Keyword Strategy
Professional Experience	0-1 Year	1+ Year	2-5+ Years	5+ Years
Sales Copywriting			Some	Lots
Additional Skills	Consumer Writing	Consumer Writing	Consumer Writing	Consumer Writing
		Business Writing	Business Writing	Business Writing
			Industry Expertise	Industry Expertise
				Copywriting Guru
Hourly Rate Range	\$10-20/Hour	\$20-35/Hour	\$35-50/Hour	\$50-125/Hour



Pricing: Project Complexity

	Low	Medium	High	Extreme
Industry Experience		Required	Extensive	Published Author
Research	Easy to Find	More Difficult	High Difficulty	Interviews Required
B2B vs B2C	B2C Simple	B2C Complex	B2B Simple	B2B Complex
Persuasion Skill			Soft Sell	Hard Sell
Style Guide		2-4 Requirements	5-10 Requirements	10+ Requirements
Creativity		Some Creativity	Low Creativity	High Creativity
Sales Impact		Low Impact	Medium Impact	High Impact
Article Assignments	Research Articles	Creative Articles	Stylistic Articles	Deep Articles
News Assignments	Easy News Stories	Complex News	Press Releases	PR Strategy
SEO Assignments	Light SEO	SEO Keyword Density	Link Building	SEO Strategy
Copy Assignments		B2C Copy	B2B Copy	Creative Strategy
Technical Assignments		Light Technical	Heavy Technical	Technical Strategy



Assignment Checklist

- Topic Title
- Asset Type (Article, Blog, Press Release, Tips, Whitepaper, ect)
- Resources for Reference
- Company Information
- Purpose of Asset
- Keyword Instruction
- Style Guide (Conversational, Authoritative, Humorous, Tone)
- Target Audience Details/Personas
- Governance Specifications (Do's and Do Not's)
- Additional Notes



\$10 Bonus Trial Offer: WriterAccess.com/Extra10

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The Content Marketing Revolution



idea**launch**™



It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Video
- Web
- Widgets



It's catching readers orbiting at high speeds

- ➔ Applet
- ➔ Desktop
- ➔ Events
- ➔ Information Portals
- ➔ Mobile
- ➔ Podcasts
- ➔ RSS Feeds
- ➔ Social Networks
- ➔ News



With information they want and need

Engagement

- ➔ Webinars
- ➔ Workbooks
- ➔ Podcasts
- ➔ How Tos
- ➔ Don't Do's
- ➔ Tips and Advice



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It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing
- ➔ Content Testing



And finding the most efficient path to engagement and sales

The Trust Pipeline

- ➔ Offer Content
- ➔ Score Engagement
- ➔ Identify Consideration
- ➔ Confirm Intent
- ➔ Induce Trial
- ➔ Motivate Purchase
- ➔ Gather Feedback



Conversion Enhancement Tips and Advice



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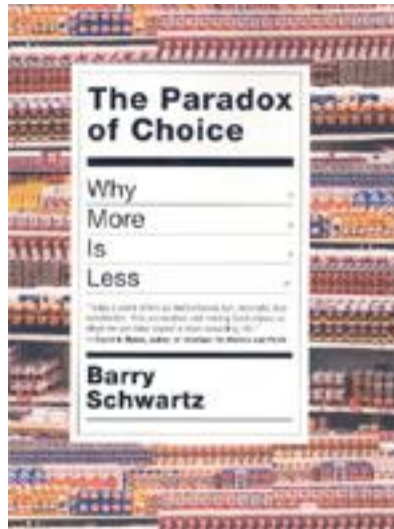
On-Page Testing Formula

Conversion = (Content + Usability + Motivation + Incentive) - (Friction + Anxiety)

- **Info Content:** Are you earning trust with information customers want and need?
- **Usability:** Is your content and imagery optimized for conversion?
- **Motivation:** Do you have clear reasons to buy and not try the competition?
- **Incentive:** Are you offering any incentives or trial or reward?
- **Friction:** Have you identified potential resistance and reduced the pain points?
- **Anxiety:** Have you pinpointed the concerns and resolved the issues?



On-Page Testing: The Paradox of Choice



- Too many choices with the new age of micro expansion
- New rules for complex decision-making
- New meaning needs to be developed to find the best path
- New methodology needs to be formulated for big decisions
- New reward needs to surface with the right decision

The Paradox of Choice by Barry Schwartz



On-Page Testing: “Feel” words to improve conversion rates

Employment Sell Words

- Entry Level Position
- Excellent Growth Opportunity
- Immediate Openings
- Leading Company Seeks
- Growing Company Seeks
- Team Player
- Strong Interpersonal Skill
- Financially Motivated
- Annual Performance Bonus
- Team Environment

Financial Sell Words

- You’re Already Pre-Approved
- Cash Back Offer
- Be Debt-Free in Weeks
- Instant Financial Freedom
- No Annual Fee
- Pocket Extra Money
- Low Introductory Rate
- Fast Cash
- Start Saving Now
- Piece of Mind



Test “sell” words to improve conversion rates

Offers

- Special Offer
- Exclusive Offer
- Limited Time Offer
- Click Here
- Right Now
- Instant Access
- Instant Download
- Free Shipping
- No-Fuss Signup
- Easy Signup

Trials

- Free Trial
- First Time Trial
- No-Risk Trial
- Risk Free Trial
- Buy After Review
- Test Drive
- Free Membership
- Free Subscription
- Join Beta Group
- Free Trial with Feedback

Motivators

- Free Gift
- Pays for Itself
- Limited Availability
- As Seen on TV
- Solve X
- Stop Y
- All Inclusive
- Best Rated
- Tested and Proven
- Money-Back Guarantee



Test both positive and negative sell words

Negative Sell Words

- Baffling
- Blurred
- Unclear
- Bewildering
- Mind-Boggling
- Complicated
- Convoluted
- Perplexing
- Puzzling
- Mixed Up

Positive Sell Words

- Persevering
- Efficient
- Hard-Driving
- Proactive
- Adaptable
- Responsive
- First-rate
- Top-notch
- Highly Competent
- Powerful



Optimize content for the wide funnel

- **Preliminary:** Headlines, visuals, architecture and familial content.
- **Investigating:** Knowledge-seeking and trust-building opportunity
- **Capability:** Show how you solve problems and delivers on needs
- **Action:** Motivate sign up, download or buy



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“The only marketing left is content marketing.”

Seth Godin

Free Book Download: ideaLaunch.com/101

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