The Ultimate Formula to Improve Conversions
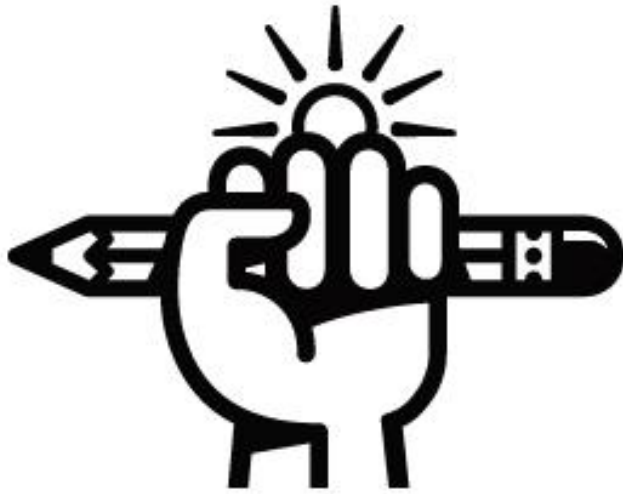
Byron White
CEO and Founder
ideaLaunch
@ByronWhite
#UltimateCRO

July Content Marketing Webinar
Monthly Webinar #24
Monday July 25th, 2011
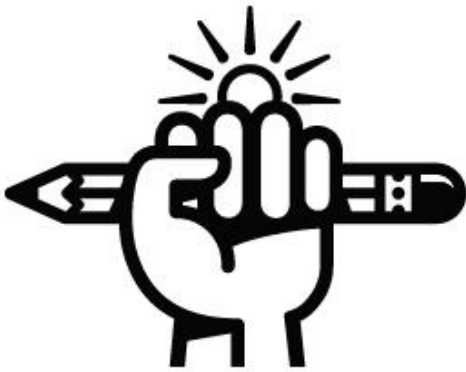
Tim Ash
CEO and Founder
Site Tuners
@Tim_Ash
#CRO
#LPO
#UltimateCRO

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**The Content
Marketing Revolution**

**The Ultimate Formula
to Improve Conversion Rates**

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 distributing it to them in a compelling way.

→ **Apps**

→ **Downloads**

→ **Printed Books**

→ **eBooks**

→ **RSS Feeds**

→ **Newsletters**

→ **News Feeds**

→ **Widgets**

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It's catching readers orbiting at high speeds.

→ **Classes**

→ **Desktop**

→ **Events**

→ **Information Portals**

→ **iTunes**

→ **Mobile**

→ **Online Offsite**

→ **Social Networks**

→ **Webinars**

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With information they want and need.

- → **Comparisons**
- → **Competitive Reviews**
- → **Do's and Don'ts**
- → **How To's**
- → **Tips and Advice**
- → **Video Tours**
- → **Webinars**
- → **Workbooks**

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It's testing campaigns to learn what works best.

- ➜ **A/B Testing**
- ➜ **Multivariate Testing**
- ➜ **Eye Tracking**
- ➜ **Segmentation**
- ➜ **Geo Targeting**
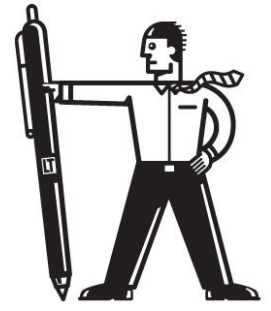- ➜ **Usability**
- ➜ **Content Testing**

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And finding the most efficient path to sales.

- → **Beta Testing**
- → **Content Scoring**
- → **Conversion Analysis**
- → **Customer Surveys**
- → **Lead Scoring**
- → **Purchase Patterns**
- → **Teaser Campaigns**
- → **Trial Offers**

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Content marketing is a six-step process and you need all six.

Content Curation	Content Planning	Content Creation	Content Optimization	Content Distribution	Content Performance
Site Content	SEO Plans	Articles	SEO Scoring	LifeTips Distribution	Increase Traffic
News Content	Editorial Plans	Blog Posts	Link Building	PR Web Distribution	Lower Acquisition Cost
Industry Content	Keyword Research	eBooks and Books	Keyword Silos	Writer Access Distribution	Improve Repeat Visitation
Competitors Content	Customer Research	Widgets and Apps	Page Optimization	Google News Distribution	Improved Conversion Rates
Content Categorization	Competitive Research	Workbooks and Webinars	WordVision Technology	Google Gadget Distribution	Improved Search Rankings

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The Ultimate Formula to Improve Conversion Rates and Grow Your Business

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The Ultimate Formula to Improve Conversions

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

➜ **Content:** Are you earning trust with information customers want and need?

➜ **Usability:** Is your content and imagery optimized for conversion?

➜ **Motivation:** Do you give clear reasons to buy and not try the competition?

➜ **Incentive:** Are you offering any incentives, trials or rewards?

➜ **Friction:** Have you identified potential resistance and reduced the pain points?

➜ **Anxiety:** Have you pinpointed the concerns and resolved the issues?

1 Content

→ **How Good?**

Customer Wants and Needs
Access to Industry Expert Writers
Conversion Influence
Cost for Conversion Ratio

→ **How Much?**

Content Curation
Topic Research
Competitive Intelligence
Link Popularity
Market Share Value

→ **How Often?**

Competitive Publishing Frequency
Timeliness and Contextual Relevancy
Conversational and Contagious

Indentify your company's mantra as the starting point.
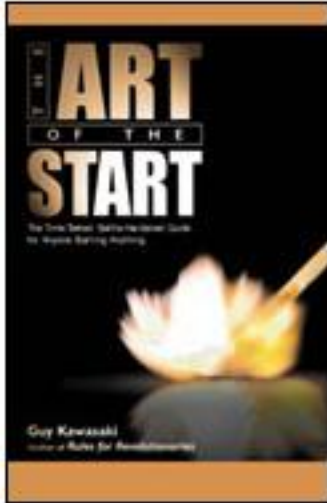
Winning is Everything	Green Bay Packers
Think	IBM
Fun Family Entertainment	Disney
Save Babies	March of Dimes
Healthy Fast Food	Wendy's
Kick Butt in Air and Space	Air Force

The Art of the Start, Guy Kawasaki

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Get in tune with Customer 2.0 wants and needs.
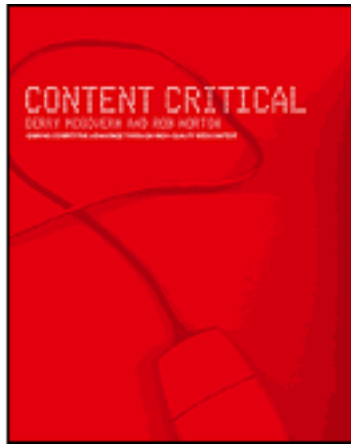
Customers Needs

- Credibility, Belief and Logic

- Exposure to New Information

- Features and Benefits

- Mystery and Bravery

- Surprise and Delight

- Personal Reference

2.0 Customers Needs

- Info in a Hurry

- Access to Specific Things

- Personalization

- Authority Advice

- Relevant Content

- Social Support

Content Critical by Gerry McGovern and Rob Norton

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You need a Content Plan packed with lots of research.

What's in the Plan?

→ Content Analysis

→ Competitive Research

→ Customer Research

→ Keyword Research

→ Keyword Silos

→ Market Share Reports

→ Style Guide

→ Content Recommendations

→ Performance Goals

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You need Great writers with great characteristics.

→ Curiosity

→ Passionate Voice

→ Well Traversed

→ Make Meaning

→ Keep it Simple

→ Less is More

→ Short and Sweet

→ Fresh Insight

→ Results Driven

→ Inquisitive
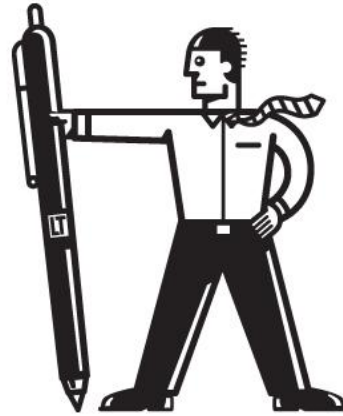
→ Storytellers

→ Journalists

→ Researchers

→ Socratic

→ Optimizers

→ Knowledge Seekers

→ Wordsmiths

→ Deep Diggers

→ Big Picture Thinkers

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Learn how and why to tell stories.
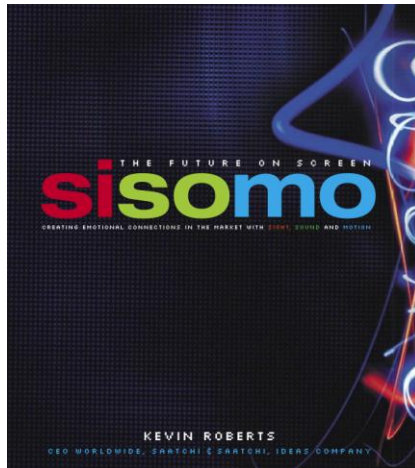
Great Stories

➜Solve Problems

➜Teach us to be Smart

➜ Offer Surprise and Delight

➜Focus on What Happens Next

➜ Introduce Great Characters

➜ Contagiously Get Passed Around

➜ Engage Readers

➜ Keep Readers Coming Back for More

Sisomo by Kevin Roberts

Why some stories get passed on and on.

Information	A Story
Fills You Up	Moves You On
Facts	Acts
Citing	Exciting
Reams	Dreams
Promotional	Emotional
Static	Dramatic
Checklists	Casts of Characters
Compiling	Compelling
Annotated	Animated
Feeding the Brain	Touching the Heart
Expires	Inspires

2 Usability

Information Is the Driver of Usability

→ **How Hard to Find What You Want**

→ **Information Architecture**

→ **Segment Readers and Customers**

→ **Keep-It-Simple Stupid (KISS)**

→ **Make It Easy to Test**

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The Paradox of Choice
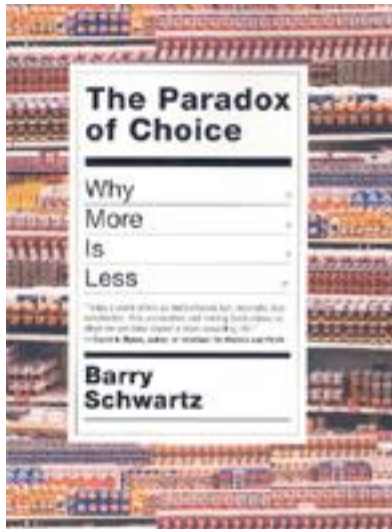
Too Many Choices in the New Micro-Expansion Age

→ **New rules for complex decision-making have changed.**

→ **New meaning needs to be developed to find the best path.**

→ **New methodology for the web-confined space.**

→ **New reward needs to surface to influence decisions.**

The Paradox of Choice by Barry Schwartz

Develop an Information Architecture Plan (NOT a Site Map)
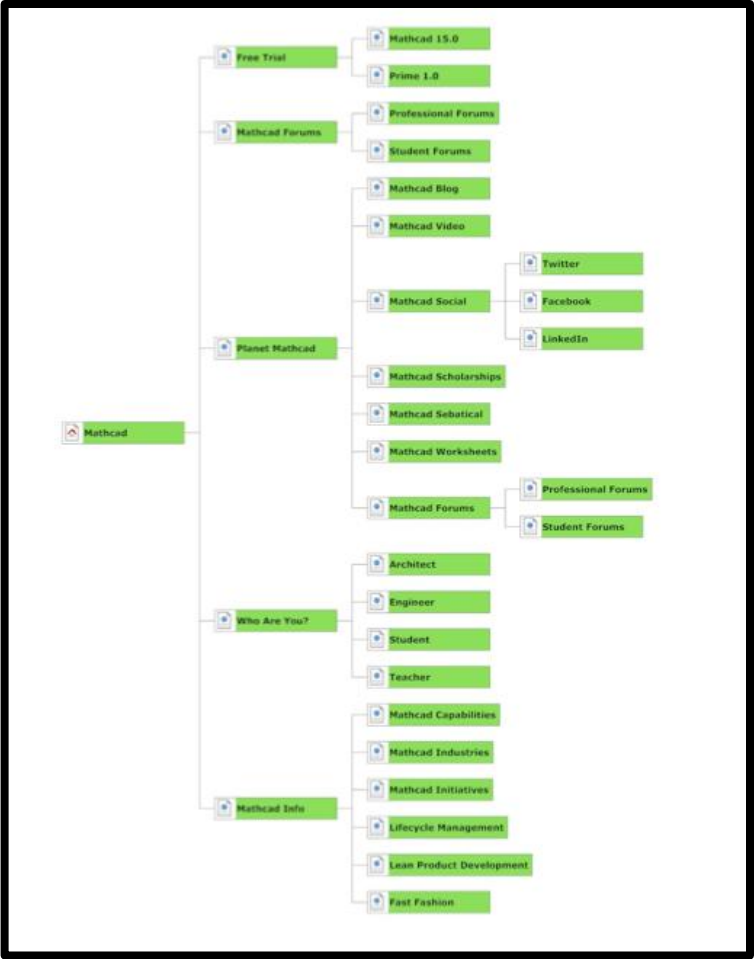
Segment your prospect customers for best conversions.

VentureLinx
BUSINESSES START HERE

We can help you start or grow a business.
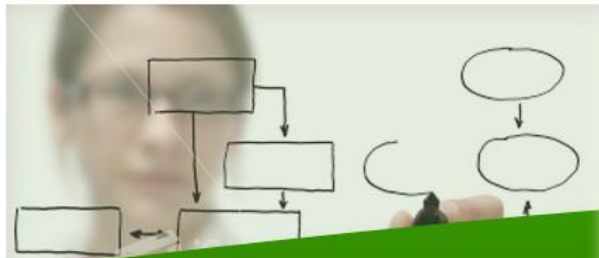
Start a Business Now

Grow Your Business Now

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3 Motivation and Incentive

Who Are Your Customers?

→ **What do they want?**

→ **What do the need?**

→ **What motivates them?**

→ **What turns them on?**

→ **Are you giving it to them?**

→ **Test, test, test!**

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Customer research is the key to motivation.

Who Are Your Customers?

➜ **Search box. Track what prospects are looking for and what they find.**

➜ **FAQ's. Review what customer ask for and the language used.**

➜ **Customer service reps. Learn the FAQs and knowledge requests.**

➜ **Customers. Speak with customers and learn the wants and needs.**

➜ **Analytics. Discover the source of traffic and navigational pathways.**

➜ **Surveys. Ask for feedback on your content, navigation and methodology.**

Learn what your customers want and need.

Apple Feedback

Thinking about this particular Genius Bar visit at the Apple Store, CambridgeSide on Sunday, May 9, 2010, how would you rate your satisfaction with the following aspects?

	Not At All Satisfied 0	1	2	3	4	Neutral 5	6	7	8	9	Extremely Satisfied 10
Overall satisfaction with your visit	○	○	○	○	○	○	○	○	○	○	●
The Genius' technical expertise and ability to diagnose your issue	○	○	○	○	○	○	○	○	○	○	●
The Genius' attitude and appreciation for your concerns	○	○	○	○	○	○	○	○	○	○	●
The choice of available days and times when scheduling this session	○	○	○	○	○	●	○	○	○	○	○
The amount of wait time between your scheduled time and when you were called	○	○	○	○	○	●	○	○	○	○	○

▶ Next

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Learn when your customers are happy and not.

Develop customer personas for content creation.

Mr. Skeptical
Account Manager at a medium-sized advertising firm in Boston

- Is looking for graphic designers for a new print-based advertising campaign
- Wants a way to connect with a large number of qualified graphic designers to receive ideas and input, and eventually build a pool of reliable freelancers
- Forward thinking, experimental and creative, but is still nervous that a freelancer who is not in-house will not be able to learn the nuances of this kind of project
- Has used talent agencies in the past, and has not had remarkable success

Customer Wants: Fresh talent and perspective for this new project

Customer Needs: To stay within budget and time constraints, and to work with an agency and freelancers that he can trust to help him meet his goals without having to micromanage

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Customer personas

Ms. Busy
Director of Web Content at a rapidly growing publishing company

- Suzanne runs a large web development department with a great deal of employees and projects to manage
- Needs to recruit as much quality web writing talent as possible for her ever-expanding portfolio of clients and web development projects
- Is willing to take the risk of working with a new agency if she can find a valuable wellspring of talent for her clients

Customer Wants: A great deal of web writing talent for a rapidly expanding web content development department

Customer Needs: A reliable source of writing talent to supplement the efforts of her hard-working team; she does not have time hold anyone's hand or provide hours of copywriting training

Develop style guides for content creation.

Content Style Guide

This style guide outlines the editorial guidelines for writers creating Artisan Talent content. Our writers and editors follow the best-practice editorial standards found in the Associated Press Style Manual for all grammar, punctuation and consistency issues.

Content Tone
Writers should convey a solid understanding of the industry and be able to engage the audience—that is, creative professionals looking for freelance web and graphic design, art, project management, marketing and production work, and the companies in need of their services. It would be beneficial for writers to be published authorities; content should convey confidence and instill trust. Readers should want to return to the site often because of the clear, easy-to-understand, concise and expert advice they find at Artisan Talent. Emerging technologies, design advice, and guidance on how to land the perfect job (and more) will all be topics covered on Artisan Talent.

Content should be warm and welcoming yet informative and semi-exclusive. At no point should we give the impression that we are talking down to any segment of our audience.

Journalistic
Content should be journalistic—communicating the who, what, where, when, why and how when relevant. This will establish Artisan Talent as an authoritative resource for creative professionals and the companies in need of their services.

Both talent and client companies need to constantly stay informed about emerging technologies in the marketing, production, and online and print design industries. It should be presented in a journalistic way, with the most important facts first, and should encourage readers to find out more about a particular topic. This will affirm Artisan Talent's position as a thought leader and readers will continue to return to the site to stay abreast of what is going on in the industry.

Educational/Promotional Balance
We will strive for a 70/30 educational/promotional balance in our content for Artisan Talent. The goal will be to establish Artisan Talent as a thought leader in the creative design space, and an expert in connecting creative professionals with the companies that need their services.

Topic Suggestions:
- Mobile marketing
- Mobile design
- How to integrate social media into an effective job search
- What technologies do designers need to be aware of next?
- What are the trends in mobile design and development?

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Diversify your content asset portfolio to earn trust.

- → **Articles**
- → **Books**
- → **Courseware**
- → **eBooks**
- → **Podcasts**
- → **Printed Books**
- → **Tip Centers**
- → **Webinars**
- → **Whitepapers**
- → **Widgets**
- → **Workbooks**
- → **Video**

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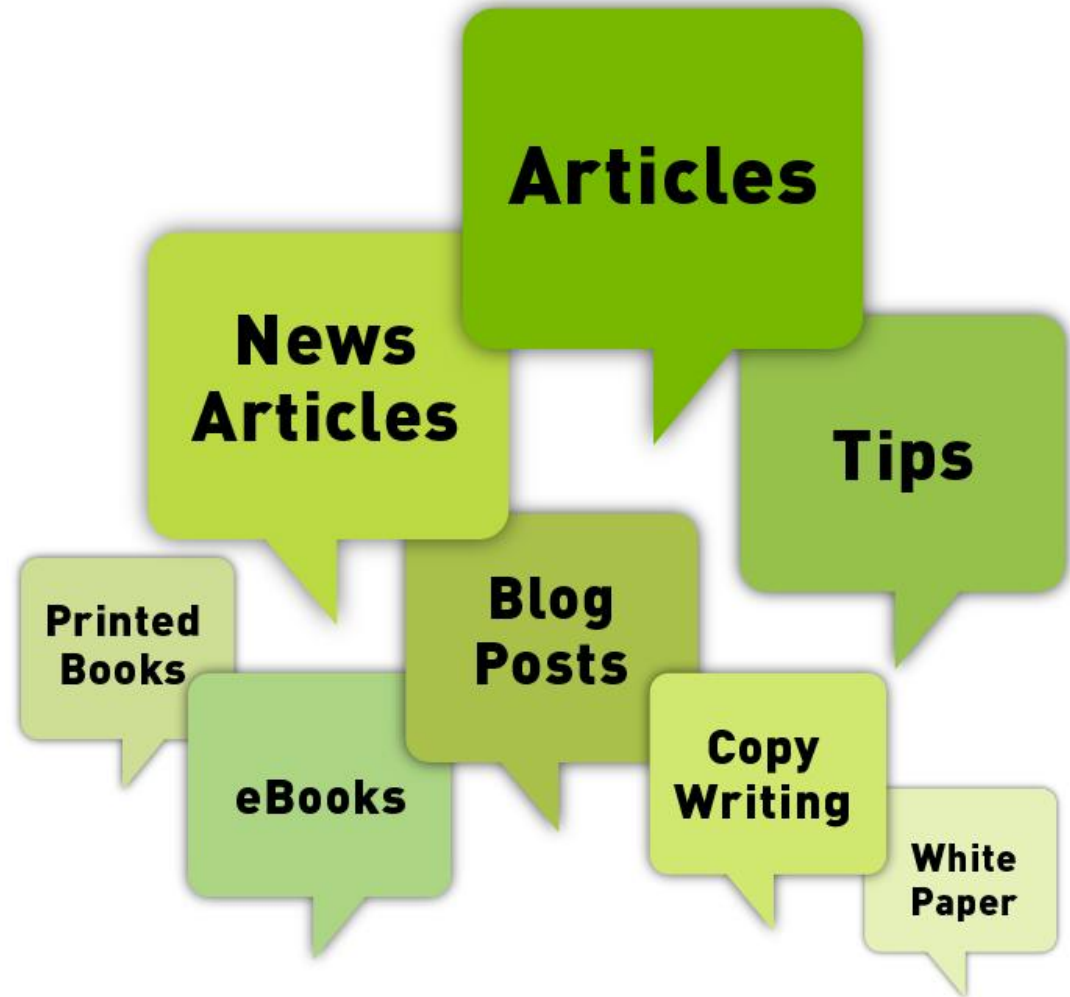
Distribute your content assets to multiple channels.

Distribution Channels

→ **Blog**

→ **Facebook**

→ **Linked In**

→ **Press Releases**

→ **Podcasts**

→ **Twitter**

→ **Webinars**

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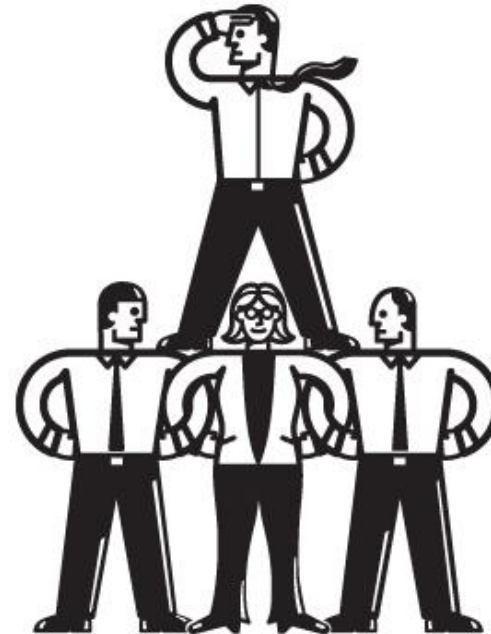
Try "Feel" words in content to improve conversion rates.

Employment Feel Words

➜ Entry-Level Position

➜ Excellent Growth Opportunity

➜ Immediate Openings

➜ Leading Company Seeks

➜ Growing Company Seeks

➜ Team Player

➜ Strong Interpersonal Skills

➜ Financially Motivated

➜ Annual Performance Bonus

➜ Team Environment

Financial Feel 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

➜ Peace of Mind

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Try "sell" words in content to improve conversion rates

Offer Well Words

→ Special Offer

→ Exclusive Offer

→ Limited Time Offer

→ Click Here

→ Right Now

→ Instant Access

→ Instant Download

→ Free Shipping

→ No-Fuss Signup

→ Easy Signup

Trial Sell Words

→ 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

Motivator Sell Words

→ 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

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Test both positive and negative sell words in content.

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

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Tip # 1: Funny or Die: Groupon's Fate Hinges on Words

http://tinyurl.com/ByronGroupon

"Groupon's breakthrough sprang not just from the deals but from an ingredient that was both unlikely and ephemeral: words."

"Groupon borrowed some tools and terms from journalism, softened the traditional heavy hand of advertising, added some banter and attitude and married the result to a discounted deal. It has managed, at least for the moment, to make words pay."

"Without horses," she writes, "Polo shirts would be branded with monkeys and Paul Revere would have been forced to ride on a Segway. Celebrate our hoofed counterparts with today's Groupon. ..."

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Tip #2: Maybe the incentive to buy should be YOU!

Apple Store Feedback

Thanks for sharing your thoughts on the Apple Store.

We are committed to providing the best possible customer experience, and your input is important to us.

The Apple Store Team

Learn more about the services available at the Apple Retail Store

4 Friction + Anxiety

Sources of Friction and Anxiety

→ Lack of Trust

→ Customer and Fan Base Support

→ Alignments with Wants and Needs

→ Difficulty in Solving Problems

→ Risk in Taking Action

→ Risk in Not Taking Action

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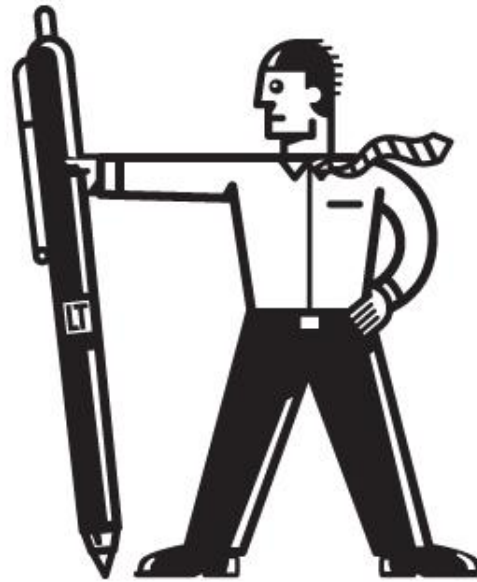
Research your content marketing strength and weakness.

Content Asset	YourSite.com	Competitor.com
Traffic	A	C
PPC Spend	B	A
Content Portfolio	B	B
Content Authority	C	B
Publishing Frequency	D	C
Social Reach	F	D
Social Conversations	F	F
Testimonials	A	F
Partnerships	B	A
Internal Links	C	B
Inbound Links	C	C
SEO Strength	A	C
SEO Performance	B	A
Testing Methodology	A	B

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Use free tools to find all the answers fast and easy.

Free Research Tools

➔ WordVision.com

➔ SpyFu.com

➔ Compete.com

➔ QuantCast.com

➔ SEOMajestic.com

➔ Raven-SEO-Tools.com

➔ Tools.SEOBook.com

➔ SEOToolSet.com

➔ LinkVendor.com

➔ MarketLeap.com
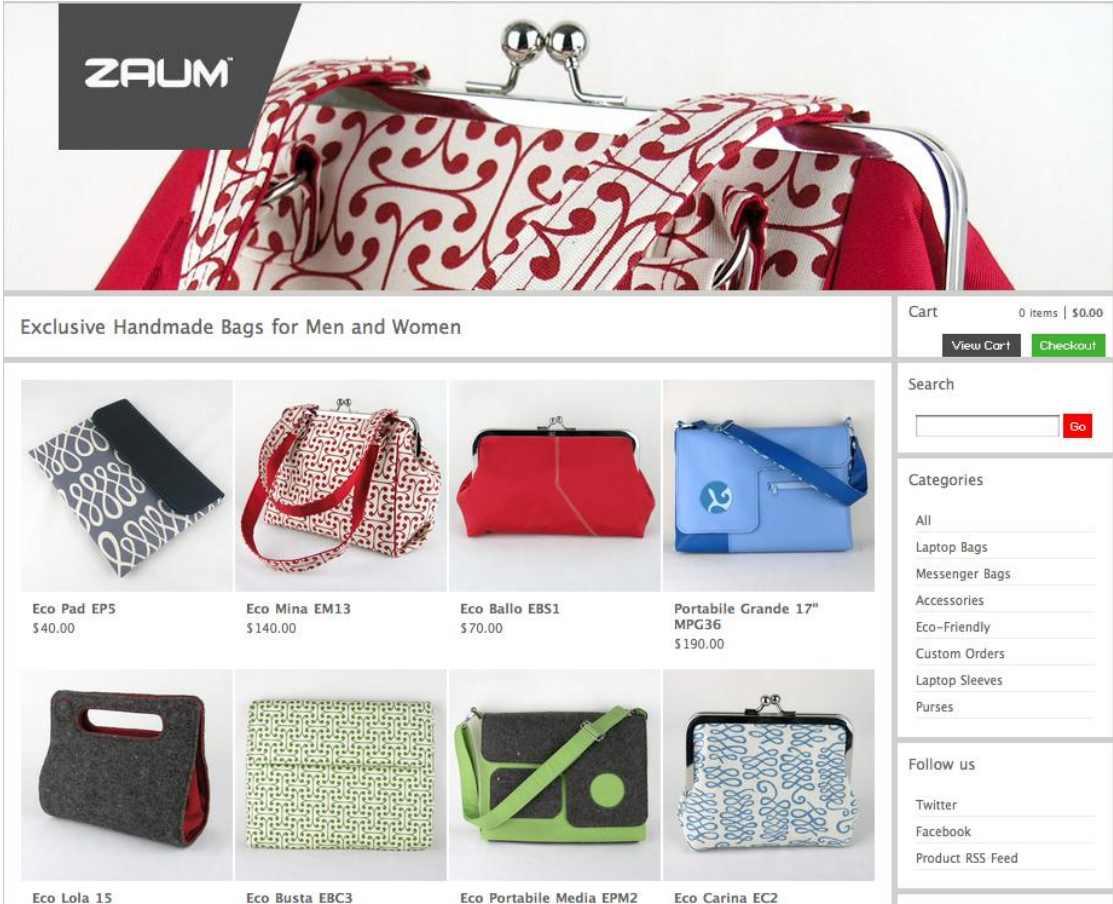
Organize all the data to pinpoint opportunity for betterment.
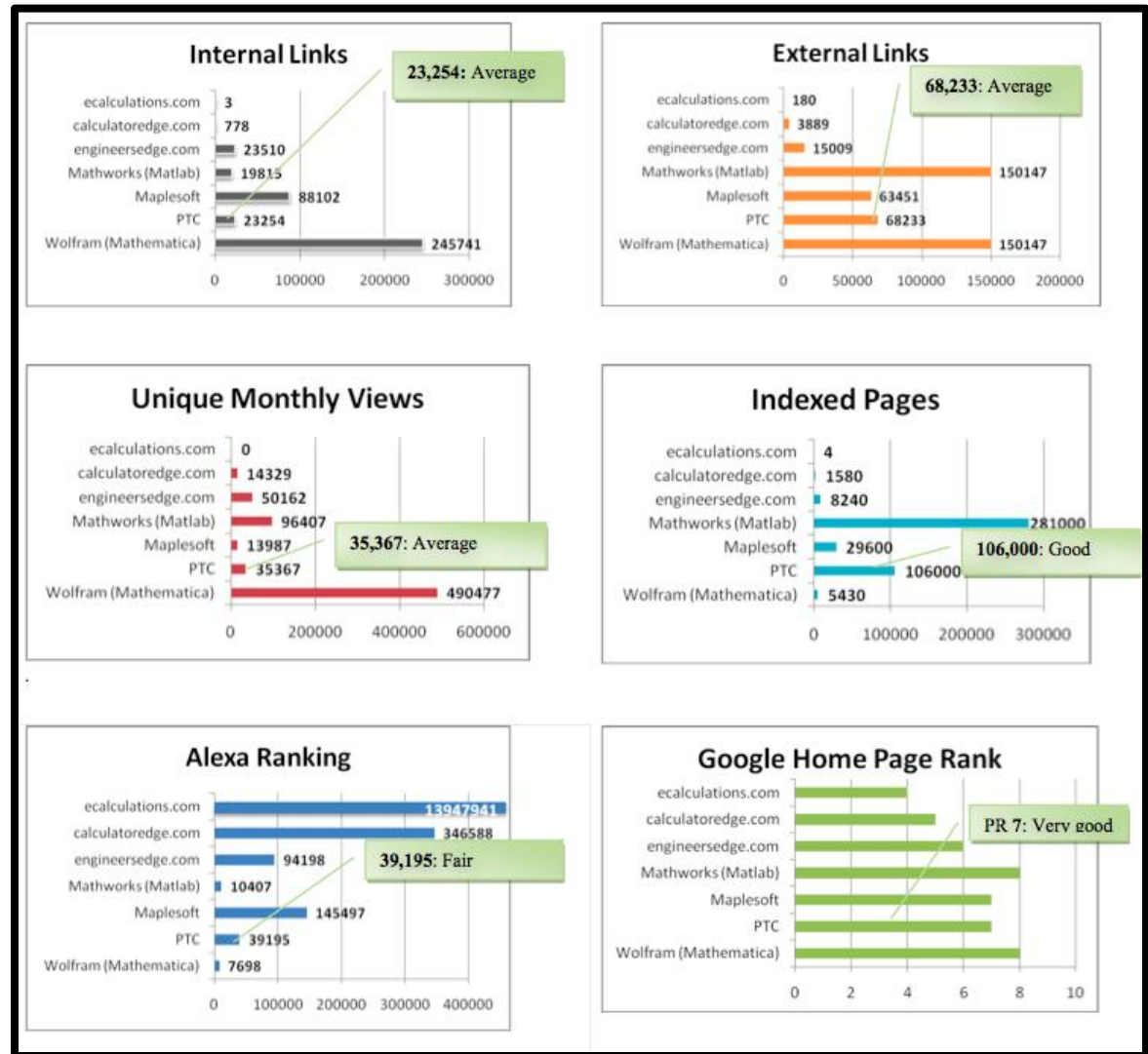
Is the friction and anxiety driven by not enough information?

Is the friction and anxiety driven by TOO MUCH information?

5 How do you measure success with this new formula?
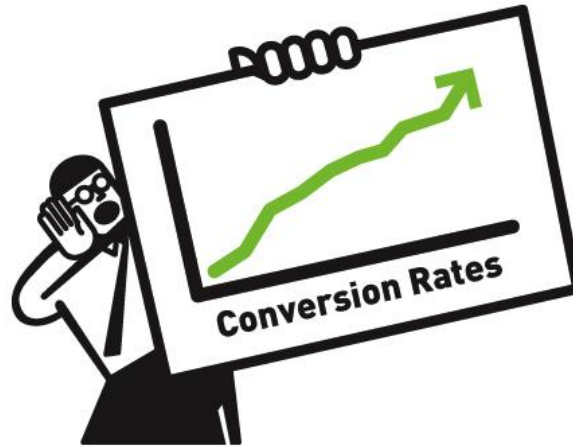
Customers that download content assets.

Revenue from customers that downloaded content assets.

Improvements to time on site.

Decreasing user acquisition costs.
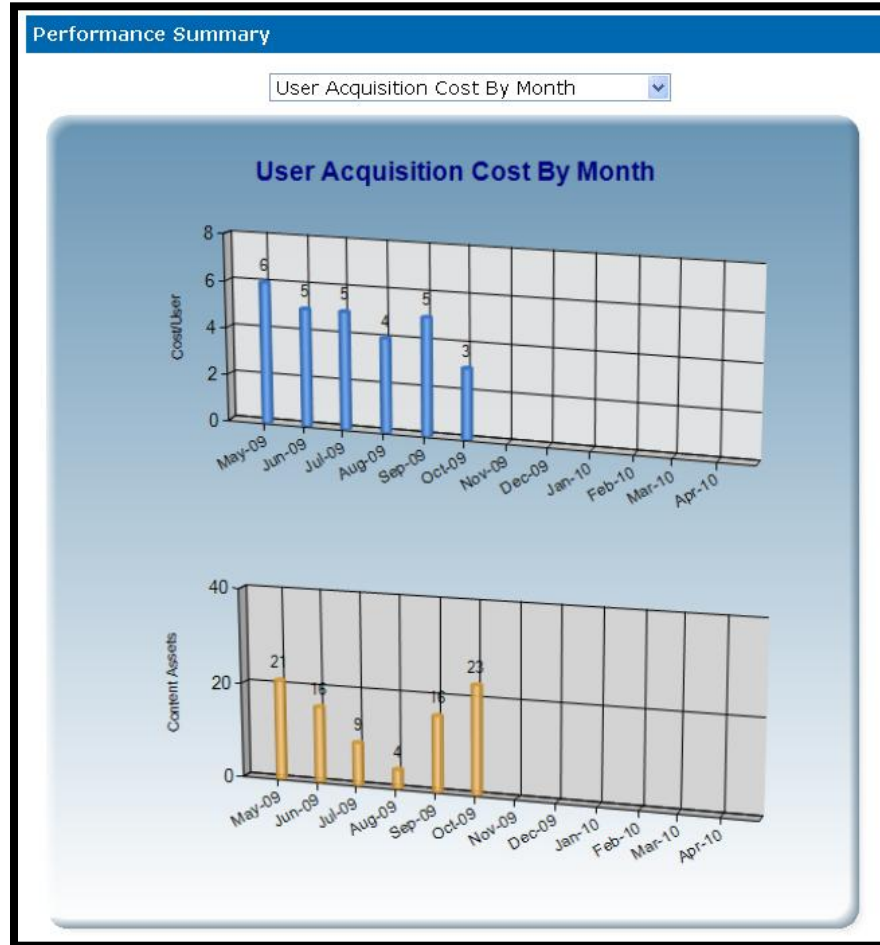
Improvement in listing positions.
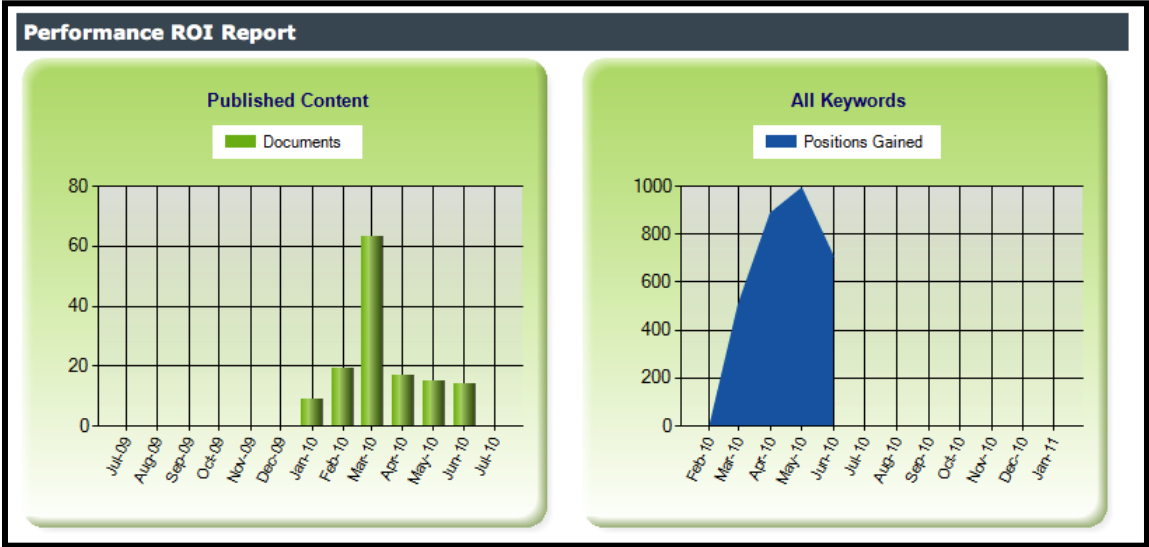
Increasing organic traffic.
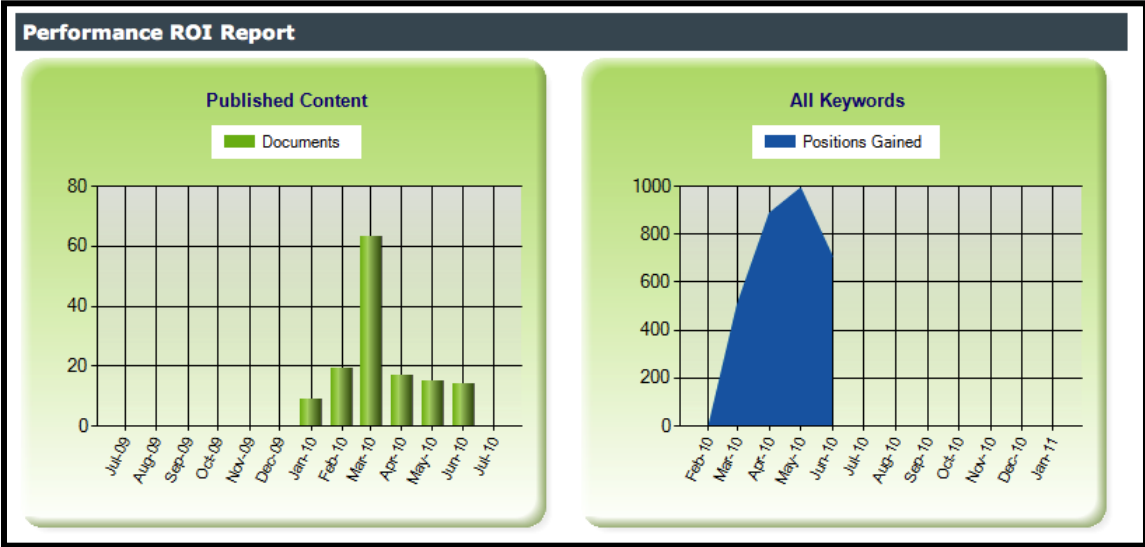
Return visitors to your website.

	Visitor Type	None	Visits		Visits
1.	■ Returning Visitor				
	October 1, 2009 - October 31, 2009			2,667	50.32%
	May 1, 2009 - May 31, 2009			936	41.20%
2.	■ New Visitor				
	October 1, 2009 - October 31, 2009			2,633	49.68%
	May 1, 2009 - May 31, 2009			1,336	58.80%

Traffic

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Capturing organic market share from the competition.

Share – are keyword phrases that your competitor has a Top 10 listing and you do not
Share = are keyword phrases that both you and your competitor have a Top 10 listing for
Share + are keyword phrases that you have a Top listing for and your competitor does not

www.engineersedge.com vs. PTC.com

Share -	Share =	Share +
180	8	218

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Increasing conversion rates as the final goal.