Conversion Paths

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Tips and Tricks To Increase Your Conversion Rates

Insert Link

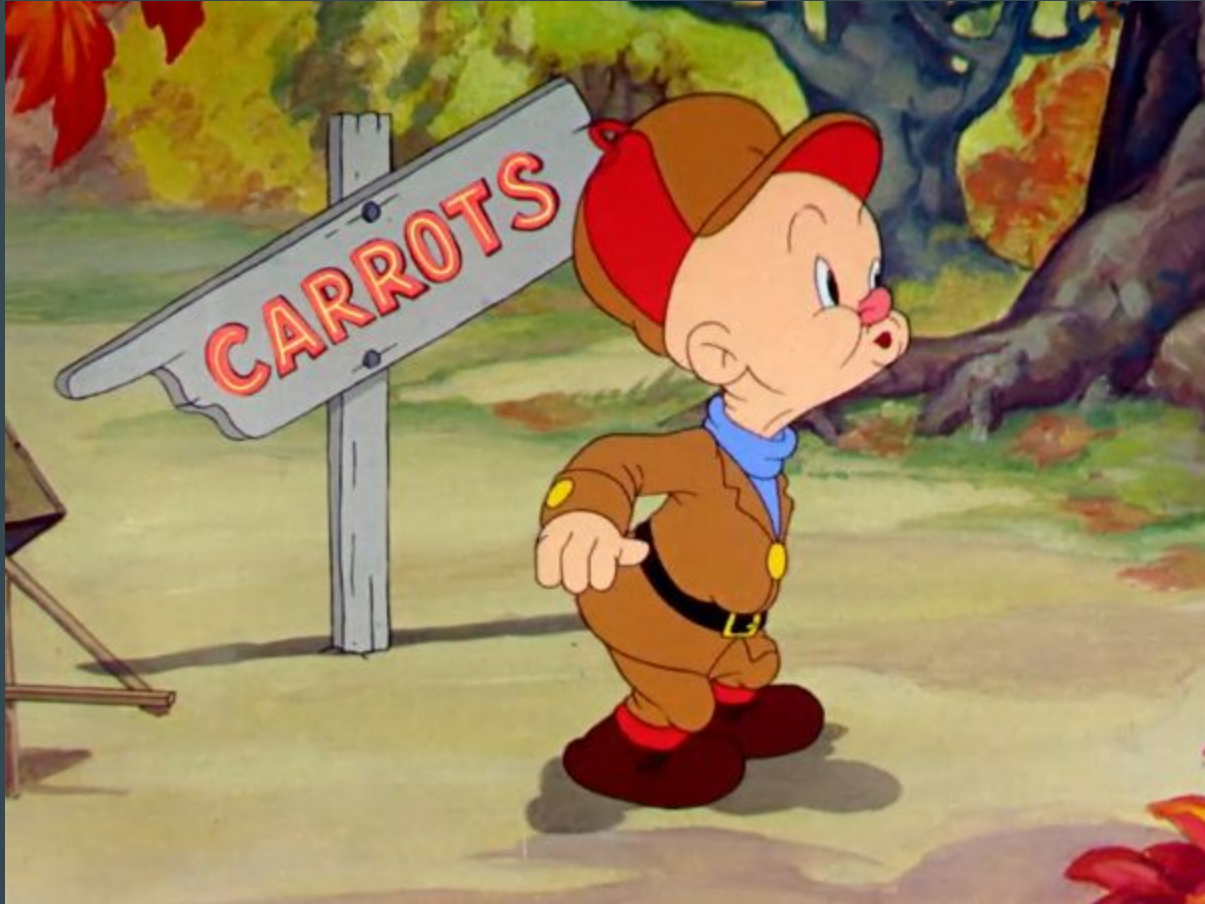· · ·

Download the deck

Agenda

❖　The Basics and a Conversion Path Overview

❖　Advanced Tips for Increasing Contacts

❖　Some Data

The basics

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An overview of the various parts of a conversion path

Think of yourself as a researcher studying wild animals...

It all starts with the carrot
(or offer)

FREE EMAIL PLANNING
AND TRACKING TEMPLATE

EASILY PLAN & TRACK YOUR EMAIL MARKETING CAMPAIGNS

DOWNLOAD NOW »

FREE DOWNLOAD: EMAIL MARKETING PLANNING TEMPLATE

Use this Excel template to strategically organize your email marketing

Whether email marketing is only part of your job or your sole responsibility, every email marketer could use some help planning all the moving parts of email campaigns. The more organized you are, the more strategic you can be about what content you send. That's exactly why we created this Email Marketing Planning Template based on what we use internally at HubSpot.

Using this template will help you:

PLAN STRATEGICALLY

Download this Email Template

FIRST NAME*

Tim

LAST NAME*

Dearlove

Hi Tim! You can access your copy at any time here:

Download File | **Email to a Colleague**

Get free advice on how HubSpot can use email marketing to close more leads into customers.

At HubSpot, our mission is to help companies move away from interruptive marketing tactics. That's why we're offering free marketing assessments -- to show you how to do email marketing the inbound way.

As part of your assessment, one of HubSpot's Marketing Specialists will evaluate your current email marketing strategy and give you

$250 VALUE

✓ Email Performance

✓ Nurturing Diagnostic

✓ Segmentation Tips

I want a free assessment:

FIRST NAME*

Tim

LAST NAME*

Dearlove

Formatting Advice

- Lots of white space
- Clear headlines (pass the blink test)
- Bullets and lists
- Color contrast matters
- Larger fonts
- Responsive and organized layout

Content Advice

- Clear connections between CTA - Landing Page
- Action oriented language
- Always remember: Why would someone interact with your content? What's in it for them?
- What problems are you solving?
- How easy can you make it on the visitor?

Up to a 11

Why stop at 10?
(Advanced Conversion Technique)

Shorten your form!

You don't need to collect every piece of information right away

EVERLANE

1 ACCOUNT   **2** SHIPPING   **3** BILLING   **4** REVIEW

Welcome!
Please enter your email address

EMAIL ADDRESS

annie@email.com

CONTINUE

Tease the bigger offer... (aka Lead Magnet)

Other examples...

- A slice of data

  - Keep the full data set behind a form

- 101 CTA Examples

  - Give 9 away for free in a blog

Exit Script

Come up with unique content
...

(easier said than done)

Updated: May 3, 2016

Industry	Open	Click	Soft Bounce

Resources / MailChimp Research

Email Marketing Benchmarks

Average Unique Open, Click, Bounce, and Abuse Complaint Rates

Business and Finance	21.31%	2.76%	0.72%
Computers and Electronics	21.25%	2.32%	1.08%

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teamworkprojects

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Teamwork Projects vs. Basecamp

Take your collaboration to the next level with Teamwork Projects. We have all the features that Basecamp is missing, plus a sophisticated and intuitive interface. Make the switch to Teamwork Projects today with our Basecamp Importer.
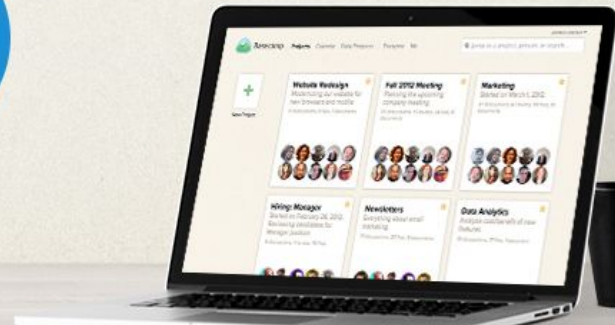
Examples

- Data Sets

- Survey Results

- Visualizations or deep dives into data sets

- Create your own images or graphs

- Controversial opinions

- Something actually new

"We have had cases in the past of self-inflicted gunshots, and there is more noncompliance," Petty Officer Mark Barney of the Coast Guard said. "Often they continue going and refuse to let us get them off the boats. It is a safety issue. There are cases all the time where people are found in the water, alive, dead, migrants gone missing."

This group of Cubans said they, too, had a plan to dodge the authorities. "We would all jump in the water and try to swim away," Mr. Quintero said.

But first they had to get off the island, no small task for a group of Cubans from Florencia, a hilly, tobacco-producing area close to the center of the island. The group formed slowly, in an underground game of who-wants-out and who-can-you-trust.

It is illegal and dangerous to leave Cuba by boat, so many kept their plans

Remarketing

- Customer Match with Google Adwords
- Facebook and Twitter Customer Audiences
- Perfect Audience (integrates with HubSpot)

(be smart)
(creativity: jobs, events, campaigns to influence)
(customize based on behavior)
(usually need at least 1,000 emails)

Some data

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How do I tell if this is working?

5 - 15%

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New contact rate for Landing Pages

2 - 3%

• • •

Total visitors to leads conversion rate for your whole site

70 - 90%

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Landing Page Bounce Rate

50% / 50%

...

Creation v. Promotion

My content is not converting….why?

- First -- formatting?

- Second -- promotion?

- Third -- content quality?

References

Folks who came up with these ideas:

- Rand Fishkin
- Programing for Marketers
- Mail Chimp Email Data
- Bounce Rate Data

Links to tools:

- Exit Script
    - Exit Monitor
    - Wbounce
- HubSpot Examples
- Wisita