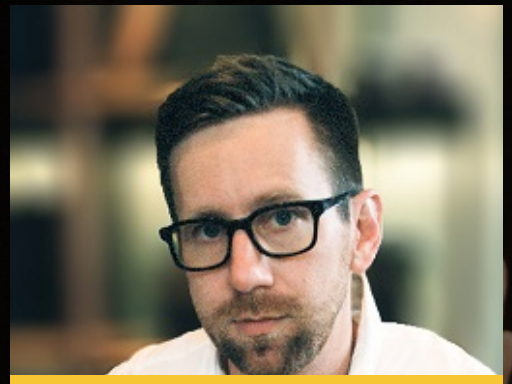
The Nonprofit Innovation & Optimization Summit

September 21-22, 2017

Tomorrow is the Last Day to Get Discounted Tickets | NIOSUMMIT.COM

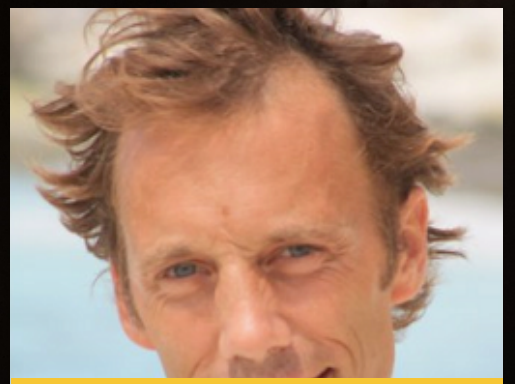
Nonprofit Innovation

Jessica Jackley
Co-Founder of KIVA



Marketing Automation

Mathew Sweezey
Salesforce.com



Behavioral Psychology

Bart Schutz
Online Dialogue

Email Marketing

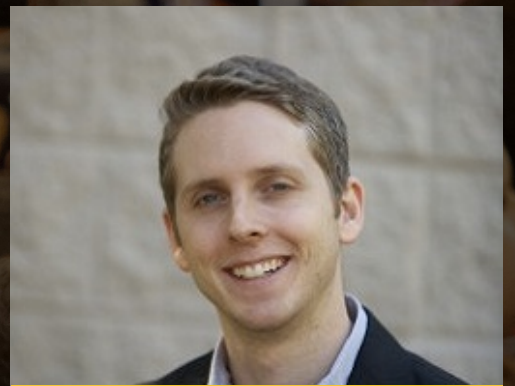
Jessica Best
Barkley

Web Analytics

Annie Cushing
Annielytics.com

Copywriting

Amy Harrison
Write With Influence



Value Proposition

Austin McCraw
MECLABS

Conversion Optimization

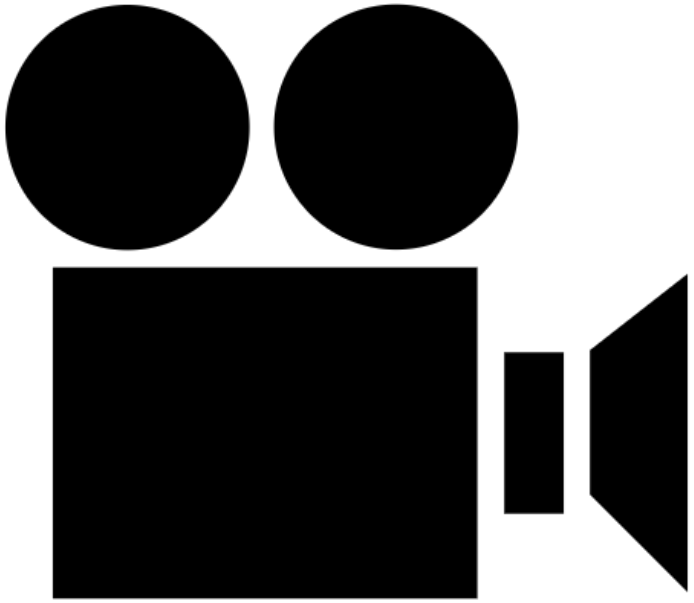
Peep Laja
Conversion XL

Last Chance to Save $200

WWW.NIOSUMMIT.COM

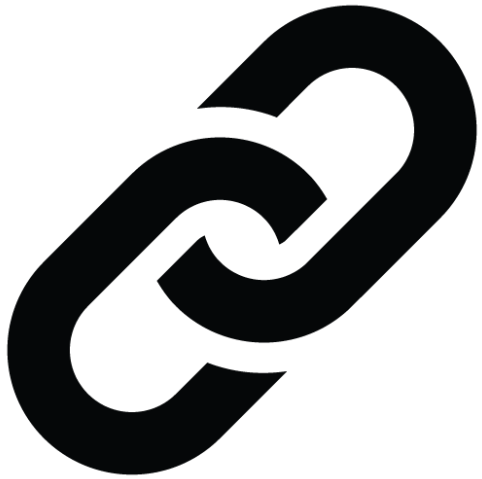
Deadline: August 18th

A few things before we get started…



- **A recording of this broadcast will be sent to you afterwards.**

NextAfter



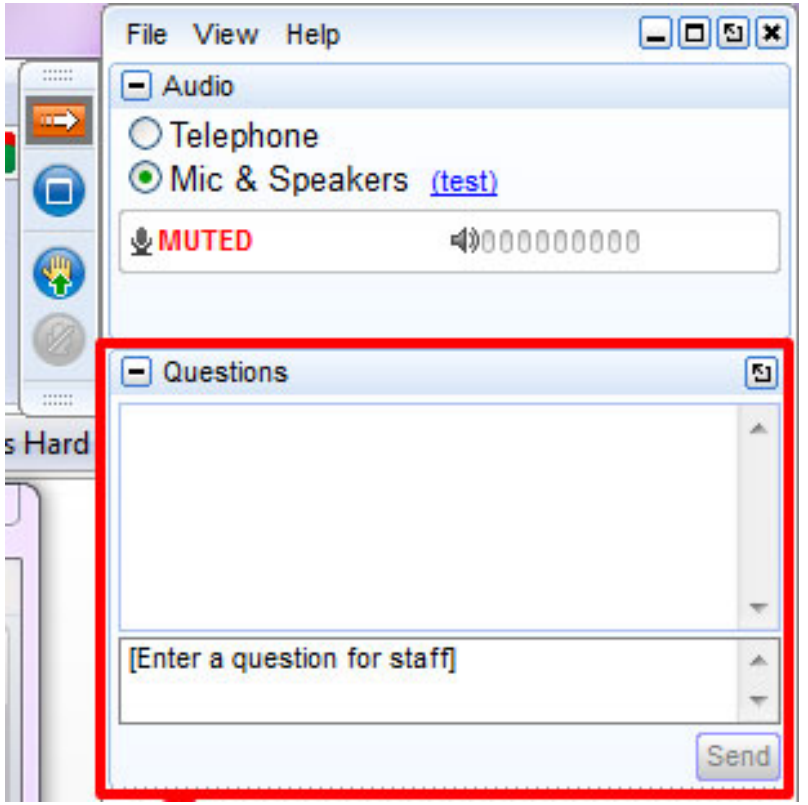
- **Links to featured resources and experiments will be sent out with the recording.**

NextAfter

- **We want your questions!**

NextAfter

- **Use the “Questions” tab in GoToWebinar to ask a question.**



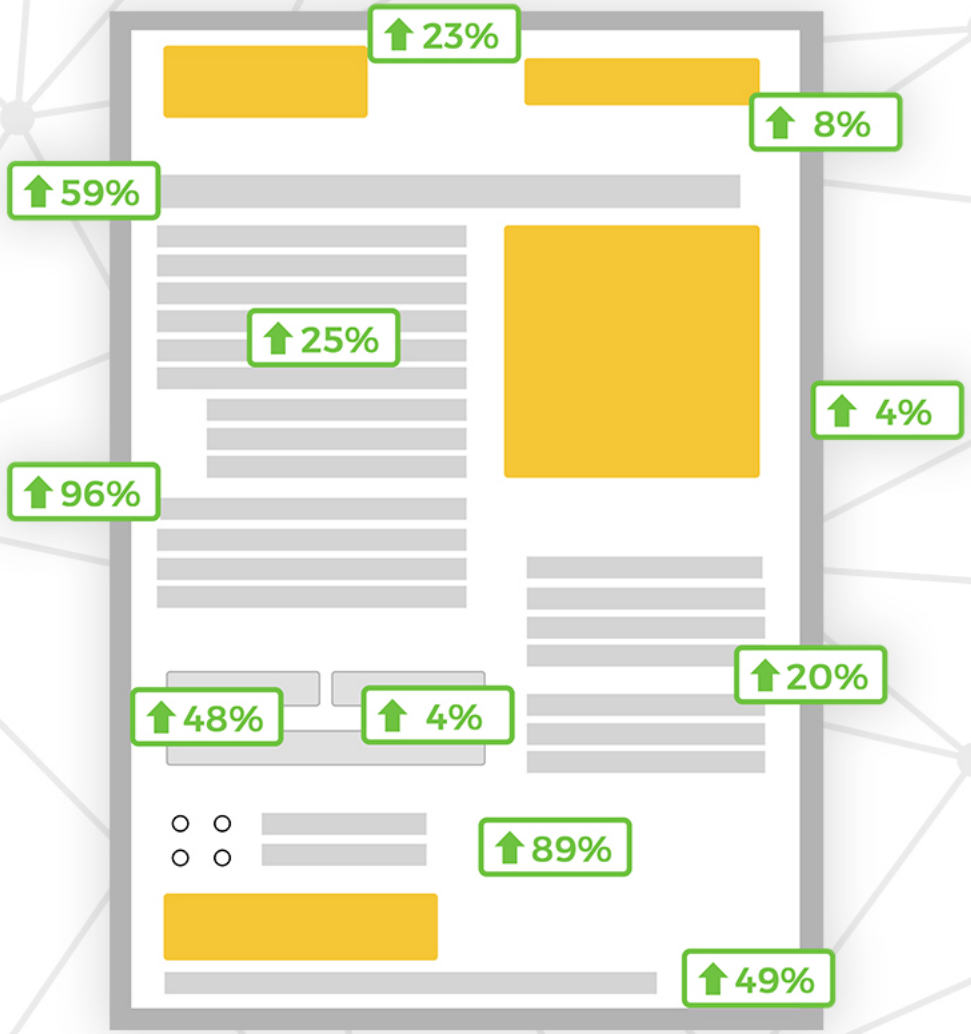
NextAfter

Sponsored By:

- **Jon Powell**
- Senior Director of Research & Education | NextAfter
- *jon@nextafter.com*
- *www.linkedin.com/in/jonpowell31/*

NextAfter

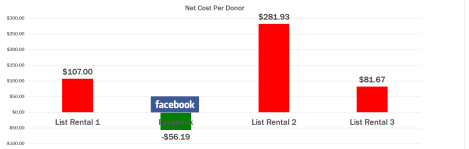
13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES



NextAfter

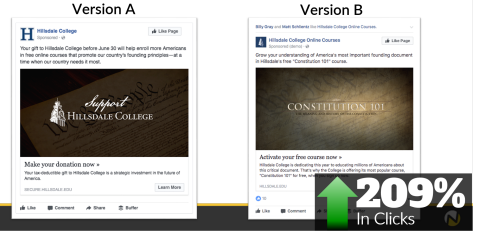
Turning Facebook Likes into Donors (and Dollars) Course

Acquiring Donors and Making Money



In this experiment, Facebook produced a net profit of $56.19 for every donor we acquired.

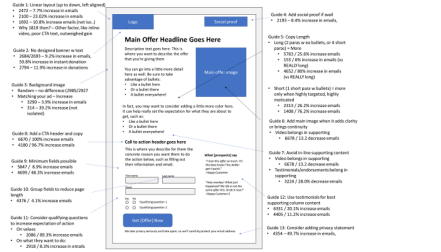
How Did We Attract More Interest?

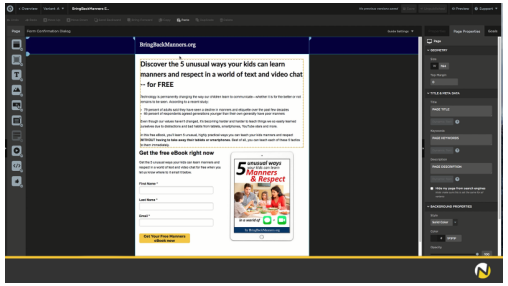


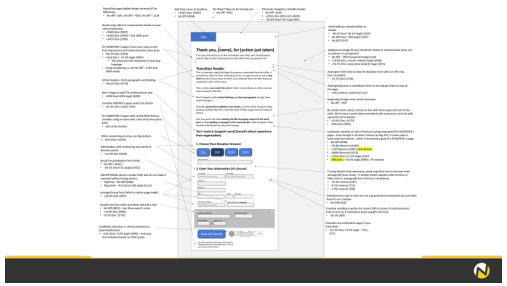
The bridge between people

For our offer to be accepted and valued, it must be RELEVANT to your donor's interests.

On the same token, for your offer to effectively serve your organization, it must be RELEVANT to your cause.

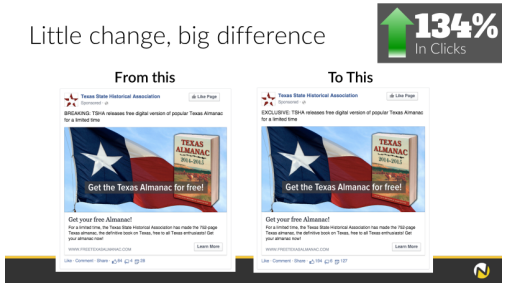




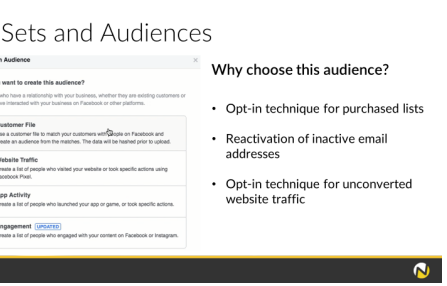


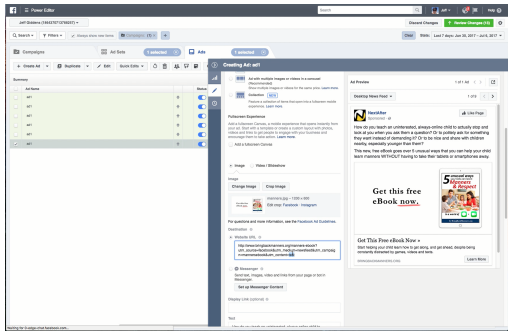
Little change, big difference

134% In Clicks

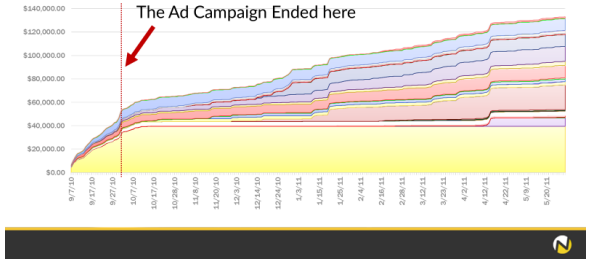


Ad Sets and Audiences





Post-Campaign Donation Revenue



How much is it costing me per donor?

	A	B	C	D	E	F	G	H	I
1	Audience Name	Impressions	Ad Clicks	Ad Spend	Landing Arrivals	Emails Acquired	Donation Arrivals	Donations	Don Revenue
2	Lookalike Audience	50,000	10,005	$5,000	10,000	2,009	2,020	50	$3,000
3	Audience 2								
4	Audience 3								
5	Audience 4								

$5,000 (Monet Spent) ÷ $3,000 (Money made)
÷ 50 (New Donors)

$40 net cost per donor

We only paid $40 per donor...not bad!

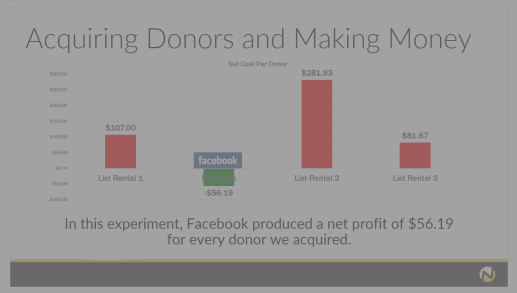
How much $$$ per new email?

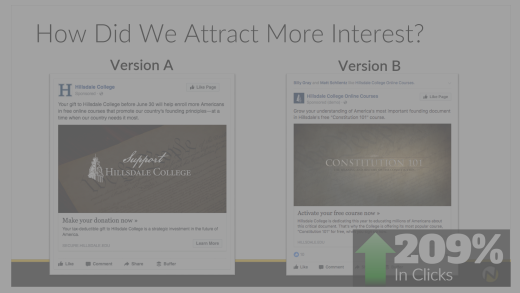
	A	B	C	D	E	F	G	H	I
1	Audience Name	Impressions	Ad Clicks	Ad Spend	Landing Arrivals	Emails Acquired	Donation Arrivals	Donations	Don Revenue
2	All Audiences (combined)	50,000	10,005	$2,500	10,000	2,009	2,020	63	$6,722
3									

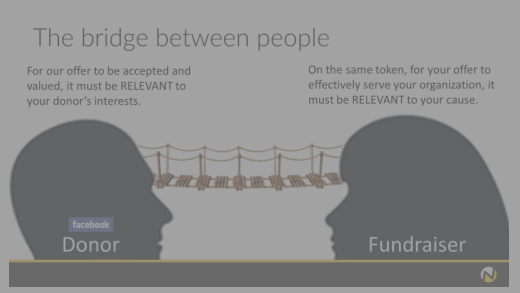
$2,500 (Monet Spent) ÷ $6,722 (Money made)
÷ 2,009 (New Emails)

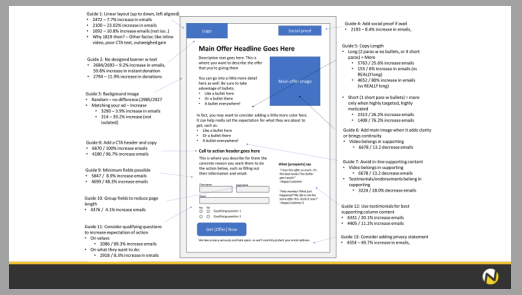
HOWEVER... if you look at it differently...(since we added an instant donation page)

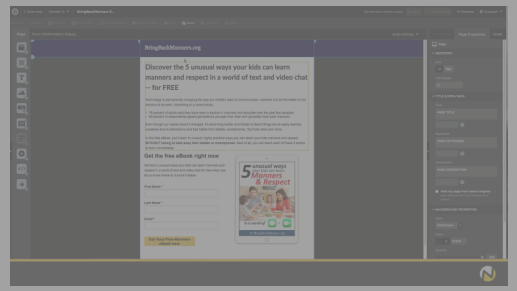
Turning Facebook Likes into Donors (and Dollars) Course

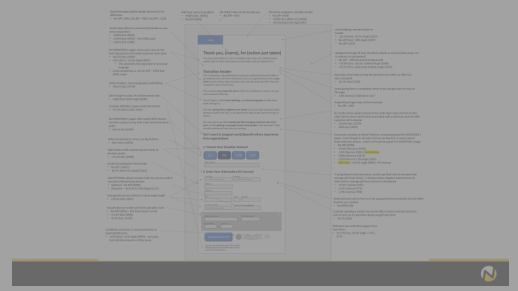


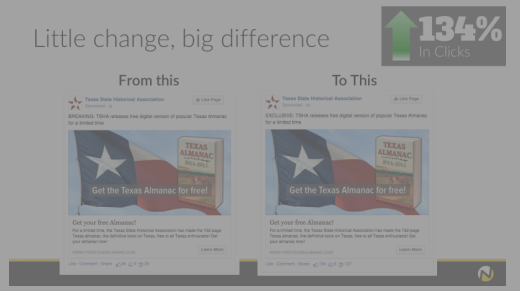


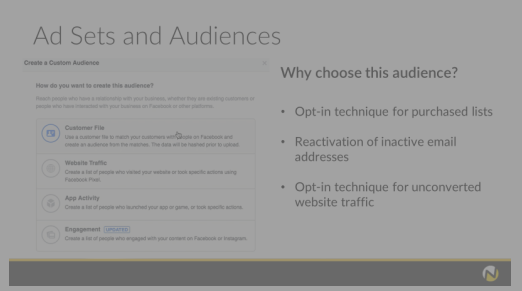


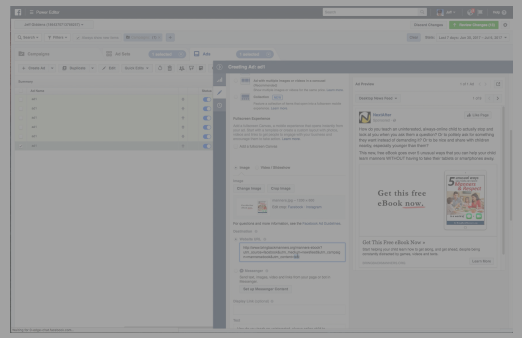


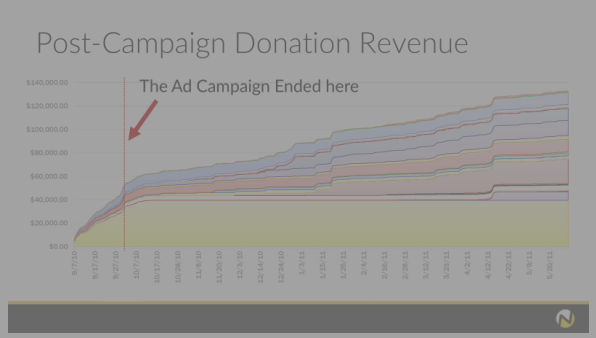


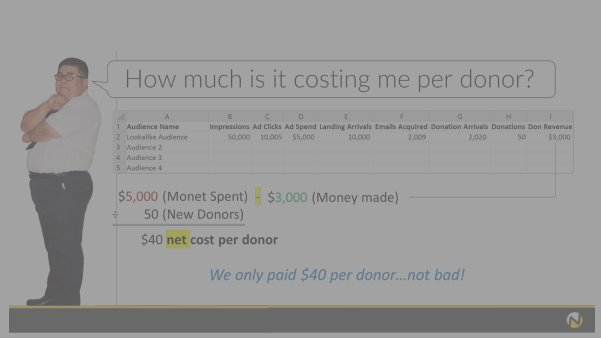


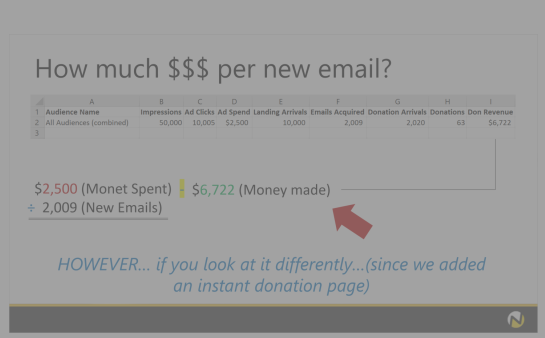




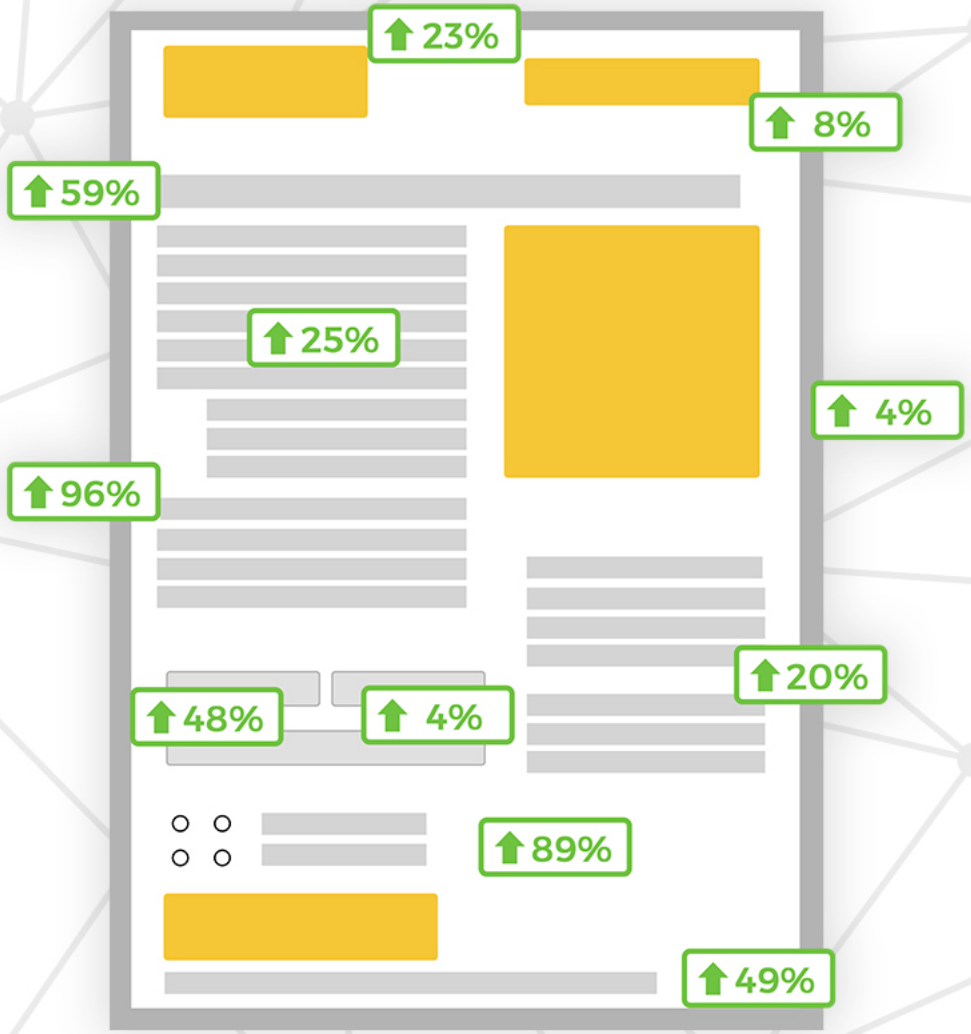








13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES



NextAfter

LANDING PAGE:

*\'lan-di**ŋ**\'p**ā**j*

The designated web page you want people to land on after clicking an ad or some other web link.

LANDING PAGE:

The landing page has three goals:

- ✓ *Sell the offer*
- ✓ *Gather visitor information*
- ✓ *Redirect them to a destination page*

Let’s start with a **TEST**

About this Test (#3159)

The Testing Partner

A non-profit association serving Texas communities through teaching Texas history.

The Testing Objective

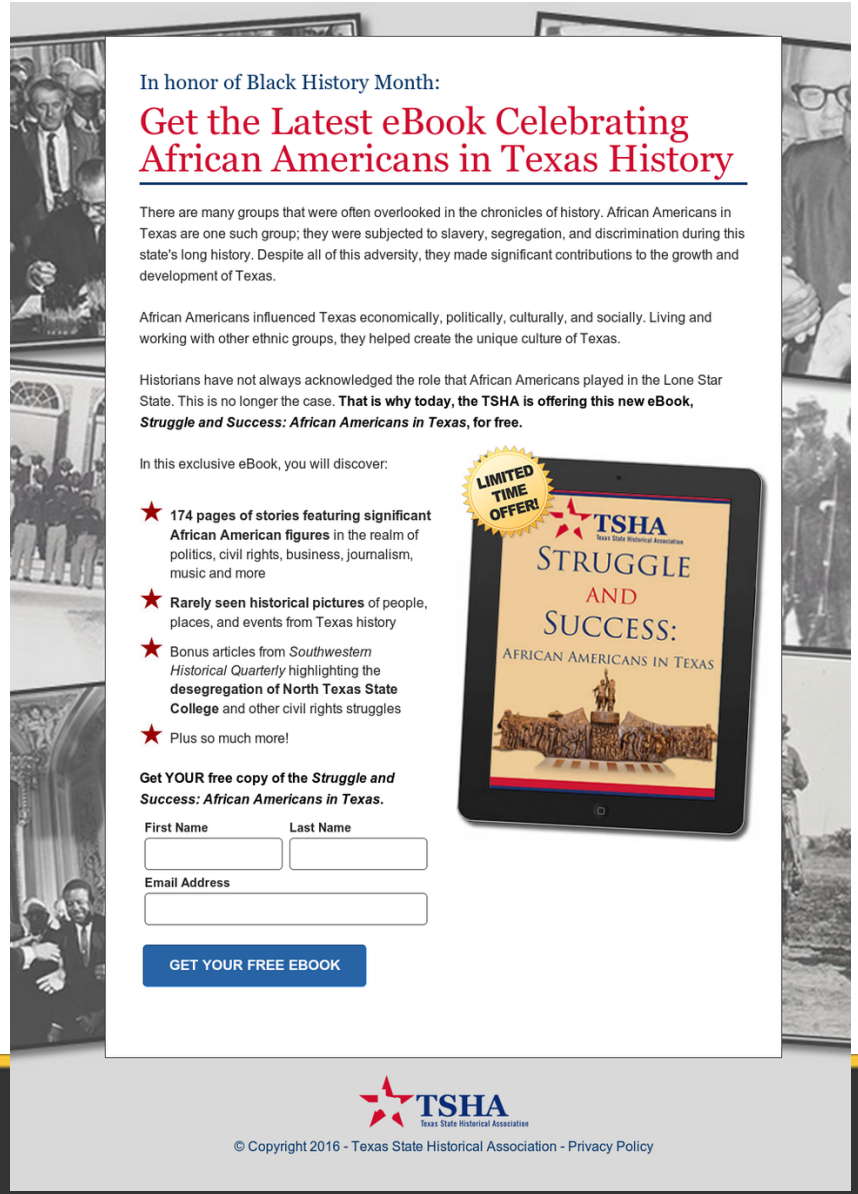
Determine which page approach will result in the most new emails during African American History month.

The Testing Approach

Two pages tested simultaneously, each focusing on the same offer but expressing it differently.

How Do We Get More Names?

Version A



How Do We Get More Names?

Version B

TSHA
Texas State Historical Association

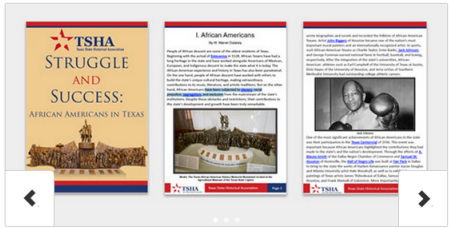
Exclusive Texas History News:

The Handbook of African American Texas features more than 850 entries that chronicle the individuals, communities, businesses, institutions, organizations, and events that comprise the African American experience and its significant contribution to the heritage and culture of the Lone Star State.

TSHA is proud to release this exclusive eBook to **celebrate the 50th anniversary of the Civil Rights and Voting Rights Acts and African American History Month.**

Discover these rarely told stories with TSHA's latest eBook. In the 174 page, ***Struggle and Success: African Americans in Texas*** eBook you will find:

See what's inside!



Sign up now to get your FREE copy

First Name

Last Name

Email Address

GET YOUR FREE COPY OF STRUGGLE AND SUCCESS

TSHA
Texas State Historical Association

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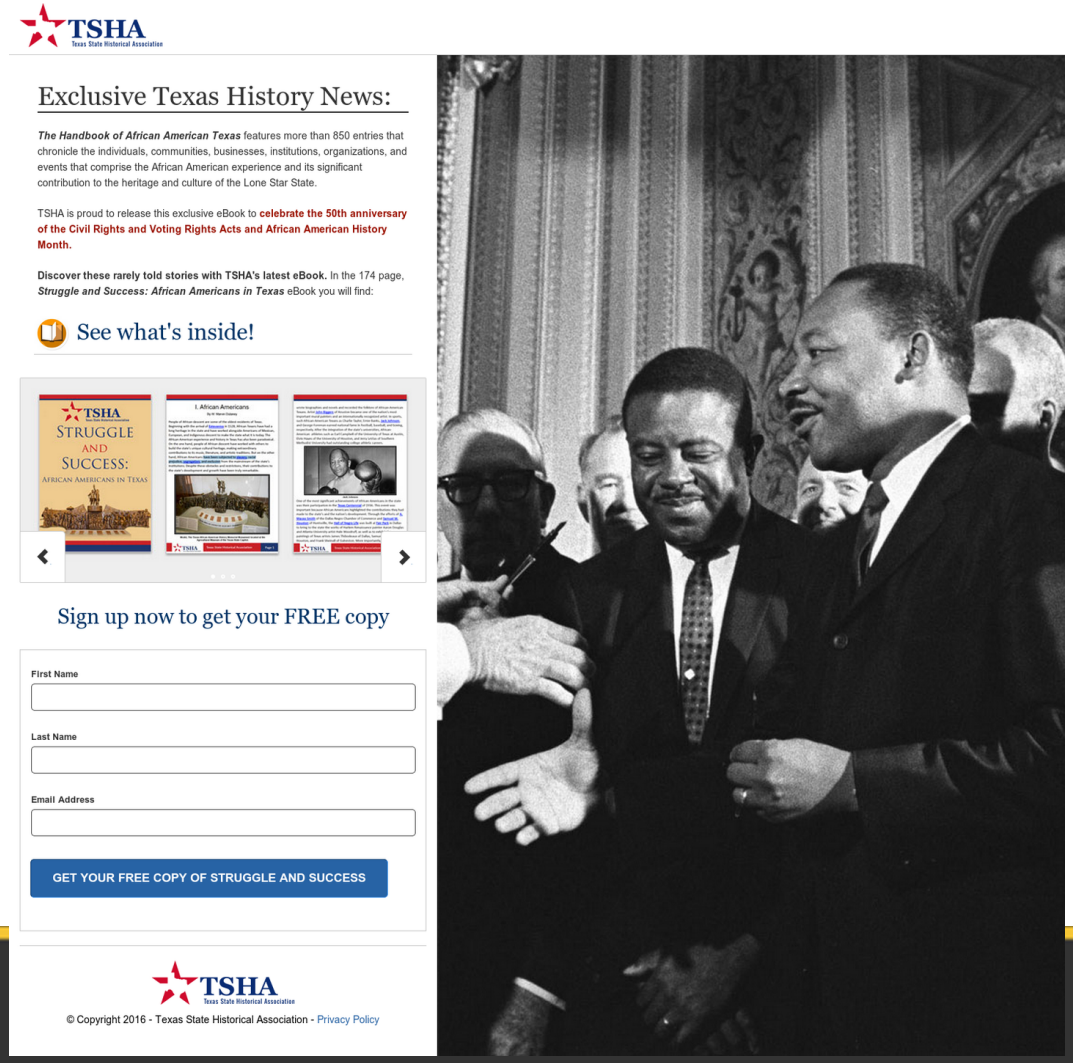
How Do We Get More Names?

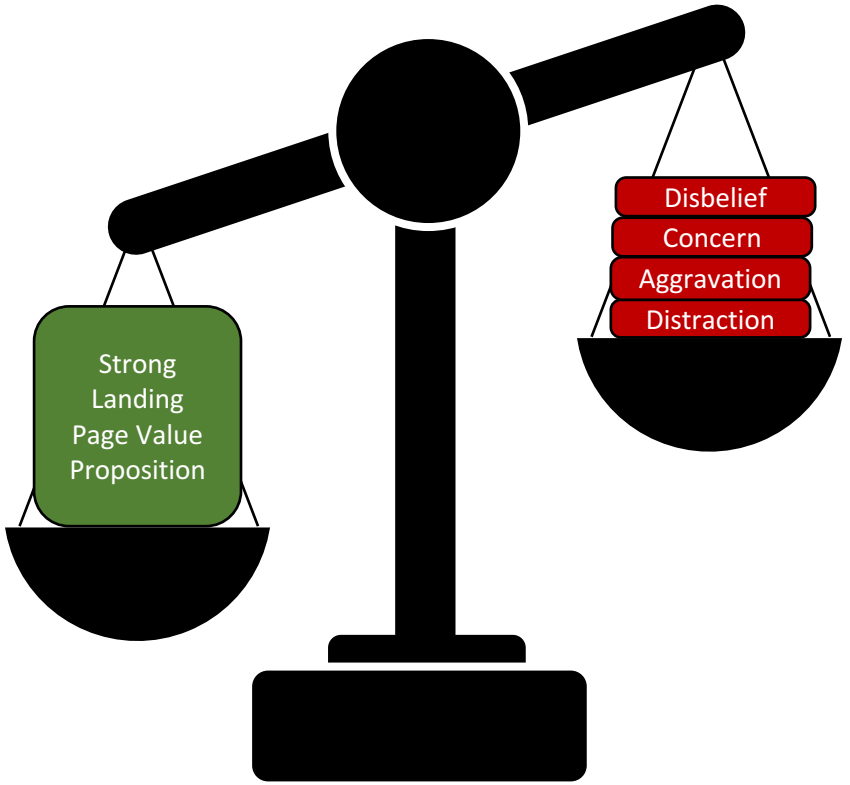
Version A

31.6%

In Emails

Version B





How can I create a landing page that will get me the most response for what I am offering?

The key to making

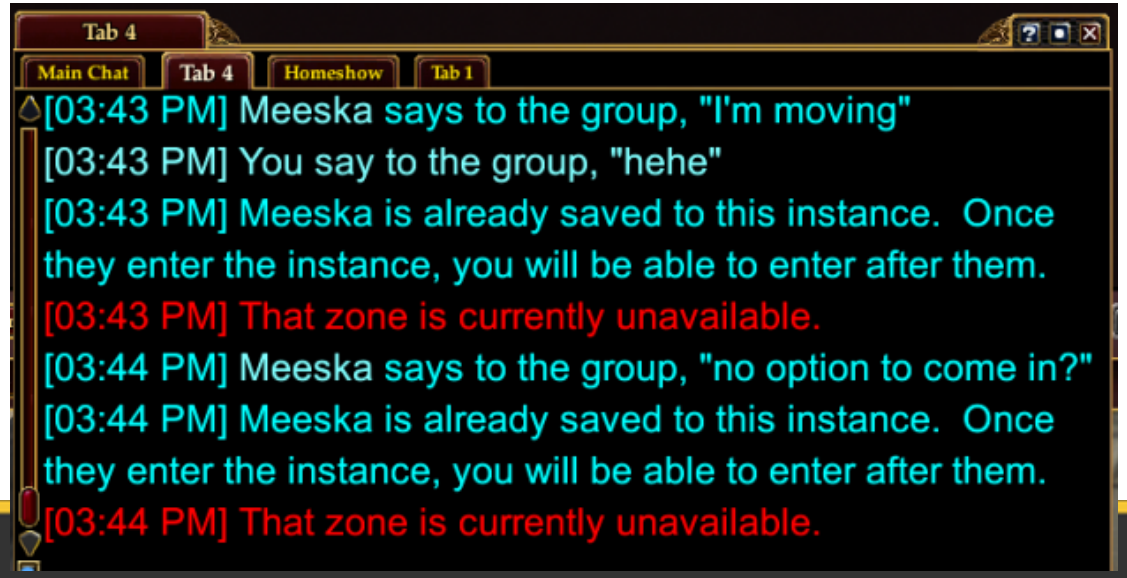
A GREAT PAGE IS

to make it

CONVERSATIONAL

EverQuest II

(11 years ago…)


Tab 4
Main Chat
Tab 4
Homeshow
Tab 1
[03:43 PM] Meeska says to the group, "I'm moving"
[03:43 PM] You say to the group, "hehe"
[03:43 PM] Meeska is already saved to this instance. Once they enter the instance, you will be able to enter after them.
[03:43 PM] That zone is currently unavailable.
[03:44 PM] Meeska says to the group, "no option to come in?"
[03:44 PM] Meeska is already saved to this instance. Once they enter the instance, you will be able to enter after them.
[03:44 PM] That zone is currently unavailable.

Elements of a conversation

Form

- Physical
  - Acceptance (body lang., appearance)
  - Attention (eye contact)
  - Engagement (animation, tone, gesture)
- Spoken word
  - Salutation
  - Comments
  - Flow
  - Questions/Requests
  - Suggestions/Offers

Substance

- Congruence
  - Mutual Interest
  - Alignment
- Continuity
  - Connection
  - Progression

People react to

WEBPAGES

in the same way they react to

PEOPLE

Elements of a DIGITAL conversation

Form

- Physical
  - ~~Acceptance~~ Design
  - Attention
  - ~~Engagement~~ Content types
- Spoken Written word
  - ~~Salutation~~ Headline
  - ~~Comments~~ Body Copy
  - ~~Flow~~ Sequence and Length
  - ~~Questions/Requests~~ Calls-to-action
  - ~~Suggestions/Offers~~ Incentives / Calls-to-action

Substance

- Congruence
  - ~~Mutual Interest~~ Value prop
  - ~~Alignment~~ Segment Angle
- Continuity
  - ~~Connection~~ Offer-congruence
  - ~~Progression~~ Medium to medium connection, progressive content

Any page template has ultimately

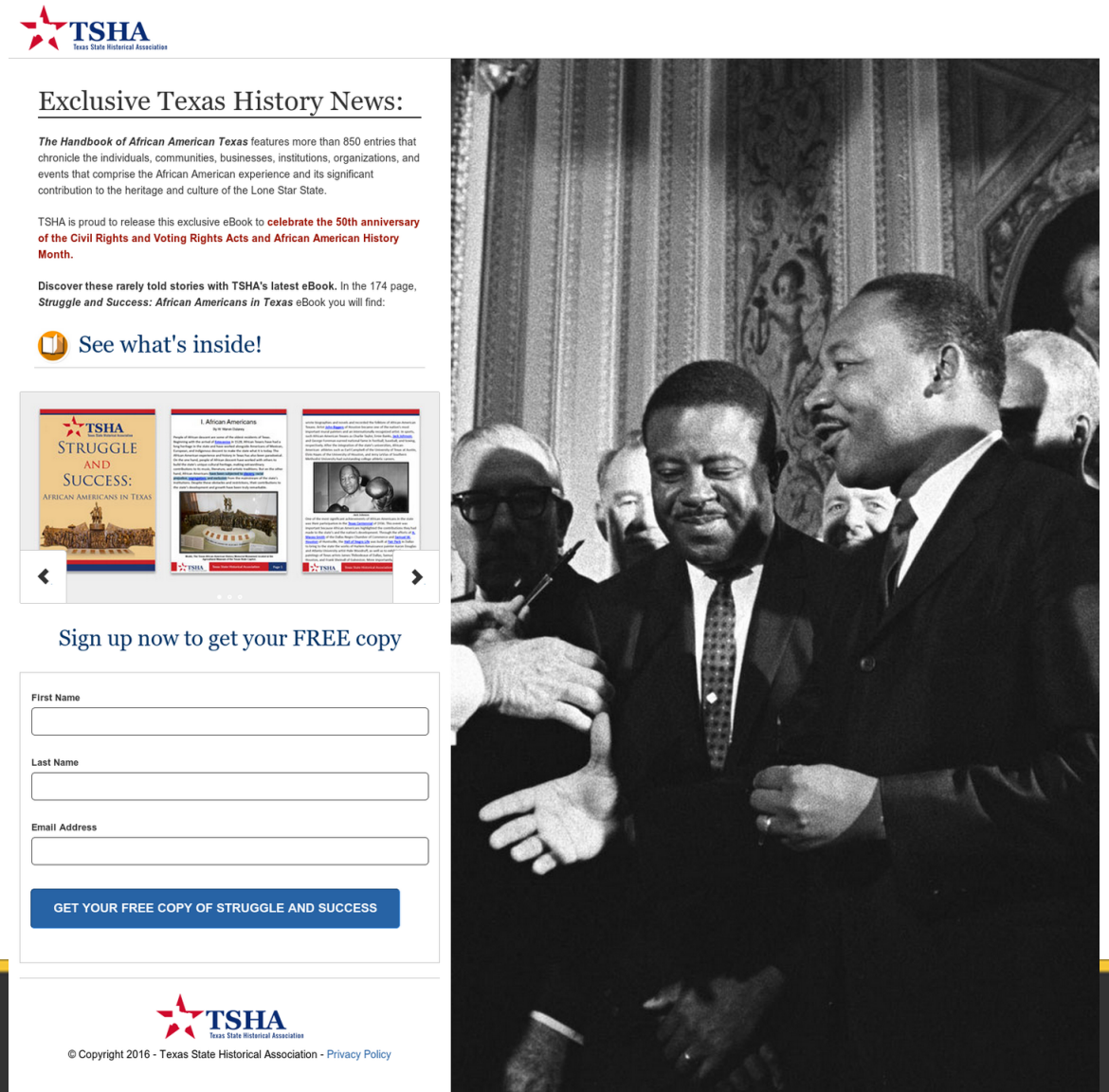
ONE GOAL:

to facilitate a great

MENTAL CONVERSATION

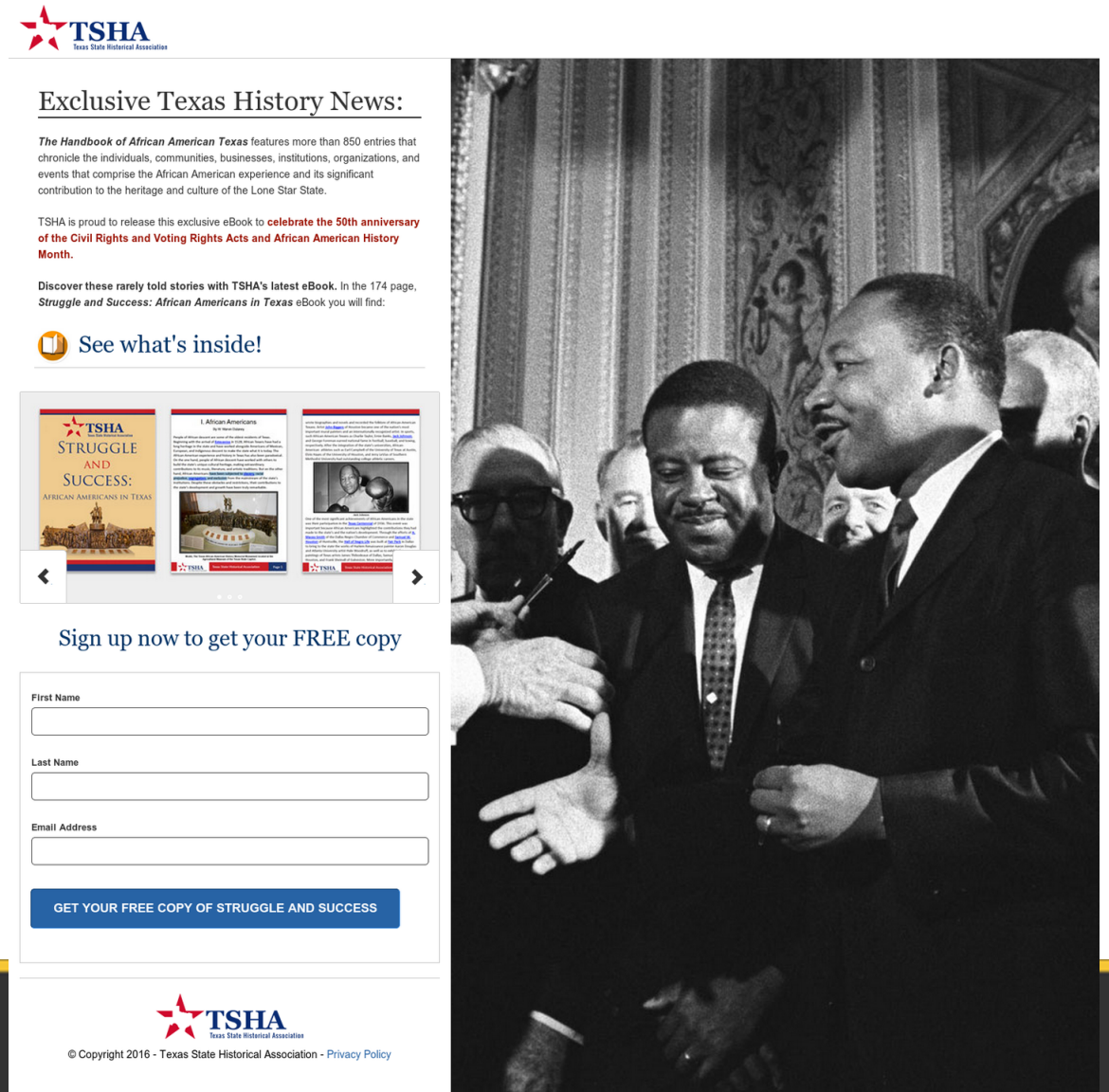
between you and your visitor.

Why did this lose?



This page has something great to offer but it isn't being communicated in a way that allows it to be **fairly heard and understood.**

Why did this lose?



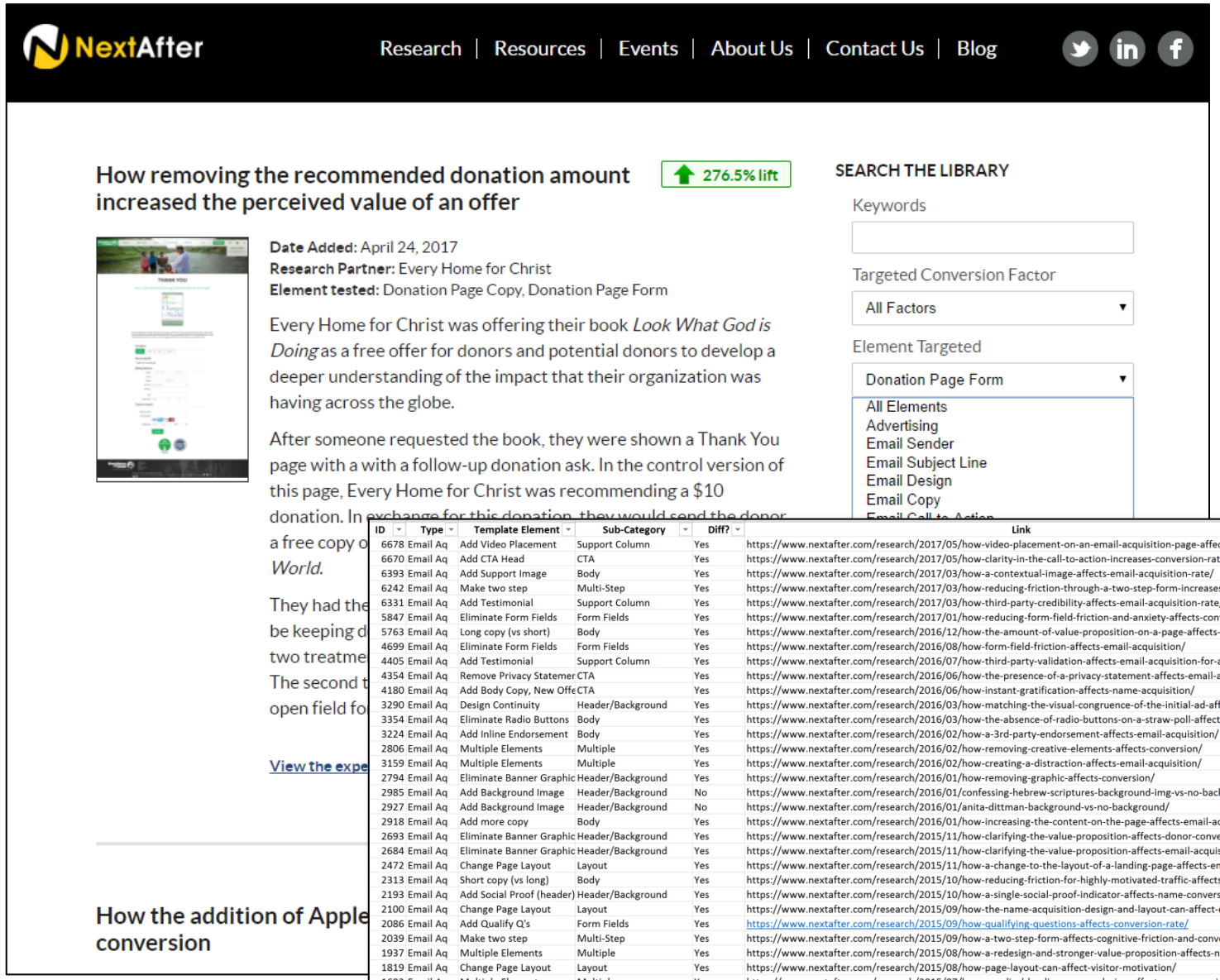
In this webinar, we will show you how to **increase your odds of being heard** and review this page again in light of what we've learned.

Is there an ideal page template to start from for email acquisition offers?

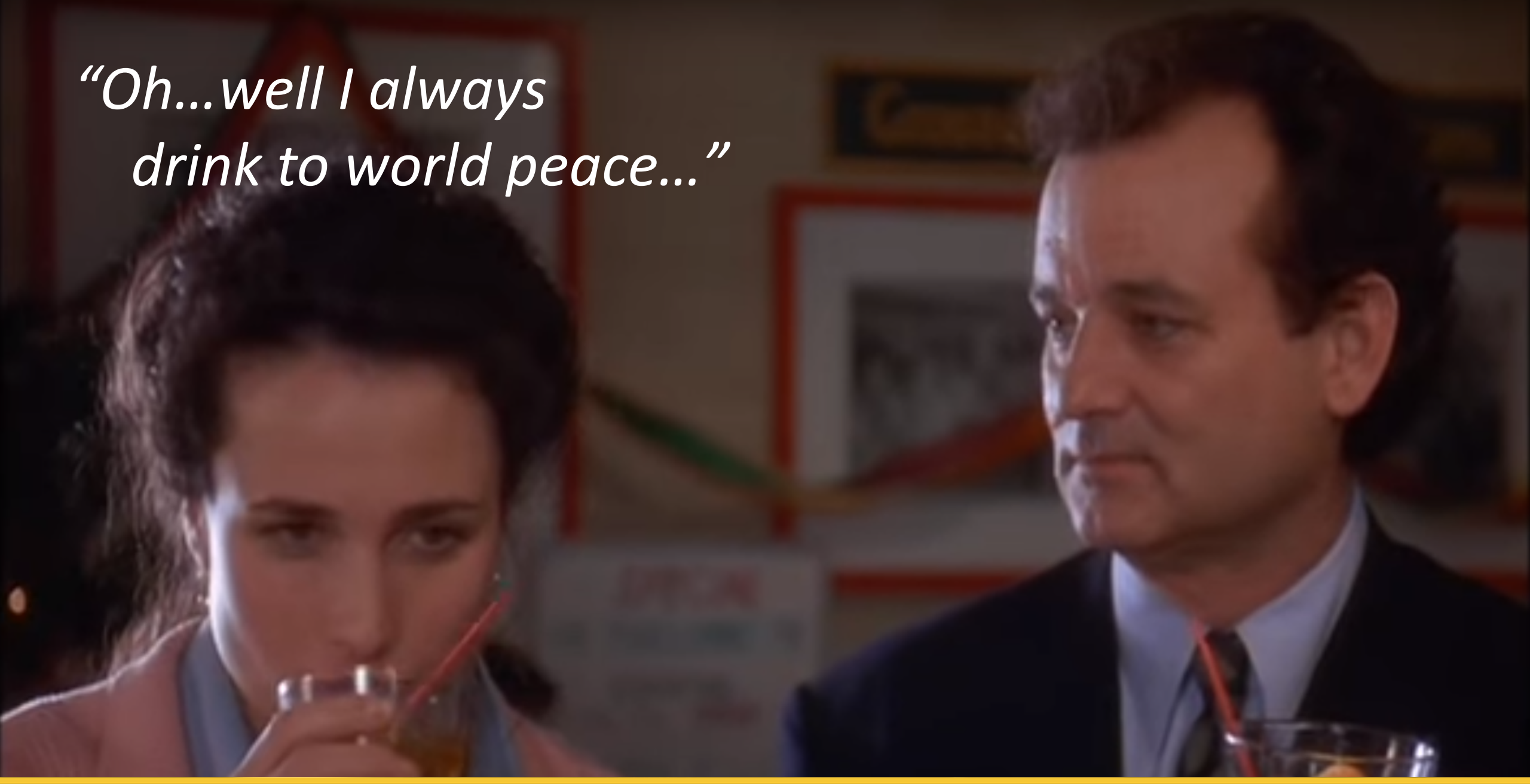
THUS FAR, YES!

The Research Process

- After examining our library of 700+ published experiments, we've discovered 80+ relevant experiments to help us create an ideal starter template:
  - Used only experiments that focused on email acquisition pages
  - Used only experiments that isolate elements either of **FORM** or of **SUBSTANCE**



ID	Type	Template Element	Sub-Category	Diff?	Link
6678	Email Aq	Add Video Placement	Support Column	Yes	https://www.nextafter.com/research/2017/05/how-video-placement-on-an-email-acquisition-page-affects-conversion/
6670	Email Aq	Add CTA Head	CTA	Yes	https://www.nextafter.com/research/2017/05/how-clarity-in-the-call-to-action-increases-conversion-rate/
6393	Email Aq	Add Support Image	Body	Yes	https://www.nextafter.com/research/2017/03/how-a-contextual-image-affects-email-acquisition-rate/
6242	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2017/03/how-reducing-friction-through-a-two-step-form-increases-email-acquisiti
6331	Email Aq	Add Testimonial	Support Column	Yes	https://www.nextafter.com/research/2017/03/how-third-party-credibility-affects-email-acquisition-rate/
5847	Email Aq	Eliminate Form Fields	Form Fields	Yes	https://www.nextafter.com/research/2017/01/how-reducing-form-field-friction-and-anxiety-affects-conversion-rate/
5763	Email Aq	Long copy (vs short)	Body	Yes	https://www.nextafter.com/research/2016/12/how-the-amount-of-value-proposition-on-a-page-affects-email-acquisitio
4699	Email Aq	Eliminate Form Fields	Form Fields	Yes	https://www.nextafter.com/research/2016/08/how-form-field-friction-affects-email-acquisition/
4405	Email Aq	Add Testimonial	Support Column	Yes	https://www.nextafter.com/research/2016/07/how-third-party-validation-affects-email-acquisition-for-a-free-digital-offe
4354	Email Aq	Remove Privacy Statemer	CTA	Yes	https://www.nextafter.com/research/2016/06/how-the-presence-of-a-privacy-statement-affects-email-acquisition/
4180	Email Aq	Add Body Copy, New Offe	CTA	Yes	https://www.nextafter.com/research/2016/06/how-instant-gratification-affects-name-acquisition/
3290	Email Aq	Design Continuity	Header/Background	Yes	https://www.nextafter.com/research/2016/03/how-matching-the-visual-congruence-of-the-initial-ad-affects-email-acqui
3354	Email Aq	Eliminate Radio Buttons	Body	Yes	https://www.nextafter.com/research/2016/03/how-the-absence-of-radio-buttons-on-a-straw-poll-affects-name-acquisiti
3224	Email Aq	Add Inline Endorsement	Body	Yes	https://www.nextafter.com/research/2016/02/how-a-3rd-party-endorsement-affects-email-acquisition/
2806	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2016/02/how-removing-creative-elements-affects-conversion/
3159	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2016/02/how-creating-a-distraction-affects-email-acquisition/
2794	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	https://www.nextafter.com/research/2016/01/how-removing-graphic-affects-conversion/
2985	Email Aq	Add Background Image	Header/Background	No	https://www.nextafter.com/research/2016/01/confessing-hebrew-scriptures-background-img-vs-no-background-img/
2927	Email Aq	Add Background Image	Header/Background	No	https://www.nextafter.com/research/2016/01/anita-dittman-background-vs-no-background/
2918	Email Aq	Add more copy	Body	Yes	https://www.nextafter.com/research/2016/01/how-increasing-the-content-on-the-page-affects-email-acquisition/
2693	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-donor-conversion-rate/
2684	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-email-acquisition-rate/
2472	Email Aq	Change Page Layout	Layout	Yes	https://www.nextafter.com/research/2015/11/how-a-change-to-the-layout-of-a-landing-page-affects-emails-acquired/
2313	Email Aq	Short copy (vs long)	Body	Yes	https://www.nextafter.com/research/2015/10/how-reducing-friction-for-highly-motivated-traffic-affects-name-conversic
2193	Email Aq	Add Social Proof (header)	Header/Background	Yes	https://www.nextafter.com/research/2015/10/how-a-single-social-proof-indicator-affects-name-conversion/
2100	Email Aq	Change Page Layout	Layout	Yes	https://www.nextafter.com/research/2015/09/how-the-name-acquisition-design-and-layout-can-affect-email-acquisition
2086	Email Aq	Add Qualify Q's	Form Fields	Yes	https://www.nextafter.com/research/2015/09/how-qualifying-questions-affects-conversion-rate/
2039	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2015/09/how-a-two-step-form-affects-cognitive-friction-and-conversion/
1937	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/08/how-a-redesign-and-stronger-value-proposition-affects-name-acquisition-
1819	Email Aq	Change Page Layout	Layout	Yes	https://www.nextafter.com/research/2015/08/how-page-layout-can-affect-visitor-motivation/
1692	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/07/how-a-radical-landing-page-redesign-affects-name-acquisition-rate-2/
1651	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2015/07/how-reducing-form-friction-on-email-acquisition-affects-donor-conversio
1408	Email Aq	Short copy (vs long)	Body	Yes	https://www.nextafter.com/research/2015/06/how-reducing-friction-on-mobile-devices-affects-name-conversion-rate/
1263	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/05/how-clarity-of-value-proposition-affects-conversion/
981	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/04/how-emphasizing-the-cost-free-over-the-value-of-an-offer-affects-convers
967	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2015/02/how-reducing-friction-affects-full-name-capture/
864	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2015/02/how-a-radical-landing-page-redesign-affects-name-acquisition-rate/
314	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2014/12/increasing-landing-page-congruence-affects-cost-subscriber/
289	Email Aq	Make two step	Multi-Step	Yes	https://www.nextafter.com/research/2014/12/hillsdale-college-layering-sequential-ask-affects-name-conversion/
213	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2014/12/maximizing-imagery-language-follow-ask/
142	Email Aq	Multiple Elements	Multiple	Yes	https://www.nextafter.com/research/2014/11/how-simplicity-affects-name-acquisition/
153	Email Aq	Long copy (vs short)	Body	No	https://www.nextafter.com/research/2014/11/how-increasing-the-copy-on-the-page-affects-acquisition-rate/
4376	Email Aq	Form Field Arrangment	Form Fields	Yes	https://www.nextafter.com/research/2016/06/how-registration-form-length-affects-email-acquisition-rate/


“Oh…well I always
drink to world peace…”

Let's walk step-by-step through the template!

***Note**: You won't start creating your own page until section 2, which will guide you on **how** to say what we need to say.*

Guide 1: Linear layout (up to down, left aligned)
- 2472 – 7.7% increase in emails
- 2100 – 23.02% increase in emails
- 1692 – 10.8% increase emails (not iso..)
- Why 1819 then? – Other factor, like inline video, poor CTA text, outweighed gain

Guide 2: No designed banner w text
- 2684/2693 – 9.2% increase in emails, 59.8% increase in instant donation
- 2794 – 11.9% increase in donations

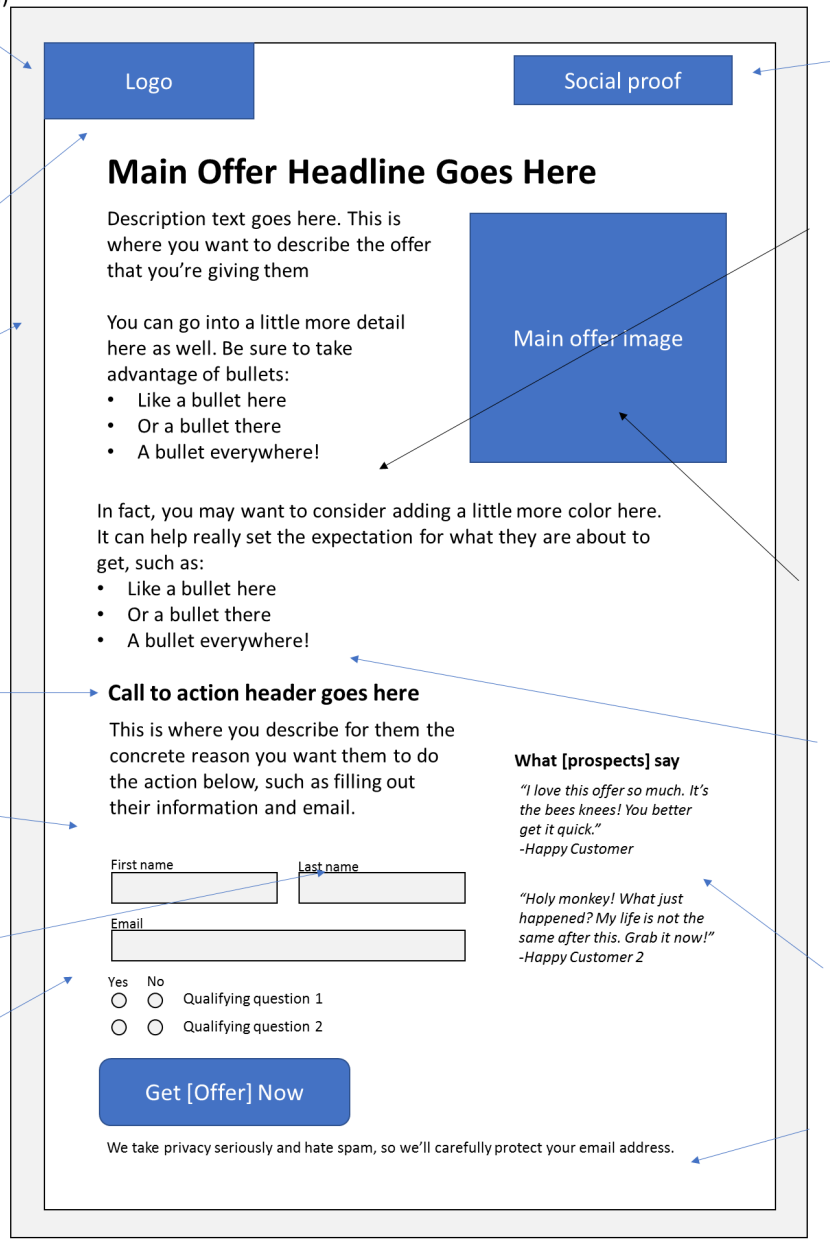
Guide 3: Background image
- Random – no difference (2985/2927
- Matching your ad – Increase
  - 3290 – 3.9% increase in emails
  - 314 – 39.2% increase (not isolated)

Guide 8: Add a CTA header and copy
- 6670 / 100% increase emails
- 4180 / 96.7% increase emails

Guide 9: Minimum fields possible
- 5847 / 8.9% increase emails
- 4699 / 48.3% increase emails

Guide 10: Group fields to reduce page length
- 4376 / 4.1% increase emails

Guide 11: Consider qualifying questions to increase expectation of action
- On values
  - 2086 / 89.3% increase emails
- On what they want to do:
  - 2918 / 8.3% increase in emails



Guide 4: Add social proof if avail
- 2193 – 8.4% increase in emails,

Guide 5: Copy Length
- Long (2 paras w ea bullets, or 4 short paras) = More
  - 5763 / 25.6% increase emails
  - 153 / 6% increase in emails (vs REALLY long)
  - 4652 / 80% increase in emails (vs REALLY long)
- Short (1 short para w bullets) = more only when highly targeted, highly moticated
  - 2313 / 26.2% increase emails
  - 1408 / 76.2% increase emails

Guide 6: Add main image when it adds clarity or brings continuity
- Video belongs in supporting
  - 6678 / 13.2 decrease emails

Guide 7: Avoid in-line supporting content
- Video belongs in supporting
  - 6678 / 13.2 decrease emails
- Testimonials/endorsements belong in supporting
  - 3224 / 28.0% decrease emails

Guide 12: Use testimonials for best supporting column content
- 6331 / 20.1% increase emails
- 4405 / 11.2% increase emails

Guide 13: Consider adding privacy statement
- 4354 – 49.7% increase in emails,

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

Qualifying question 1

Qualifying question 2

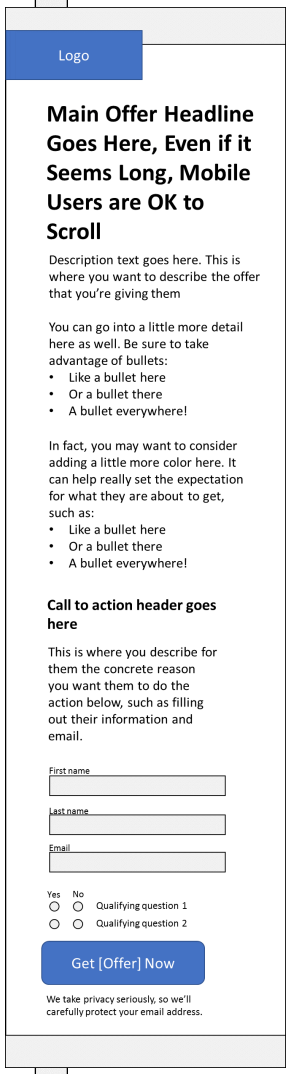
Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2



Logo

Social proof

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Logo

Social proof

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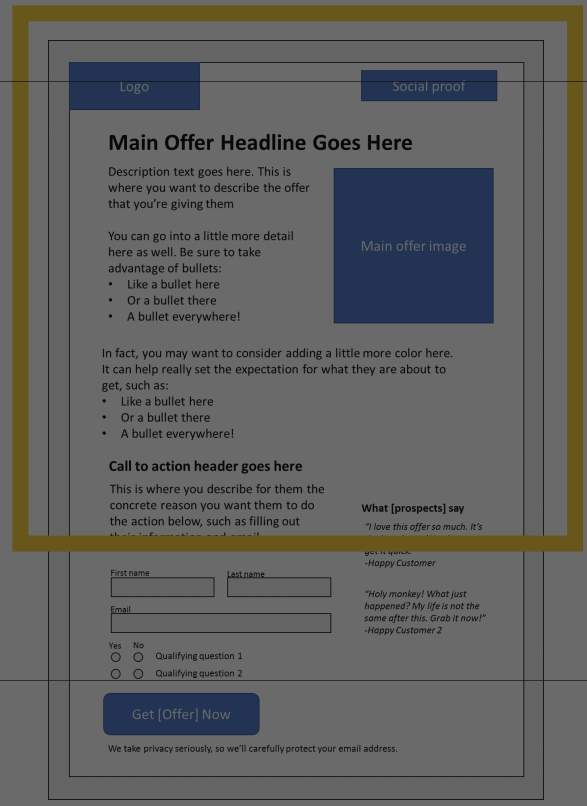
such as:

- Like a bullet here



1

Linear, Single Column Layout

Pages with this format consistently perform better than multi-column layouts (in this approach).

From This

To This

1

Linear, Single Column Layout

Pages with this format consistently perform better than multi-column layouts (in this approach).

Logo

Social proof

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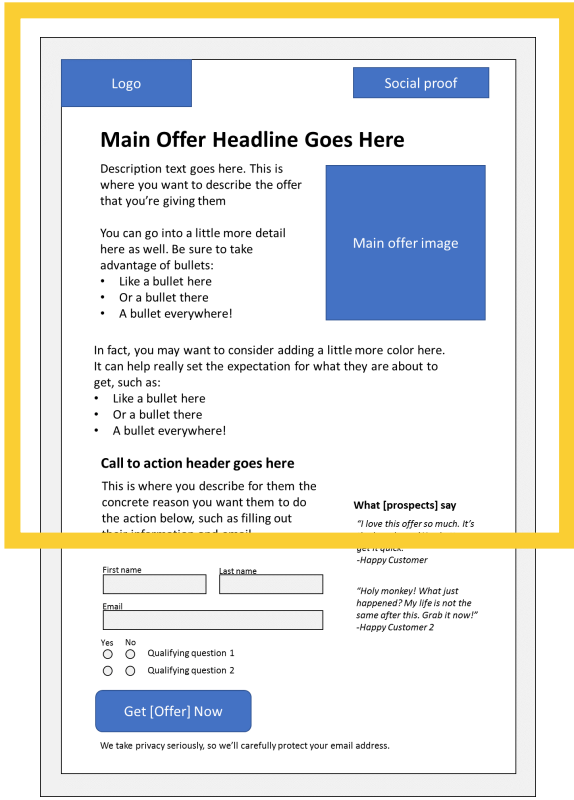
Main offer image



1

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such as:

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Logo

Social proof

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- Like a bullet here
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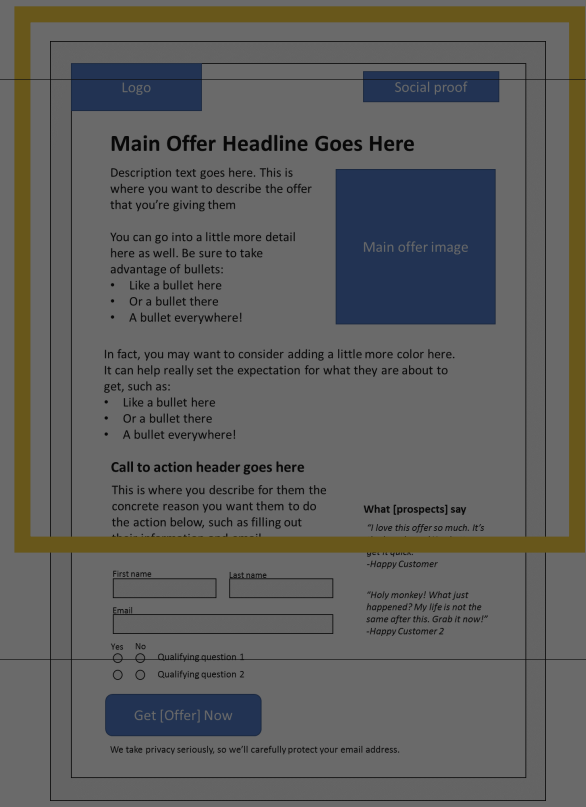
- A bullet everywhere!

Main offer image

- Like a bullet here



2

Matching Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

From This

To This

3.9%
In Emails

2 Matching Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

Logo

Social proof

Main Offer Headline Goes Here

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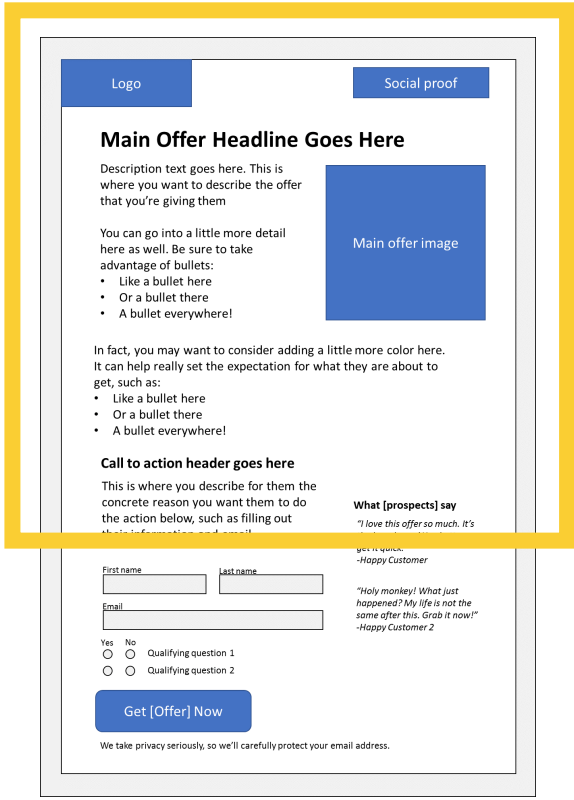
You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image



2

Matching Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

such as:

- Like a bullet here

Logo

Social proof

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You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
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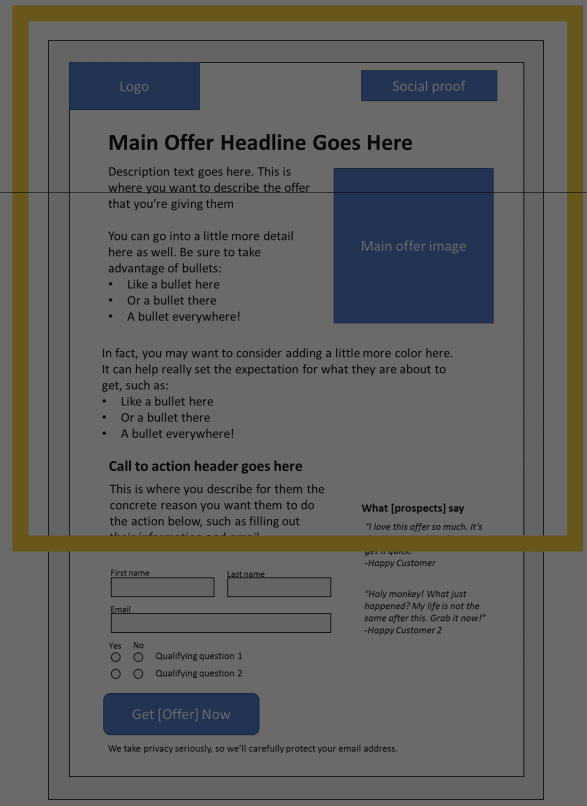
- A bullet everywhere!

Main offer image

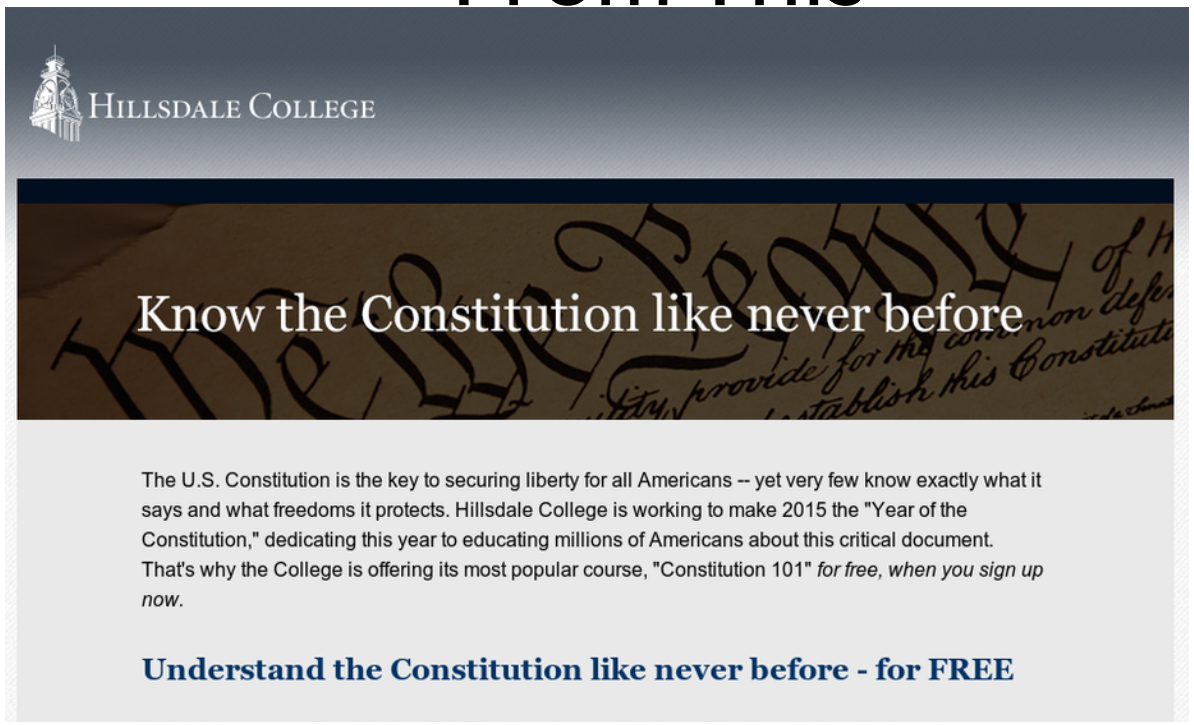


3

Clear, non-designed/non-banner headline

Pages with a headline inside a designed banner consistently perform worse.

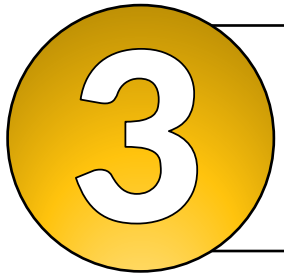
From This



To This

9.2%

In Emails



Clear, non-designed/non-banner headline

Pages with a headline inside a designed banner consistently perform worse.

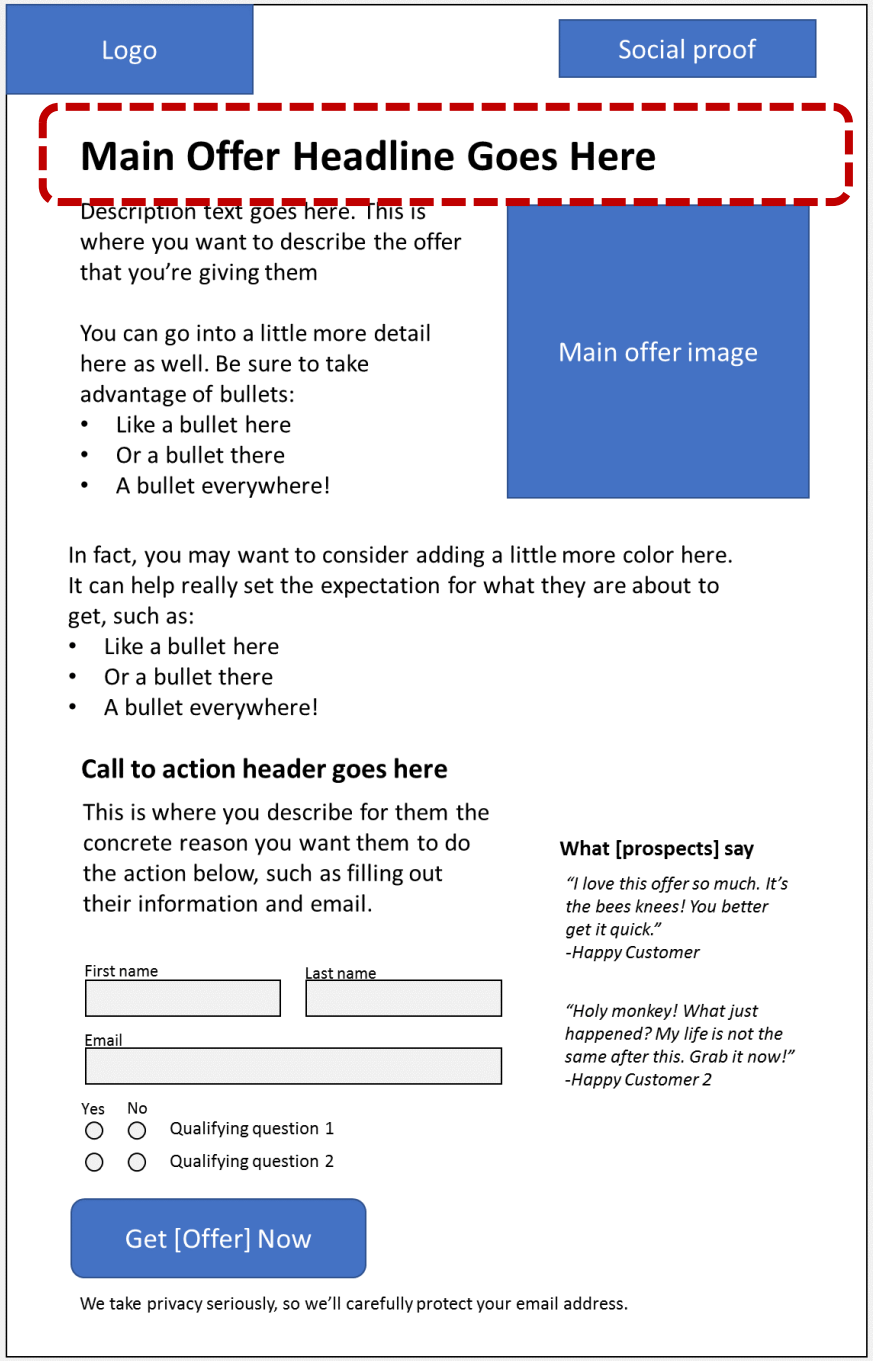
Do we have any advice on how to write the headline?

Writing a Headline

So what should I say?

Think about your offer and ask yourself this simple question:

- What will someone **get, achieve, or learn** as a result of consuming your offer?



Example: Headline (#3020)

Not This

But This

8.2%
Emails

Writing a Headline

What else should I consider?

- Any words that make it feel like work.

Example: Headline (#4218)

Not This

Help Keep Women and Children Safe

But This

We Must Keep Women and Children Safe

15.6%
Emails Captured

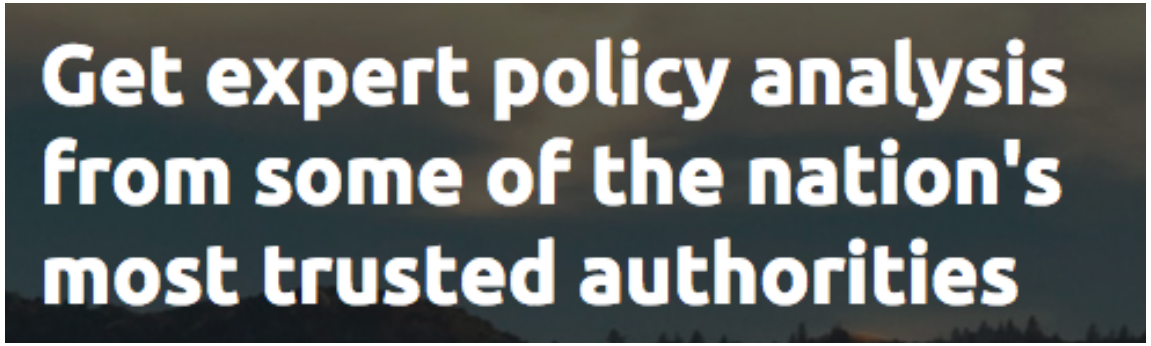
Writing a Headline

What else should I consider?

- Any words that make it feel like work.
- Unnecessary additions or explanations.

Example: Headline (#2697)

Not This



But This

6.2%
Emails Captured

Writing a Headline

What else should I consider?

- Eliminate any words that make it feel like work.
- Eliminate unnecessary additions or explanations.
- Add mystery.

Examples of mystery trigger words

- Weird
- Unusual
- Bizarre
- Strange
- Effortless
- Painstaking
- Secret
- Amazing
- Absolute
- Essential
- Incredible
- (It’s not what you think)

Source: NathalieNahai

Example: Headline (#919)

Not This

But This

36%
Emails

Logo

Social proof

Main Offer Headline Goes Here

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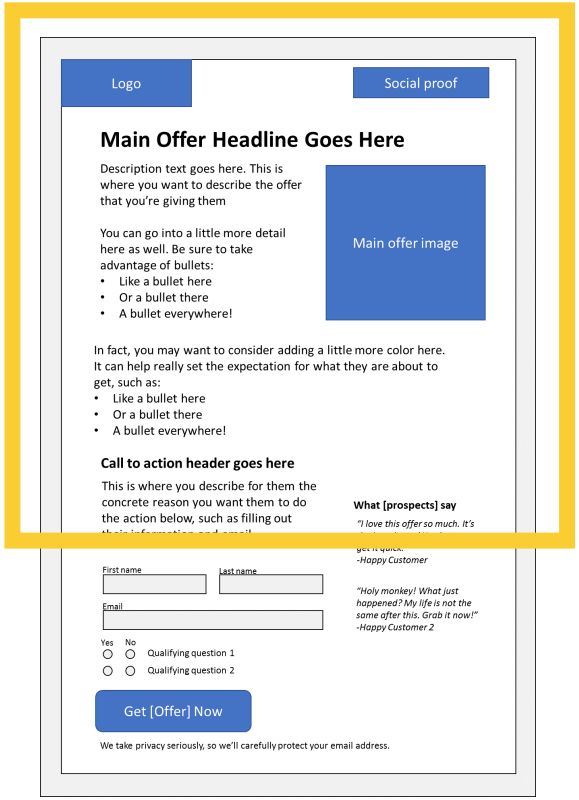
You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image



3

Clear, non-designed/non-banner headline

Pages with a headline inside a designed banner consistently perform worse.

such as:

- Like a bullet here

Logo

Social proof

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Main offer image

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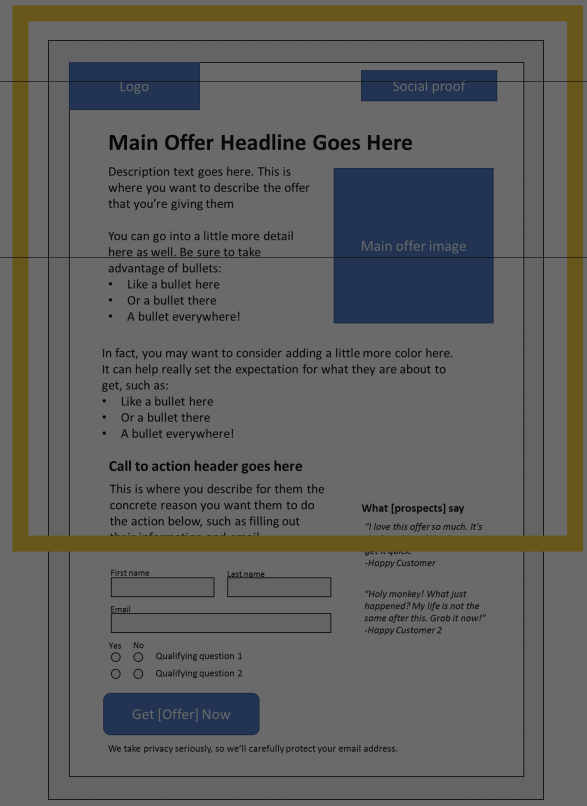

4

Consider adding a social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

From This

To This

8.4%
In Emails

4

Consider adding a social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

Logo

Social proof

Main Offer Headline Goes Here

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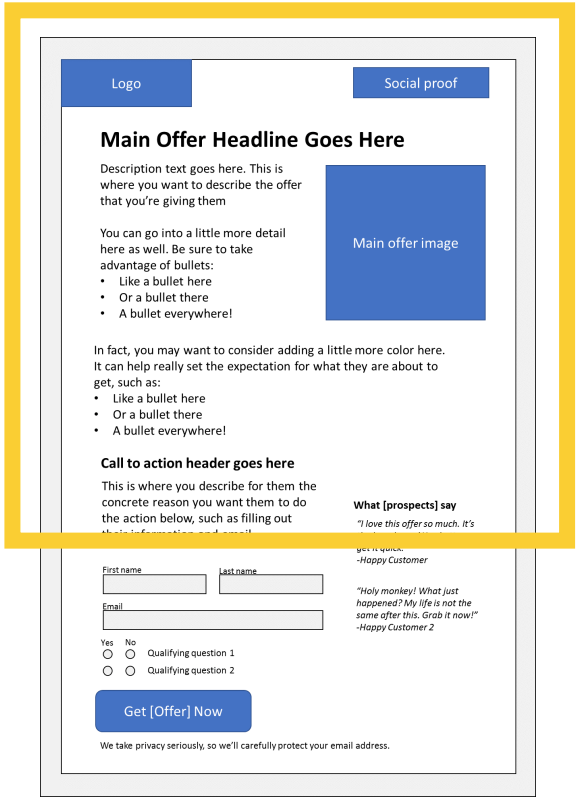
Main offer image

- Like a bullet here



4

Consider adding a social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

5

Approximately 2-3 short paragraphs of copy

More copy may be too much and less copy may not be enough (unless they already know you).

Main Offer Headline Goes Here

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You can go into a little more detail here as well. Be sure to take advantage of bullets:

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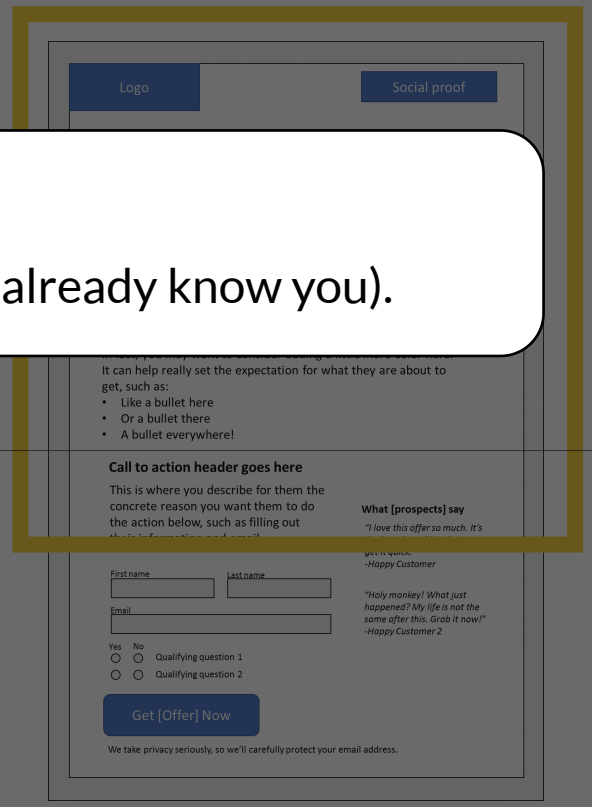
Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here



5 Approximately 2-3 short paragraphs of copy

More copy may be too much and less copy may not be enough (unless they already know you).

From This

To This

25.6%

In Emails

Do we have any advice on how to write body copy?

Writing Body Copy

So what should I say?

Think about your offer and ask yourself these questions:

- How exactly will this offer help your ideal donor (their desires or needs) in their life story?
- Will it enrich them?
- Will it unveil a particular set of truths?
- Will it give them a new skill?
- Will it help them solve a particular problem?
- Will it help them get their message out?
- Will it help them advance the right thing?

Writing Body Copy

Consider some revisions

- Make sure that you are focusing only on the offer, not on the benefits of your organization.

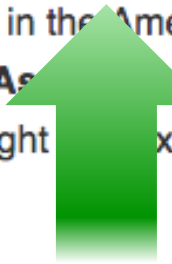
Example: Body Copy (#2180)

Not This
(this seems like it's selling TSHA, not the eBook)

Each month, Texas State Historical Association members receive exclusive content, just like this, delivered straight to their inbox. This is in addition to the on-demand access they have to the TSHA Digital Library containing hundreds of exclusive TSHA publications spanning over 115 years.

But This
(100% focus on the eBook)

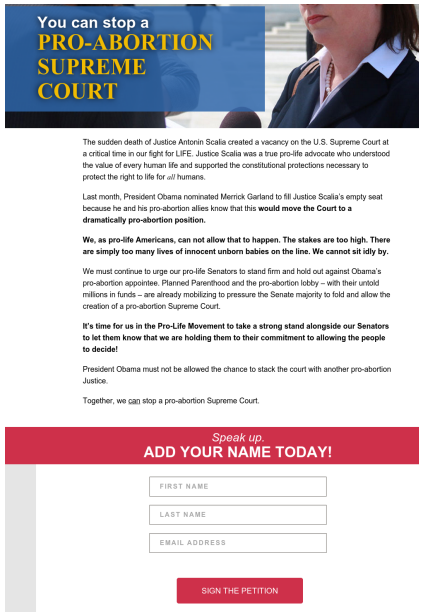
While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, **available exclusively from the Texas State Historical As[illegible]n**, [illegible] will learn the stories of many prominent Texans in the war and how the battles fought [illegible]xas impacted the nation.



19%
Emails Captured

Example: Body Copy (#3757)

Not This
(More about the organization than the petition)



The sudden death of Justice Antonin Scalia created a vacancy on the U.S. Supreme Court at a critical time in our fight for LIFE. Justice Scalia was a true pro-life advocate who understood the value of every human life and supported the constitutional protections necessary to protect the right to life for *all* humans.

Last month, President Obama nominated Merrick Garland to fill Justice Scalia's empty seat because he and his pro-abortion allies know that this **would move the Court to a dramatically pro-abortion position.**

We, as pro-life Americans, can not allow that to happen. The stakes are too high. There are simply too many lives of innocent unborn babies on the line. We cannot sit idly by.

We must continue to urge our pro-life Senators to stand firm and hold out against Obama's pro-abortion appointee. Planned Parenthood and the pro-abortion lobby – with their untold millions in funds – are already mobilizing to pressure the Senate majority to fold and allow the creation of a pro-abortion Supreme Court.

It's time for us in the Pro-Life Movement to take a strong stand alongside our Senators to let them know that we are holding them to their commitment to allowing the people to decide!

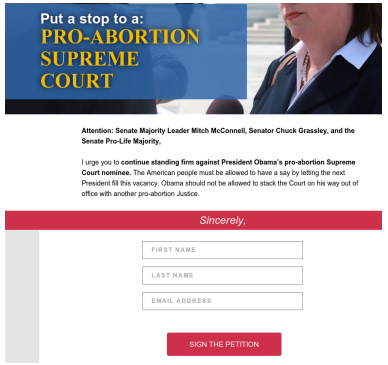
President Obama must not be allowed the chance to stack the court with another pro-abortion Justice.

Together, we can stop a pro-abortion Supreme Court.

But This
(100% focus on the petition)

Attention: Senate Majority Leader Mitch McConnell, Senator Chuck Grassley, and the Senate Pro-Life Majority,

I urge you to **continue standing firm against President Obama's pro-abortion Supreme Court nominee.** The American people must be allowed to have a say by letting the next President fill this vacancy. Obama should not be allowed to stack the Court on his way out of office with another pro-abortion Justice.



100%
Emails Captured

Writing Body Copy

Consider some revisions

- Make sure that you are focusing only on the offer, not on the benefits of your organization.

- Try to focus LESS on the facts ABOUT the content and focus MORE on the content itself.

Example: Body Copy (#2665)

8.6%
Emails Captured

Not This

For the past 118 years, the Texas State Historical Association has been chronicling the stories behind some of the most well-known people and places in Texas music history. These stories became so popular, they eventually led to their own publication titled *Handbook of Texas Music*.

Since music should be enjoyed by all, we have created an eBook using the best stories that Texas music history has to offer. And, **for a limited time, we are making these stories available for free.**

In this exclusive eBook, you will find:

- Over 150 pages packed with the stories of such legendary musicians as **Buddy Holly, Janis Joplin,** and **Stevie Ray Vaughan**
- The history behind some of Texas's most legendary events like **South by Southwest**
- The stories of Texas's influence on everything from rock-and-roll, jazz, and blues to modern day country.
- Plus much more...

But This

It is no stretch to say that Texans have played a pivotal role in shaping the distinctive sound of American music. Without Lubbock native Buddy Holly there could have been no Beatles. Texans such as Janis Joplin, Steve Miller, and ZZ Top irrevocably changed rock music. These Texas artists and many more are part of the rich history that makes American music what it is today.

For the past 118 years, the Texas State Historical Association has been chronicling the evolution of Texas music and its impact on American culture. Using this vast body of knowledge, the TSHA has created a new eBook featuring some of the **greatest true-life stories from Texas music history.**

Today, the TSHA is offering this new eBook, *Texas: A Musical Journey*, for free. In this exclusive eBook, you will discover:

- How country music was shaped by such legendary performers as **Bob Wills, George Jones**, and **Willie Nelson**
- How Texas artists such as **Buddy Holly, Janis Joplin**, and **Pantera** have changed the sound of rock-and-roll
- And how shows and events like ***Austin City Limits*** and **South by Southwest** contributed to the rise of several of today's biggest performers.
- Plus so much more!

5

Approximately 2-3 short paragraphs of copy

More copy may be too much and less copy may not be enough (unless they already know you).

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

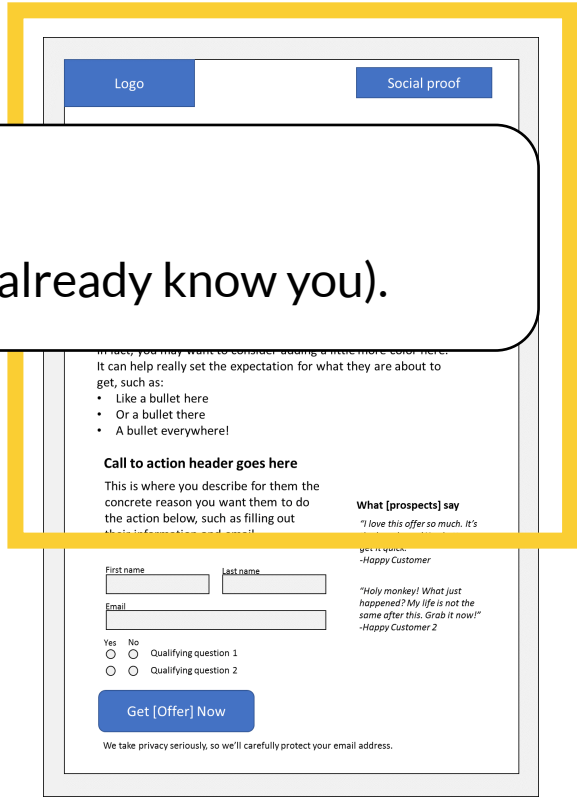
You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here



Logo

Social proof

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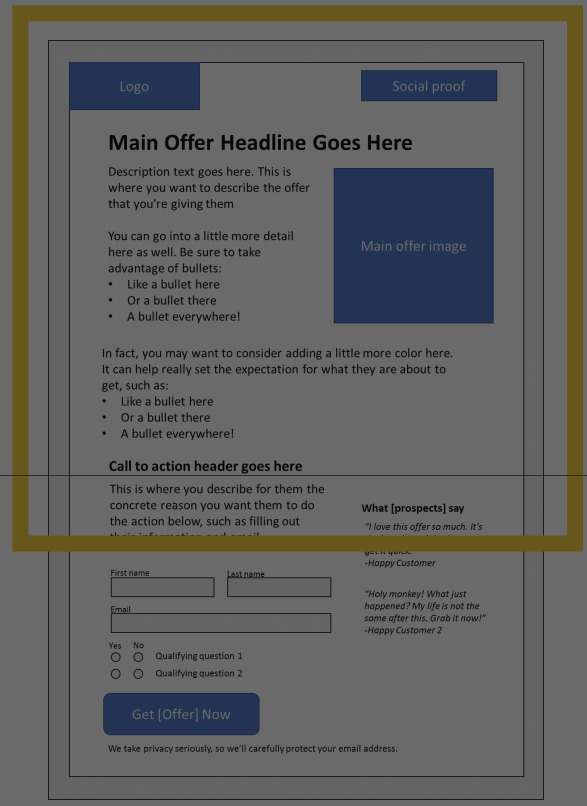
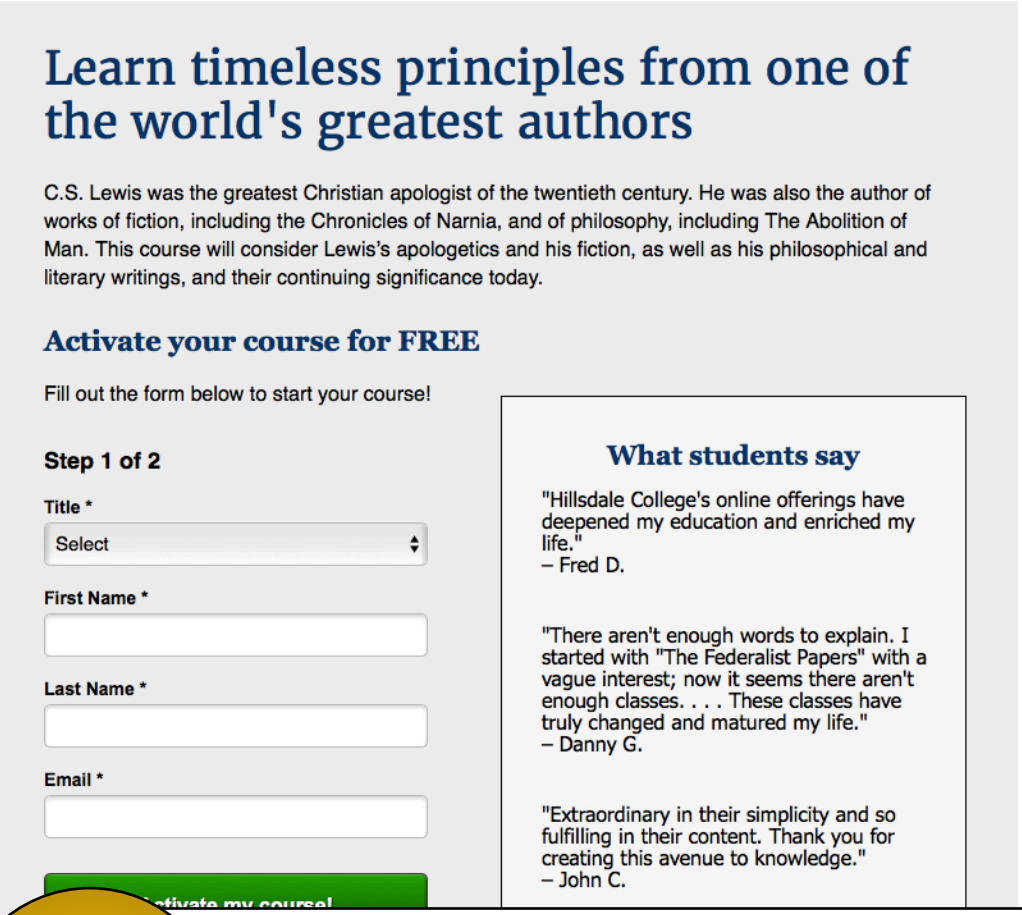


6

Add an image (avoid video) as long as it clarifies the offer

Email acquisition pages that lead with a video often underperform those that don't.

From This



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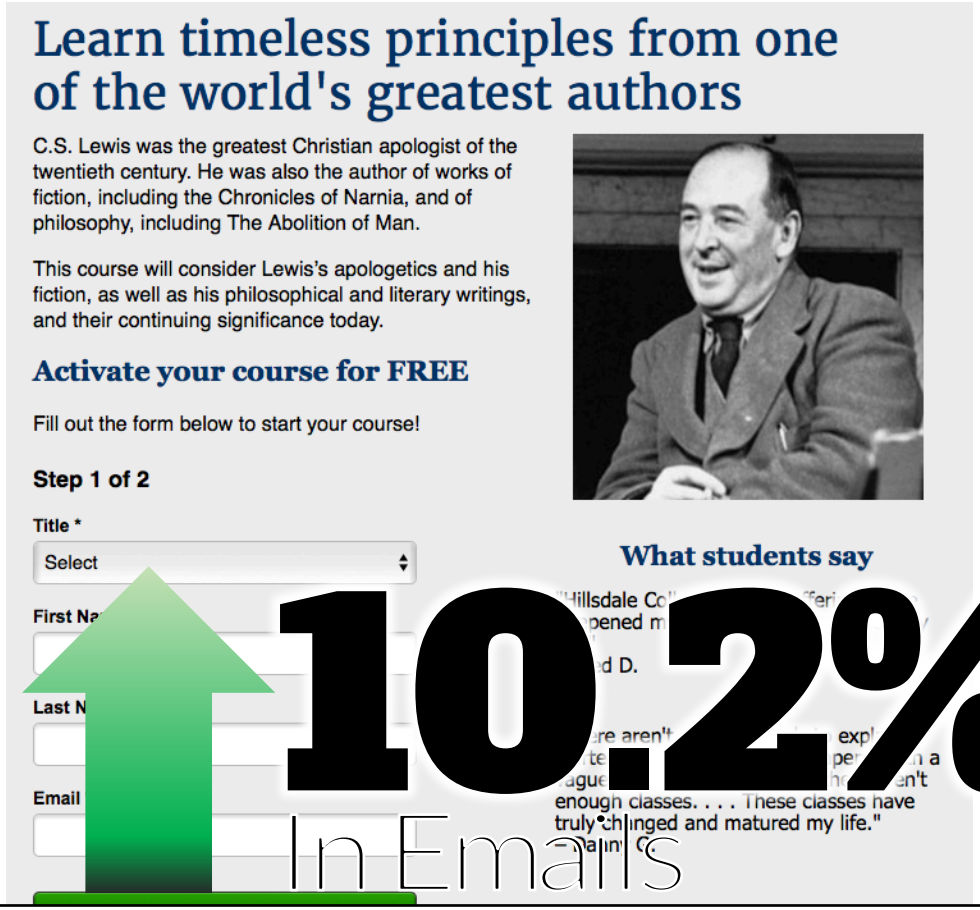

10.2%

In Emails

6

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From This

HILLSDALE COLLEGE

Discover the simple but profound truths of the Constitution in an entirely new way.

On May 15th, Hillsdale College launched "Introduction to the Constitution." This free online course is presented in a groundbreaking new style that immerses you in the Hillsdale classroom experience. Each lesson is less than 15 minutes lo
Find yourself at the table with Dr. Larry Arnn, as he teaches his students the principles of liberty. Peer into the lively discussions that take place as students explore the implications and beauty of our Constitution.

The U.S. Constitution is the key to securing liberty for all Americans -- yet few know exactly what it says, and what freedom it protects. That is why every student of Hillsdale College is required to study this document before graduation.

Join us in this course as we revisit the words of our founding fathers and rediscover the principles of liberty. As always, Hillsdale offers this course for no charge—completely free—as part of our mission to help all Americans pursue truth and defend liberty.

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13.2%

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First name

Last name

Email

Yes No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
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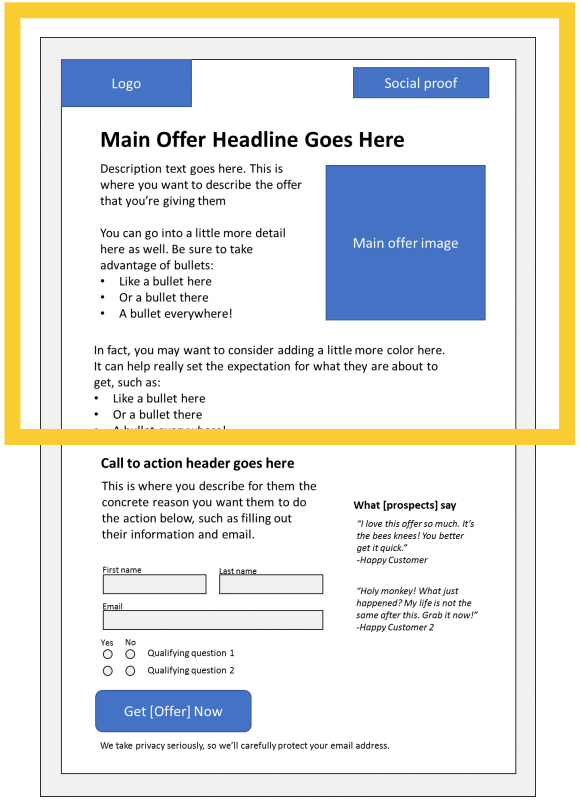

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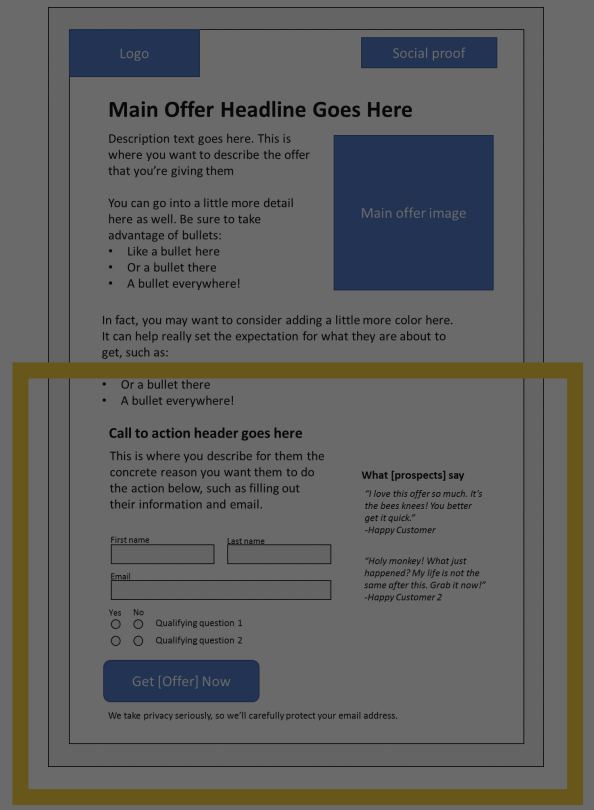
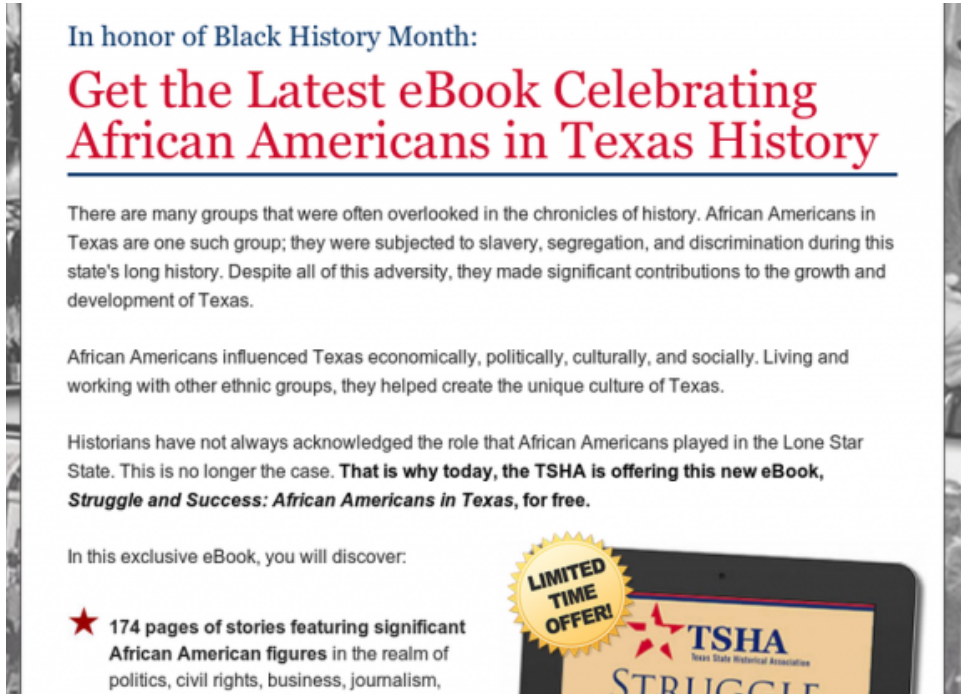


7

Avoid in-line supporting content

Our testing thus far has shown that supporting content in the primary eye-path distracts.

From This



In honor of Black History Month:

Get the Latest eBook Celebrating African Americans in Texas History

There are many groups that were often overlooked in the chronicles of history. African Americans in Texas are one such group; they were subjected to slavery, segregation, and discrimination during this state's long history. Despite all of this adversity, they made significant contributions to the growth and development of Texas.

African Americans influenced Texas economically, politically, culturally, and socially. Living and working with other ethnic groups, they helped create the unique culture of Texas.

Historians have not always acknowledged the role that African Americans played in the Lone Star State. This is no longer the case. **That is why today, the TSHA is offering this new eBook, *Struggle and Success: African Americans in Texas*, for free.**

In this exclusive eBook, you will discover:

- **174 pages of stories featuring significant African American figures** in the realm of politics, civil rights, business, journalism,

To This

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As Houston mayor, Sylvester Turner has said:

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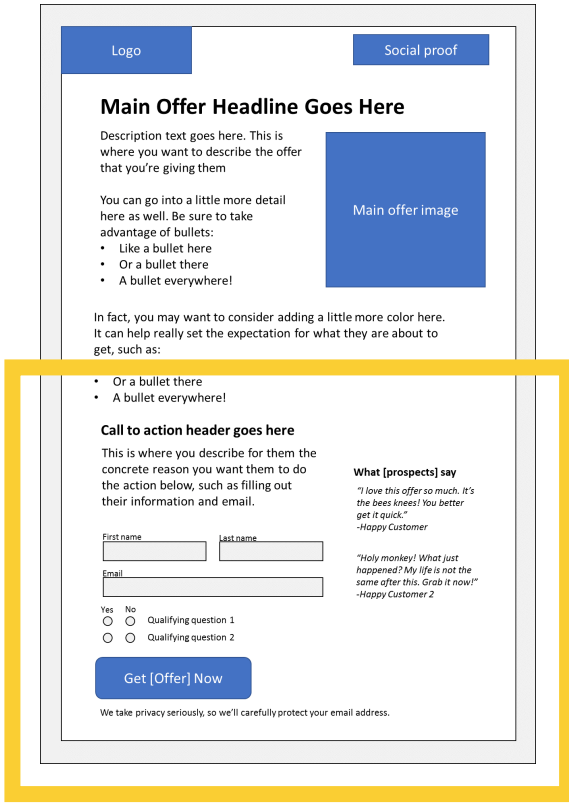

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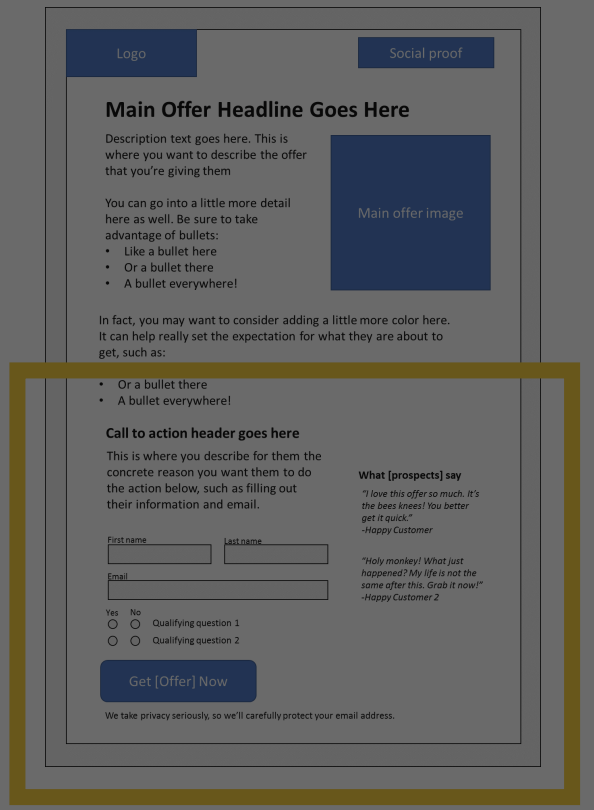

8

Clear call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

From This

Early Detection

Detecting Breast Cancer Earlier

Breast cancer can't be prevented, but you can take three important steps to help detect it earlier. The free resource, *3 Steps to Early Detection*, can increase your chance of finding breast cancer before it spreads.

First Name | Last Name

Email

- Please complete this mandatory field.

Send Me This Guide

To This

Early Detection

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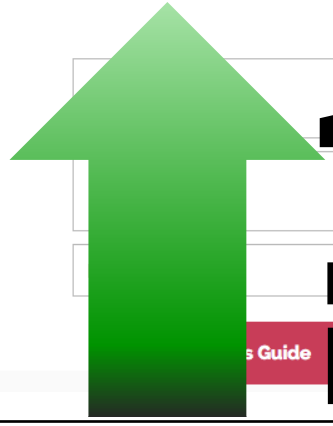
Breast cancer can't be prevented, but you can take three important steps to help detect it earlier. The free resource, *3 Steps to Early Detection*, can increase your chance of finding breast cancer before it spreads.

Where can we send your guide?



100%

In Emails

8

Clear call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

Do we have any advice on writing the CTA header and description?

Writing a CTA Header

So what should I say?

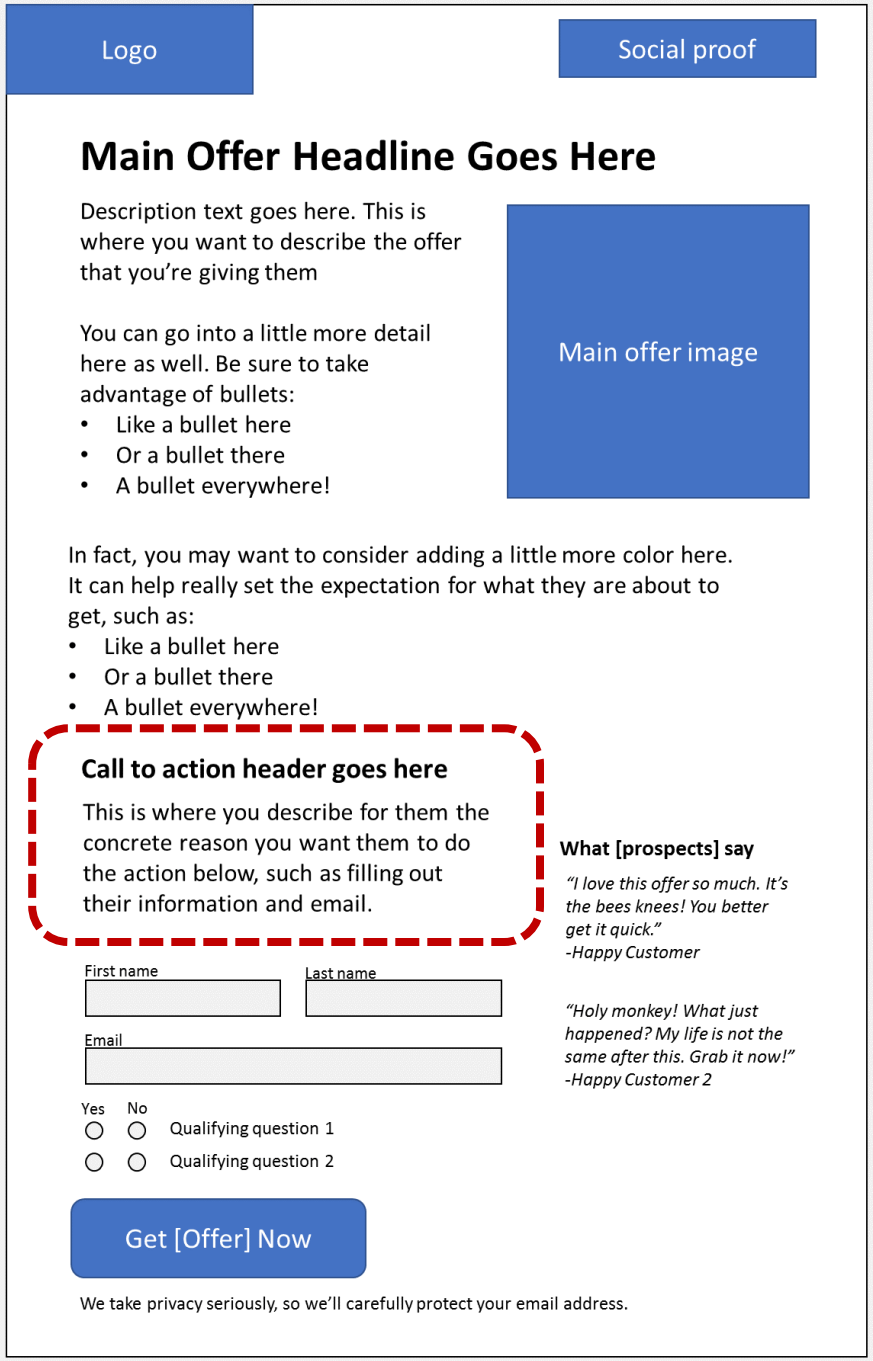
Our best advice is to keep it simple:

For the Header

- Write down what they are physically getting / achieving by consuming your offer

For the Description

- Repeat the above and then say what they have to do (provide info) to get it.



Writing a CTA Header

What else should I consider?

Ensure to emphasize the benefit BEFORE the action or instead of the action.

Example: CTA Head (#2695)

20%
Emails Captured

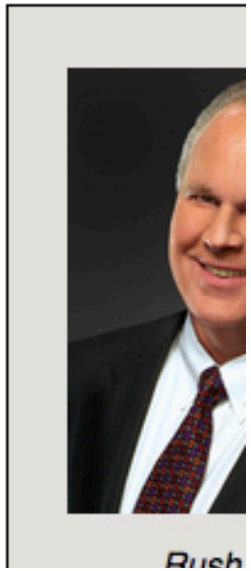
From This

Enroll for FREE in "The Federalist Papers" now!

Complete the form below to receive your first lesson via email.

First Name *

Last Name *



To This

Activate your FREE "Federalist Papers" course now!

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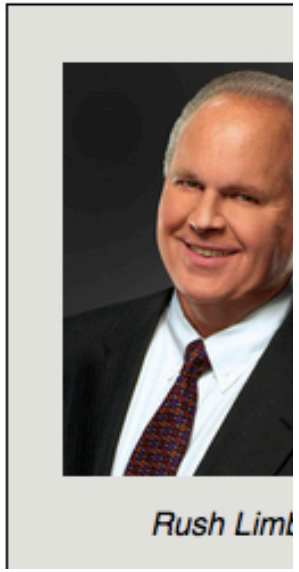

Example: CTA Head (#833)

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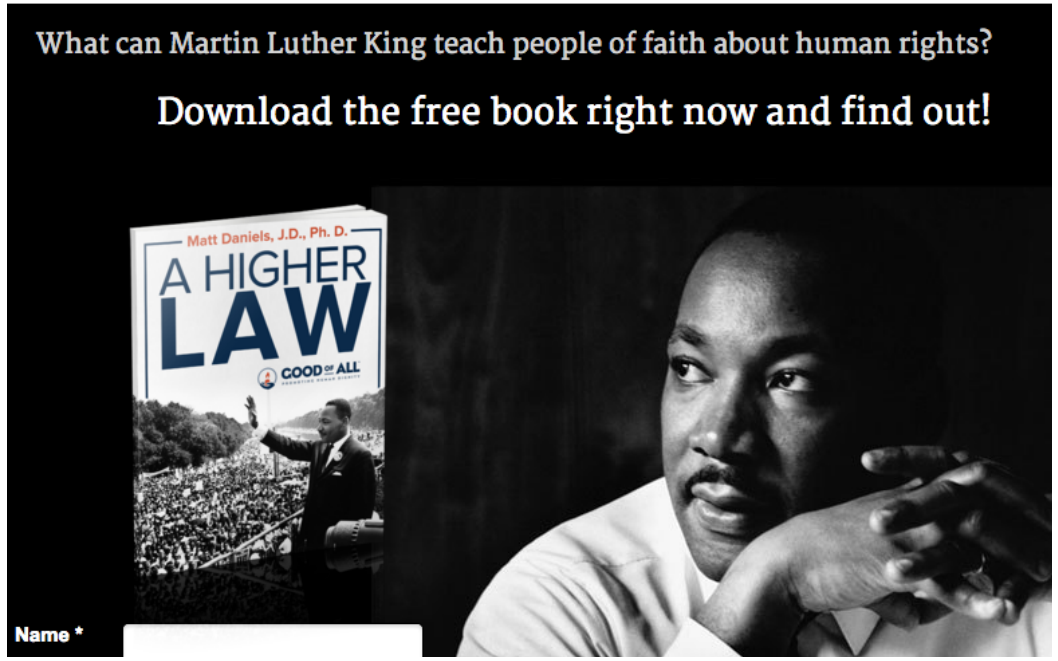
Emails Captured

From This



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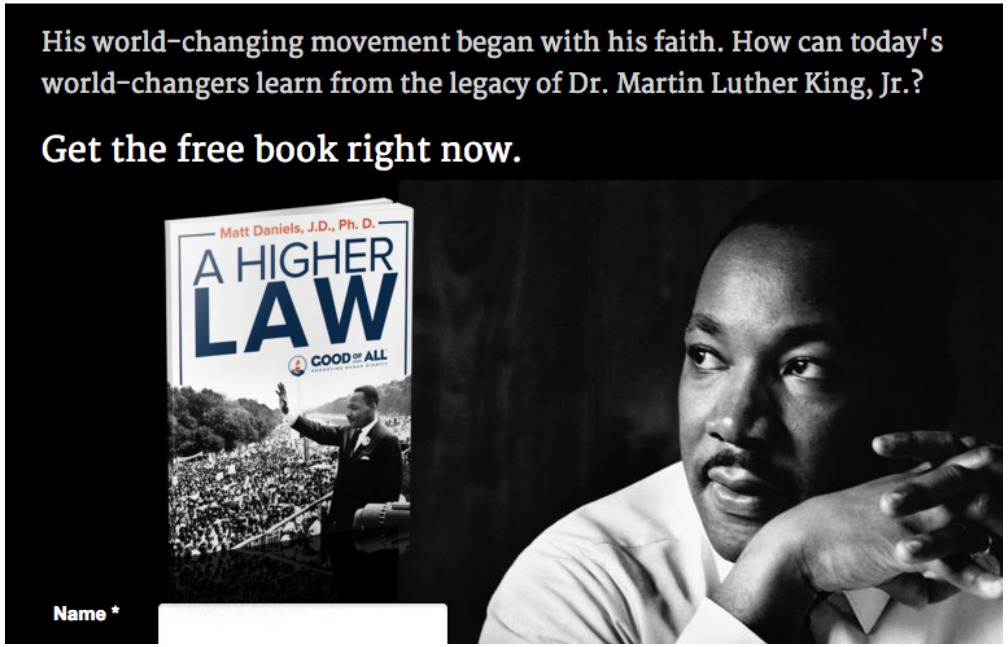

Writing a CTA Header

What else should I consider?

Ensure to emphasize the benefit BEFORE the action or instead of the action.

Re-emphasize the free, instant nature of the offer delivery if applied.

Example: CTA Head (#2695)

20%
Emails Captured

From This

Get the facts now with the 2016 Index of Military Strength

Enter your name and email below to get the facts now.

First Name *

Last Name *

Email *

Get the facts now!

To This

Get free instant access now with the 2016 Index of Military Strength

Enter your name and email below to get access now.

First Name *

Last Name *

Email *

Get instant access now!

- Or a bullet there
- A bullet everywhere!

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Last name

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Yes No

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Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
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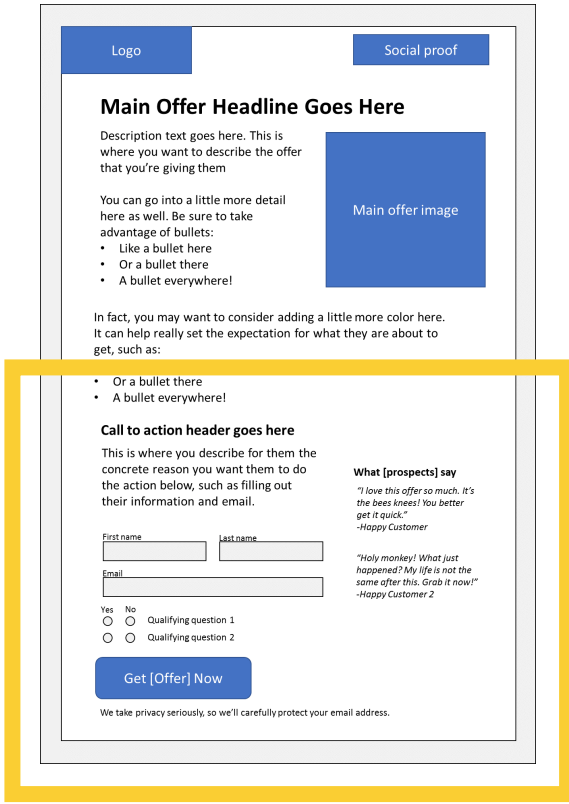

8

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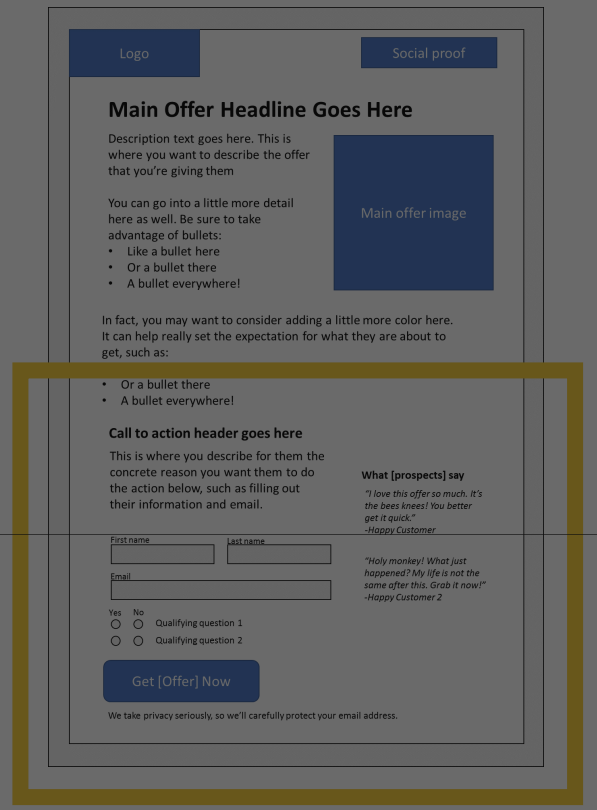


9

Minimum required fields to reduce effort and resistance

Every extra field you require will cost you leads.

From This

Sign up now and get your first lecture instantly!

First Name:*

Last Name:*

Address Line 1:*

Address Line 2:

City:*

Country:*

United States (US)

State/Province:*

New York

Zip/Postal Code:*

Email:*

Password:*

Password Confirmation:*

Start your Revelation course now

Are you already registered? Click here to login and continue your course.

To This

Sign up now and get your first lecture instantly!

Are you already registered? Click here to login and continue your course.

First Name:* Last Name:*

Email:*

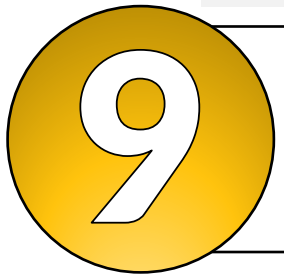
Password:*

Password Confirmation:*

Start your Revelation course now

48%

In Emails



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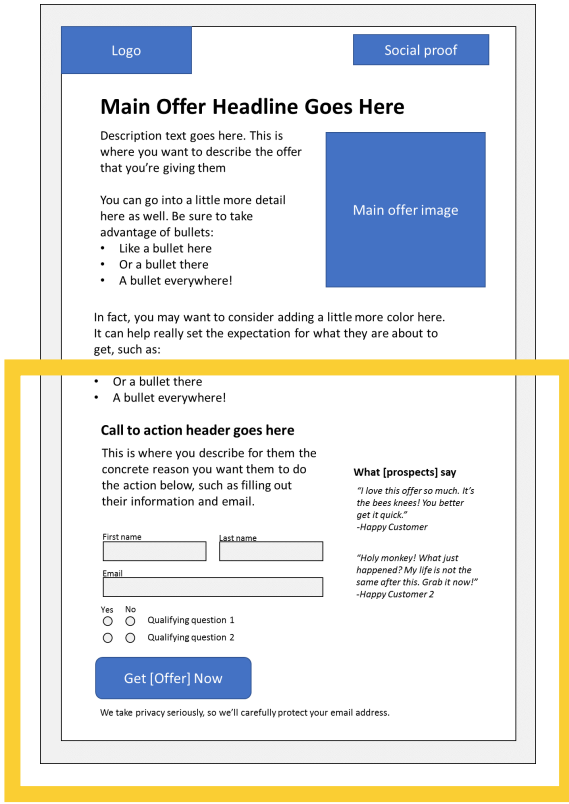

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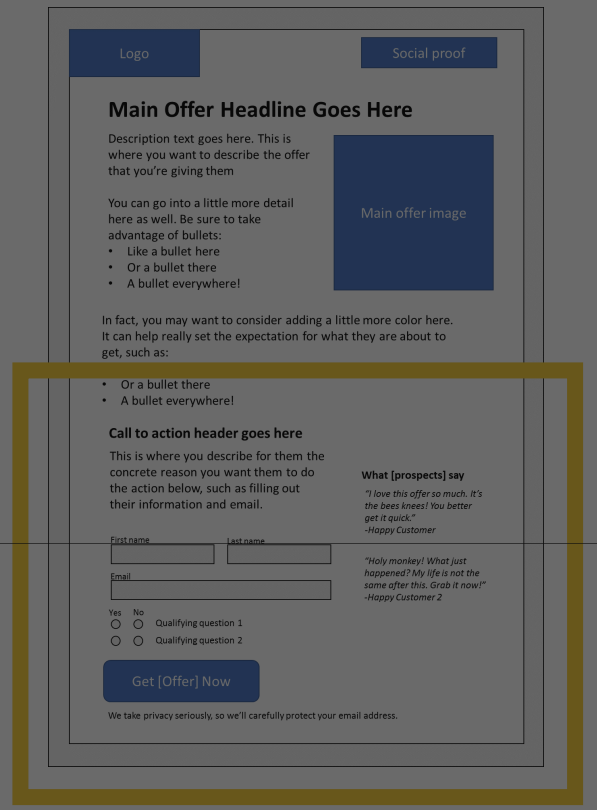
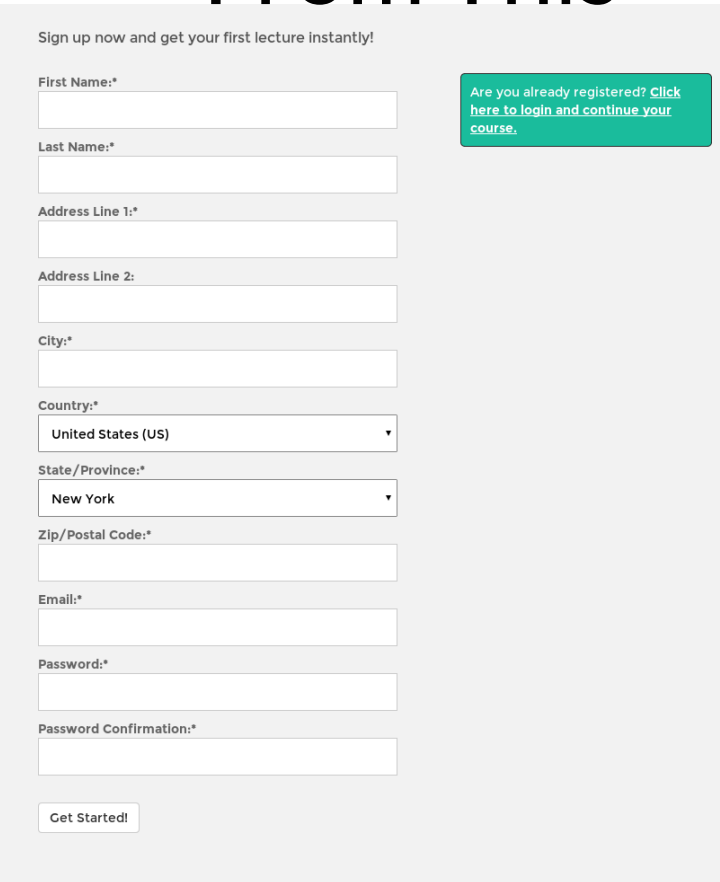


10

Fields grouped together to reduce page length

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

From This



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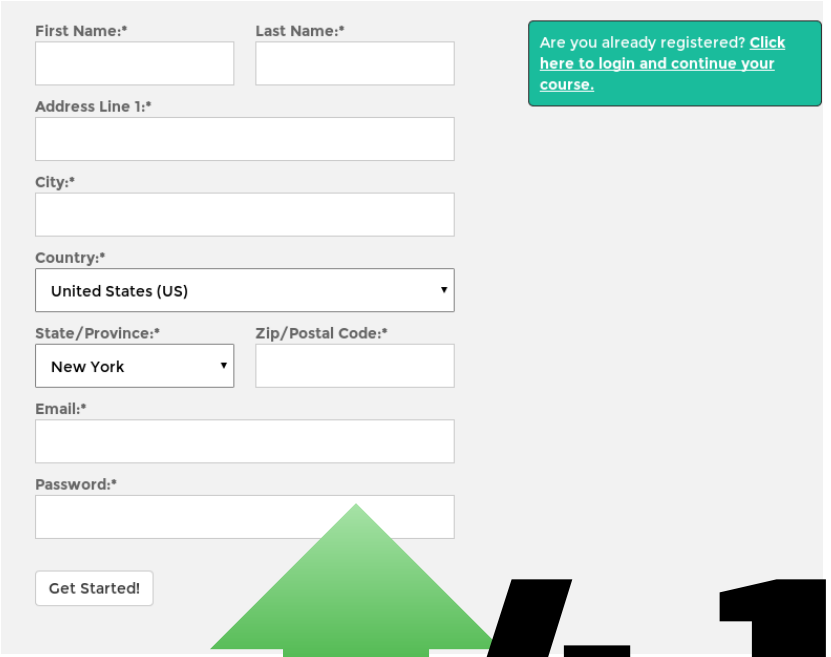

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In Emails

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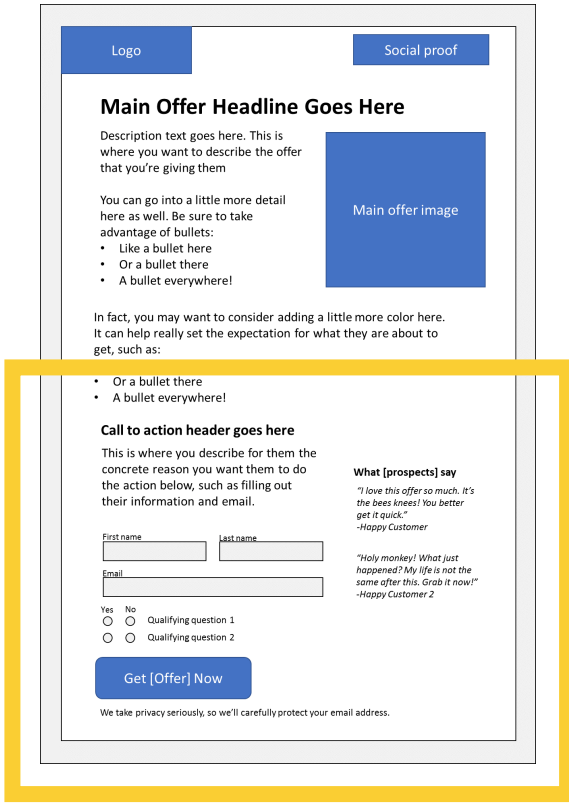

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11 Consider qualifying questions (optional!)

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

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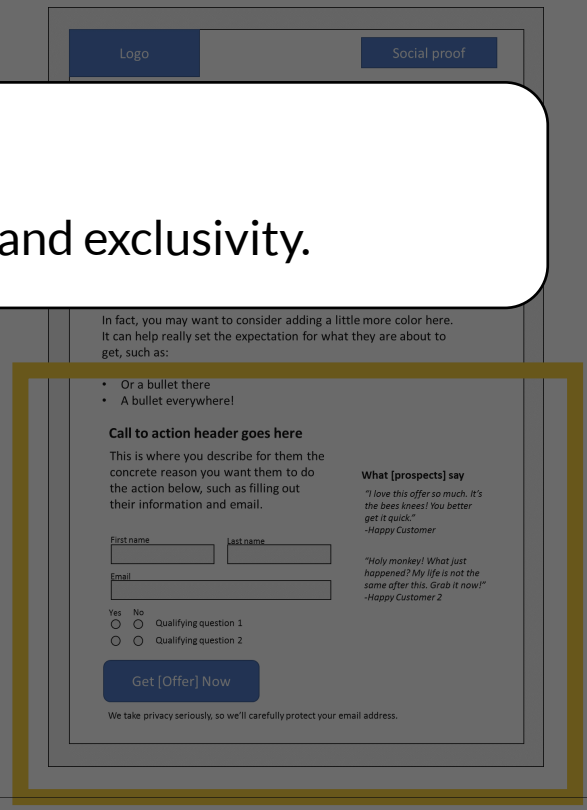

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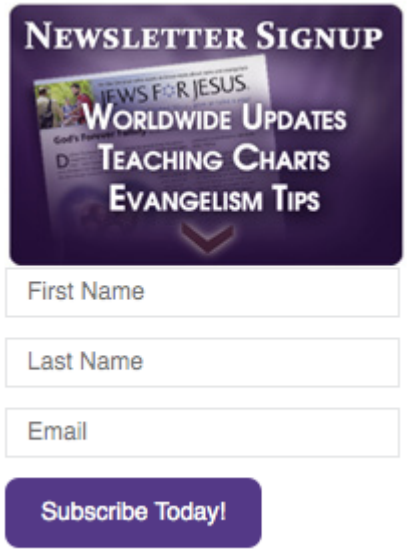
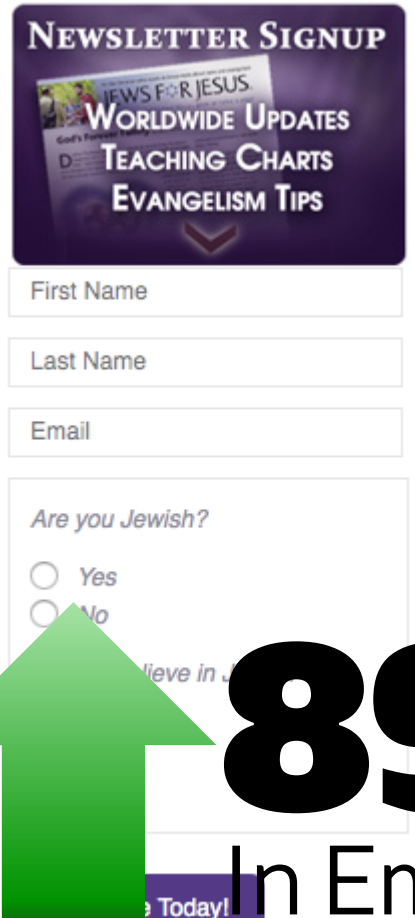
From This



To This



89.3%

In Emails

- Or a bullet there
- A bullet everywhere!

11 Consider qualifying questions (optional!)

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

Qualifying question 1

Qualifying question 2

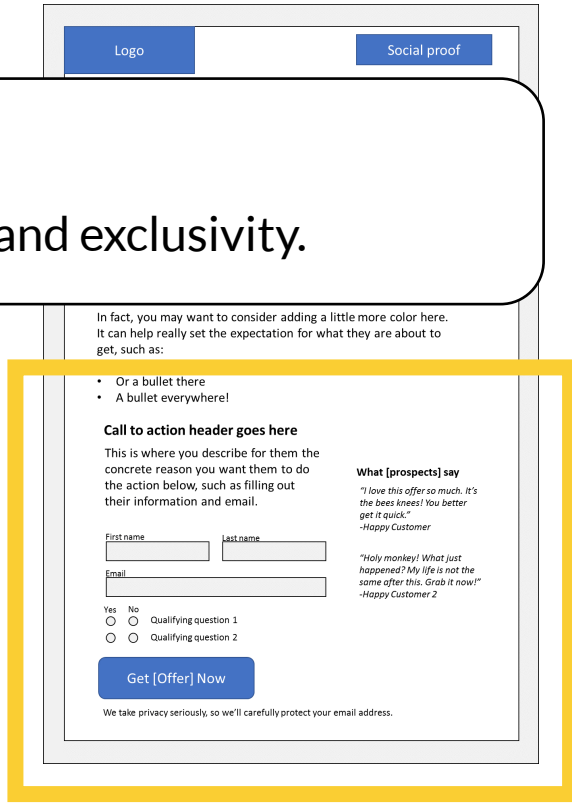
Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2



- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

Qualifying question 1

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
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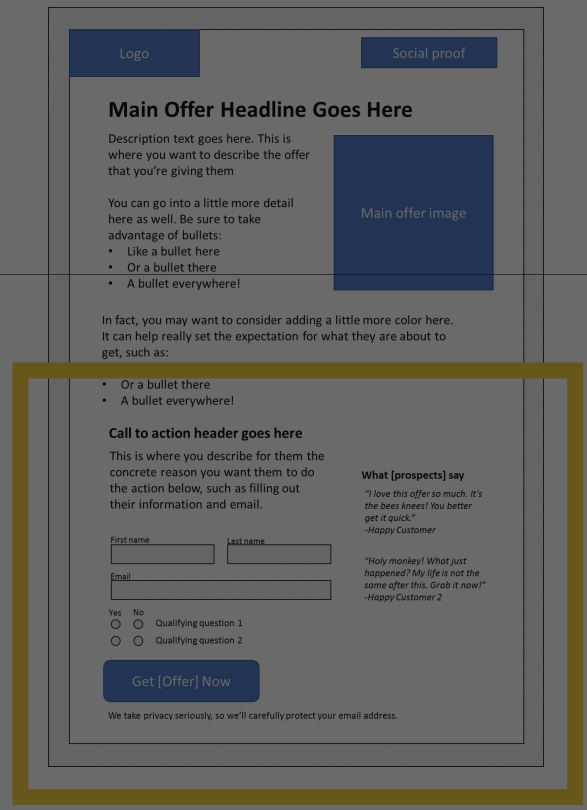
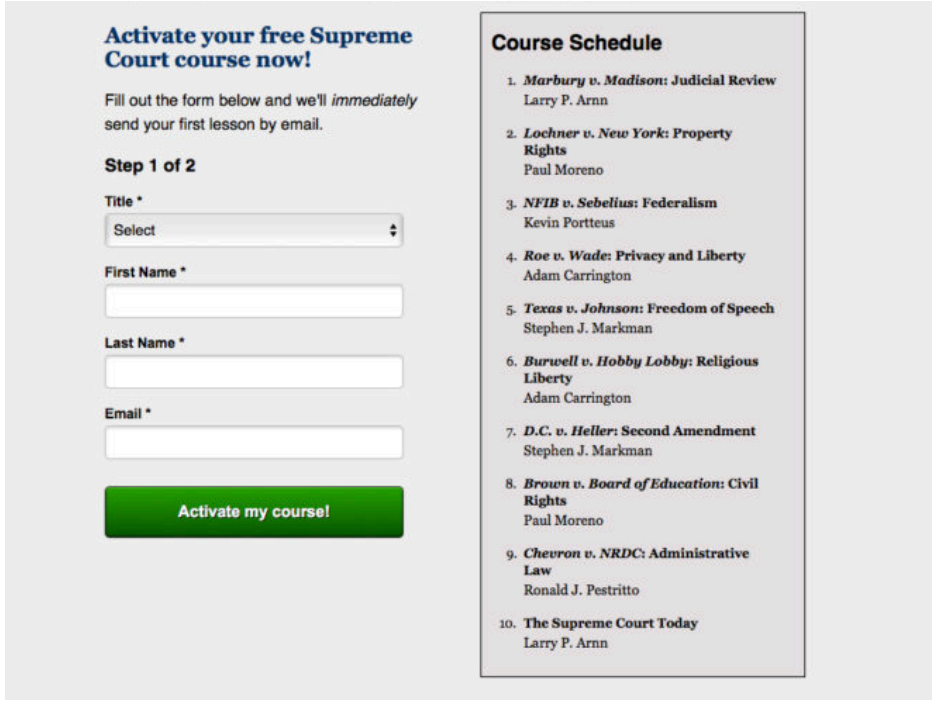


12

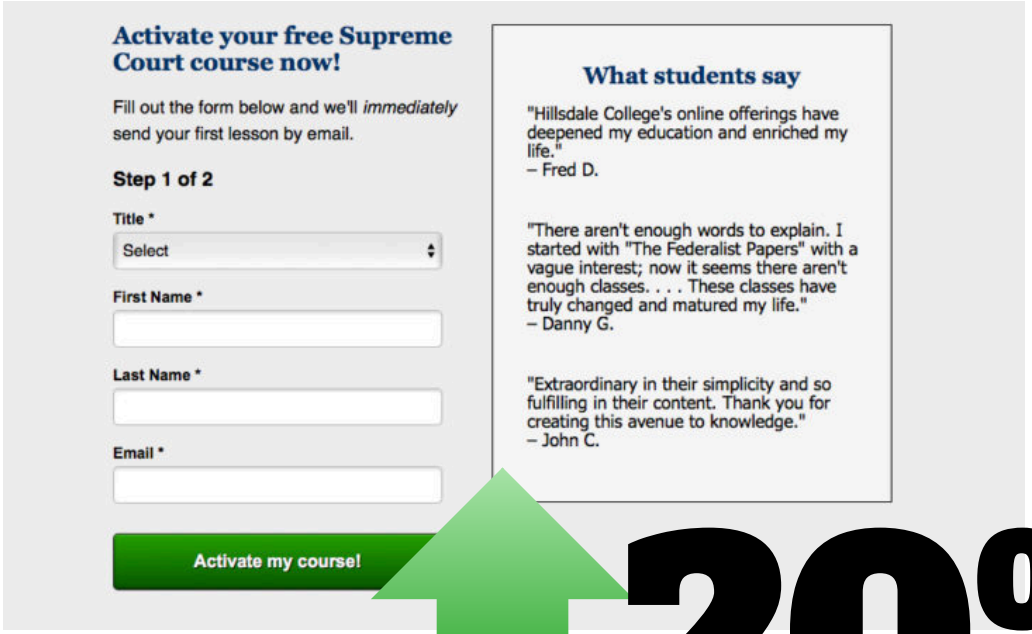
Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

From This



To This



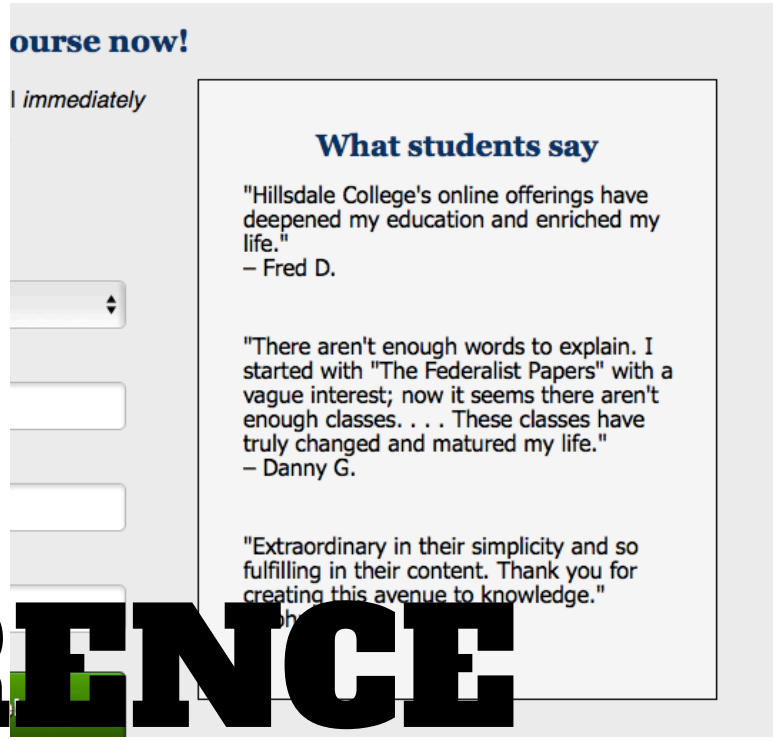
20%
In Emails

12 Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

From This

To This



NO DIFFERENCE

Emails Captured

12

Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

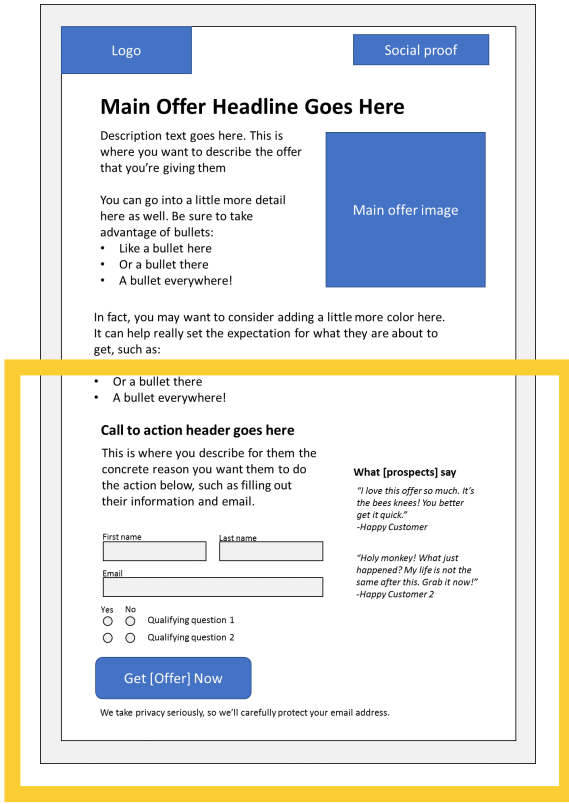
Qualifying question 1

Qualifying question 2

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2



12

Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

- Or a bullet there
- A bullet everywhere!

13 Clear call to action button with privacy reinforcement

Nothing should be more clear than this button and the implications of pushing it.

concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

First name

Last name

Email

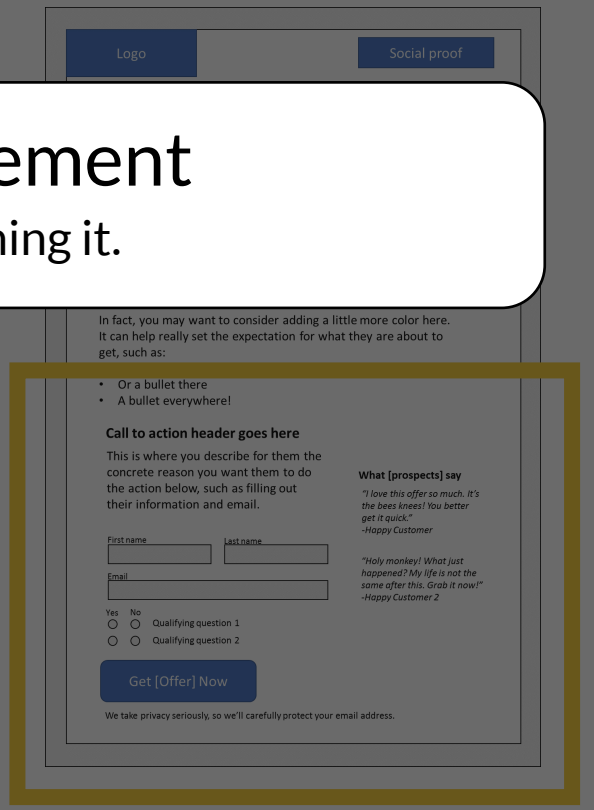
Yes No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

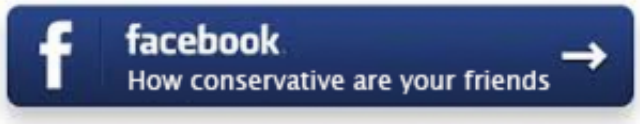
We take privacy seriously, so we'll carefully protect your email address.



13 Clear call to action button with privacy reinforcement

Nothing should be more clear than this button and the implications of pushing it.

From This



To This

214%
In Clicks

13 Clear call to action button with privacy reinforcement

Nothing should be more clear than this button and the implications of pushing it.

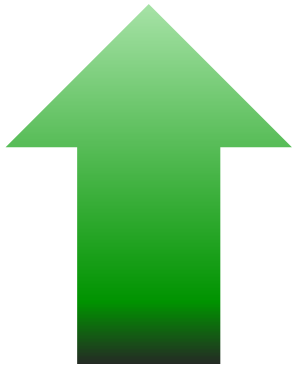
From This

SEND ME THE DAILY DEVOTIONAL

To This

SEND ME THE DAILY DEVOTIONAL

We take privacy seriously and hate spam, so we'll carefully protect your e-mail address.



49.7%

In Emails

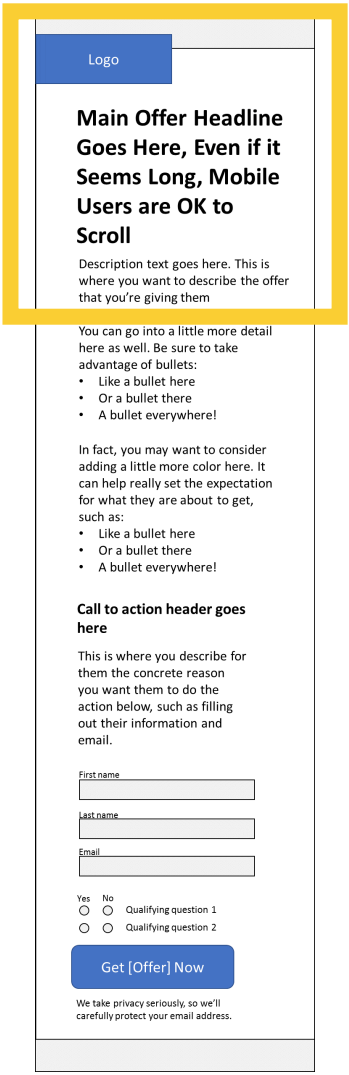
What's the difference with mobile/handheld devices?

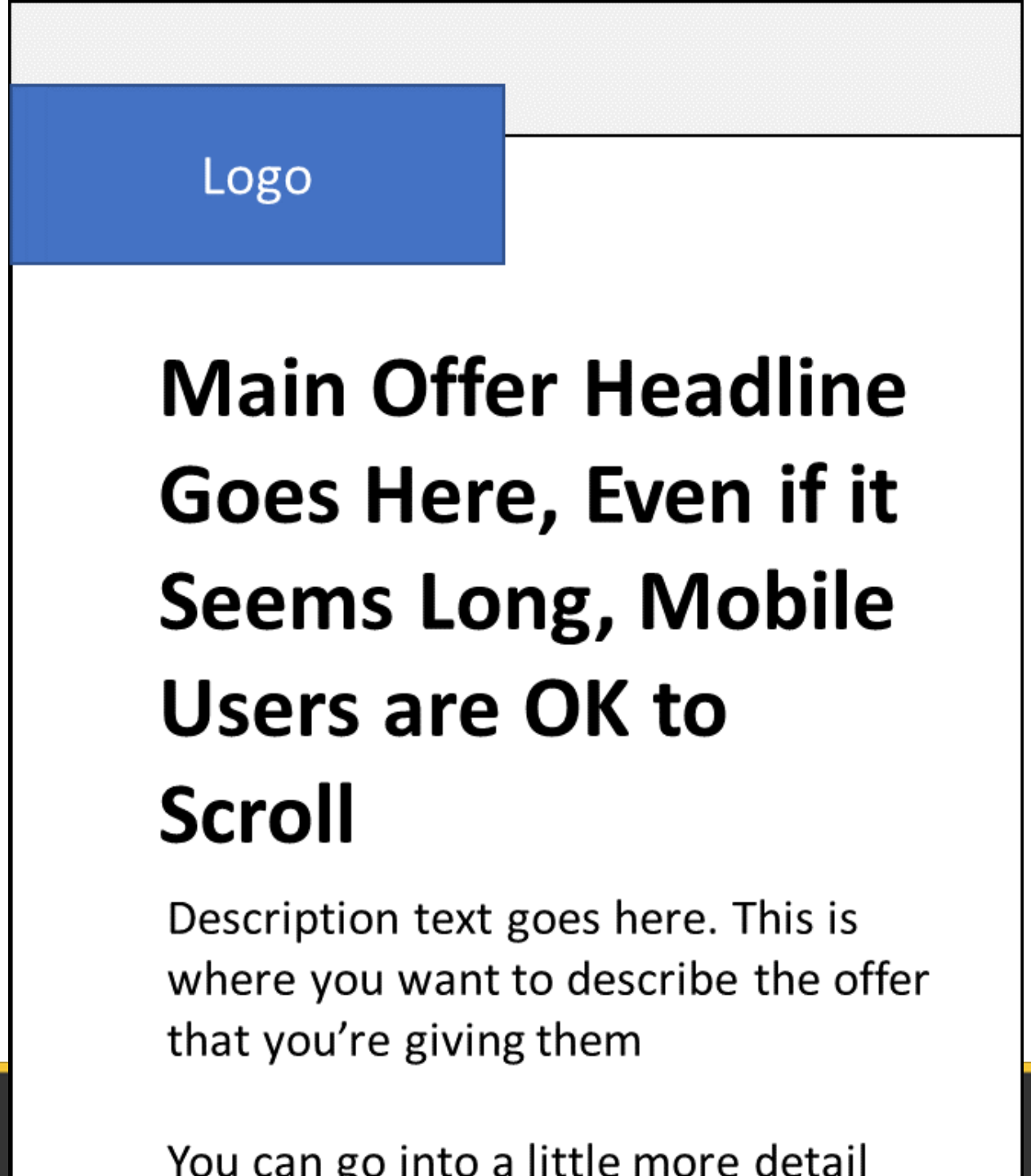
Logo

Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll

Description text goes here. This is where you want to describe the offer that you're giving them

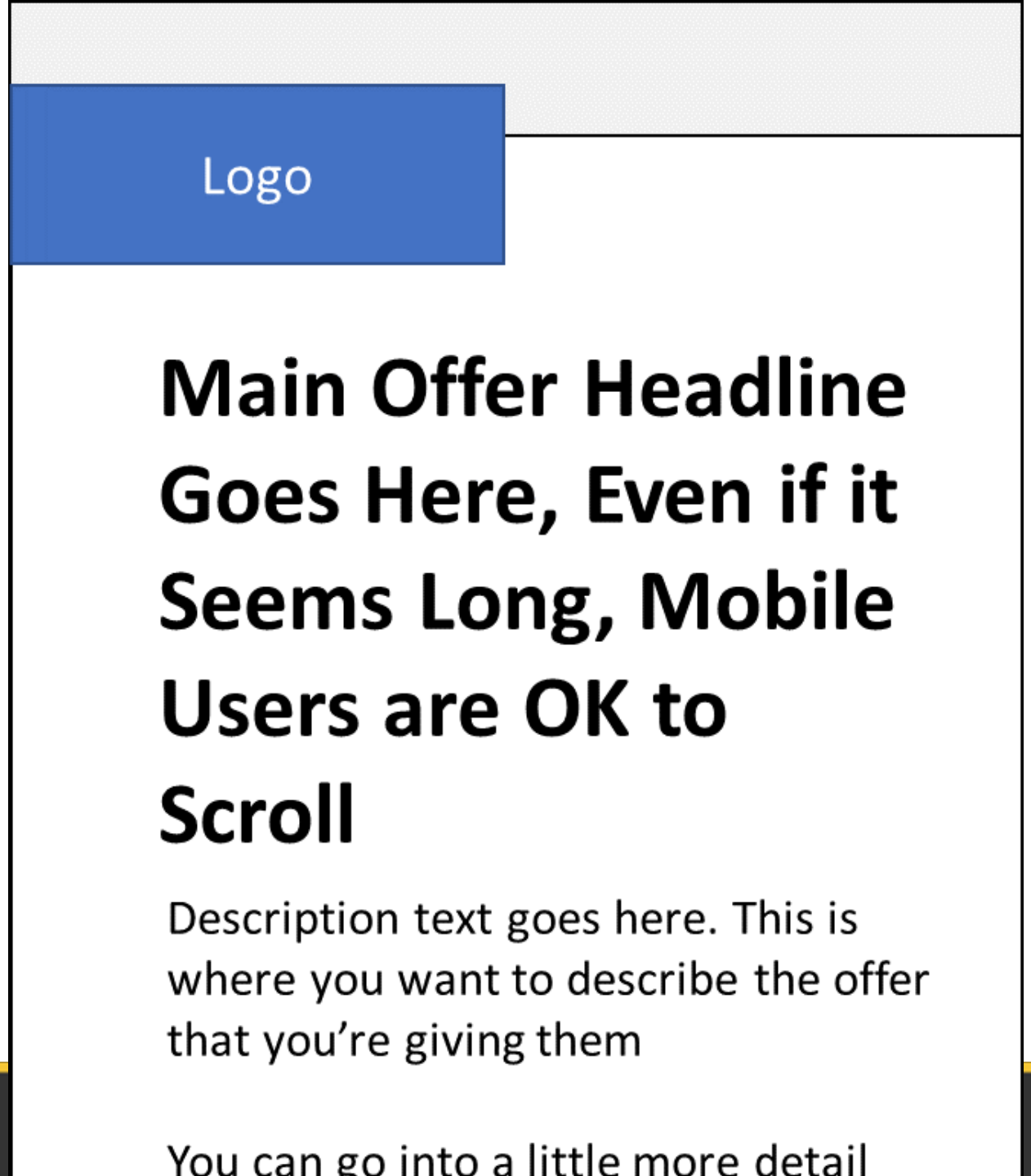
You can go into a little more detail





What's Different

- ✓ All **supporting** content is generally hidden from the main eye-path, as there is only room enough for main content.
  - ✓ This includes images and testimonials
- ✓ Form fields are stacked vertically instead of grouped.



What's Not Different

- ✓ The AMOUNT of content stays the same, even if it seems strange initially.
- ✓ Why? Experiments across the board (for profit and non-profit) reveal that mobile users are OK scrolling up and down, it's just pinch and zoom that has a negative effect on performance.

But what about design? How does that affect response rates?

About this Test

The Testing Partner

A non-profit association serving Texas communities through teaching Texas history.

The Testing Objective

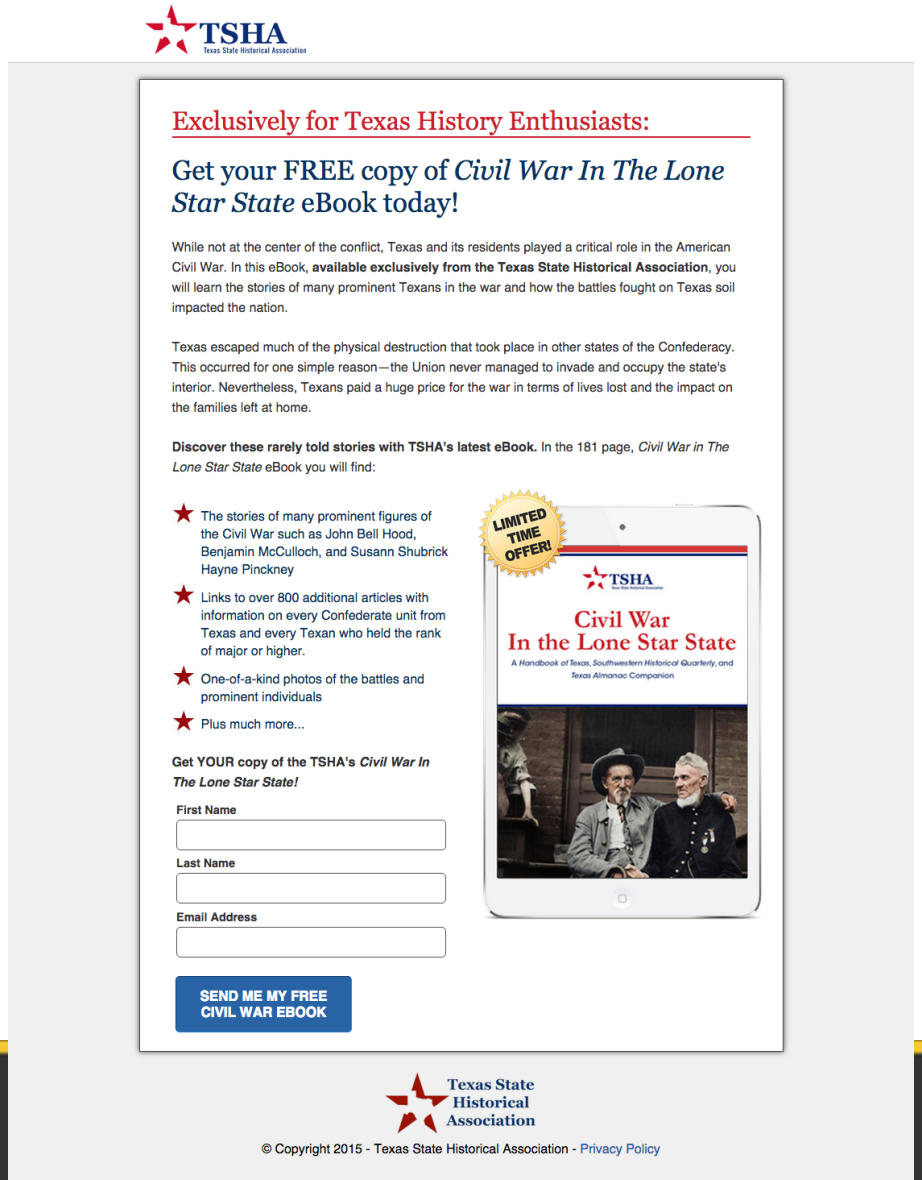
Determine if page design has an effect on email acquisition.

The Testing Approach

Which page design (if any) results in the greatest number of emails?

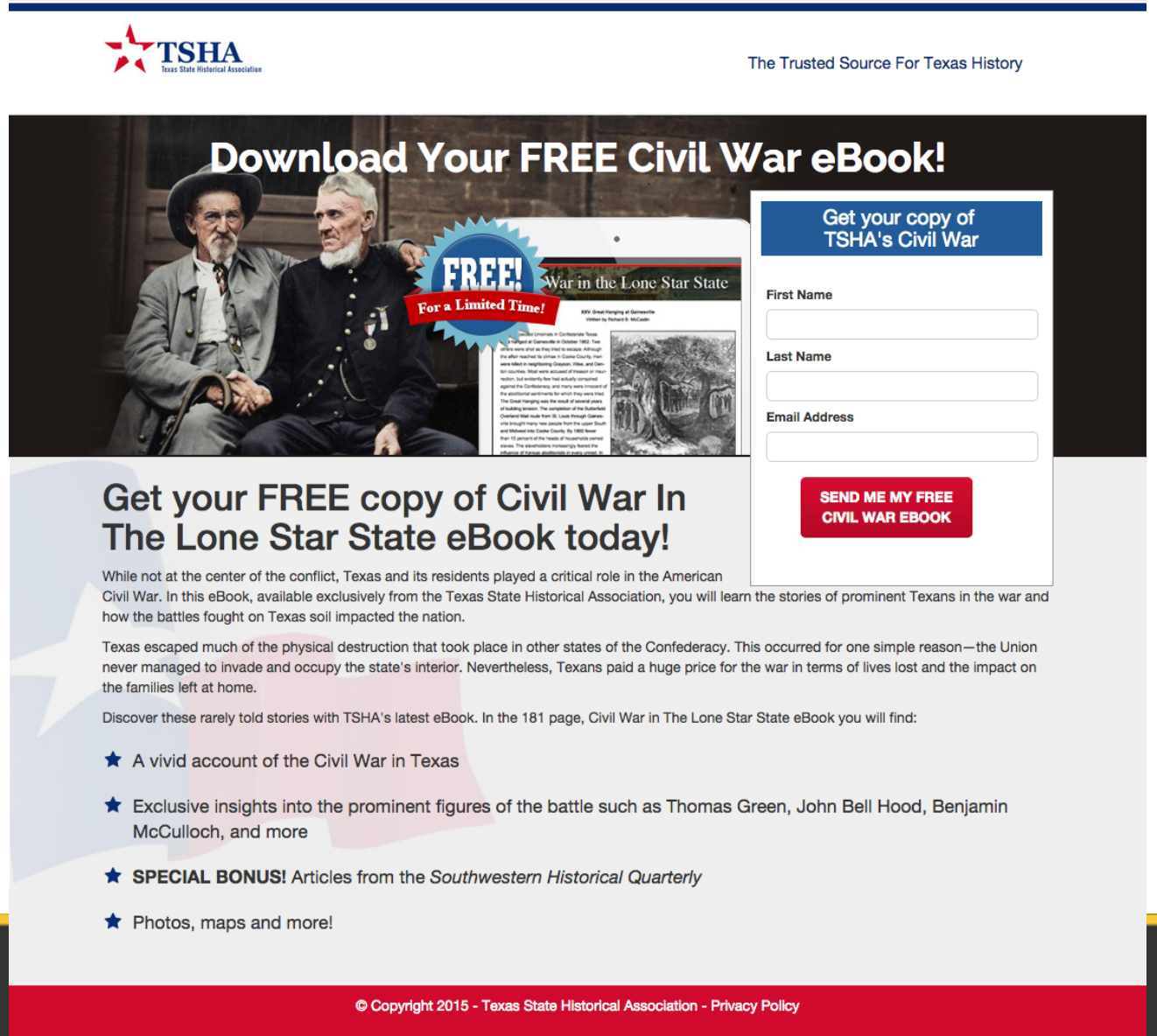
How Do We Get More Names?

Version A



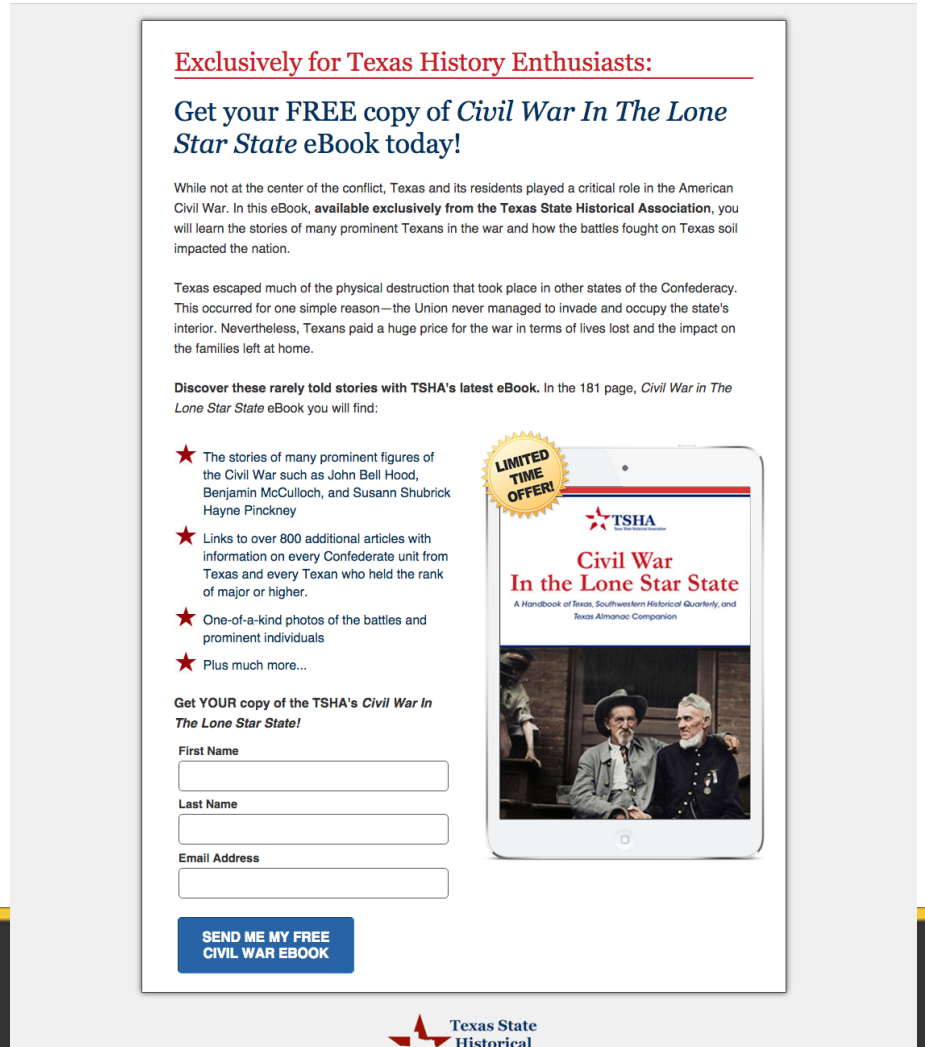
How Do We Get More Names?

Version B



How Do We Get More Names?

Version A



Version B

If the design is too beautiful, it can be a

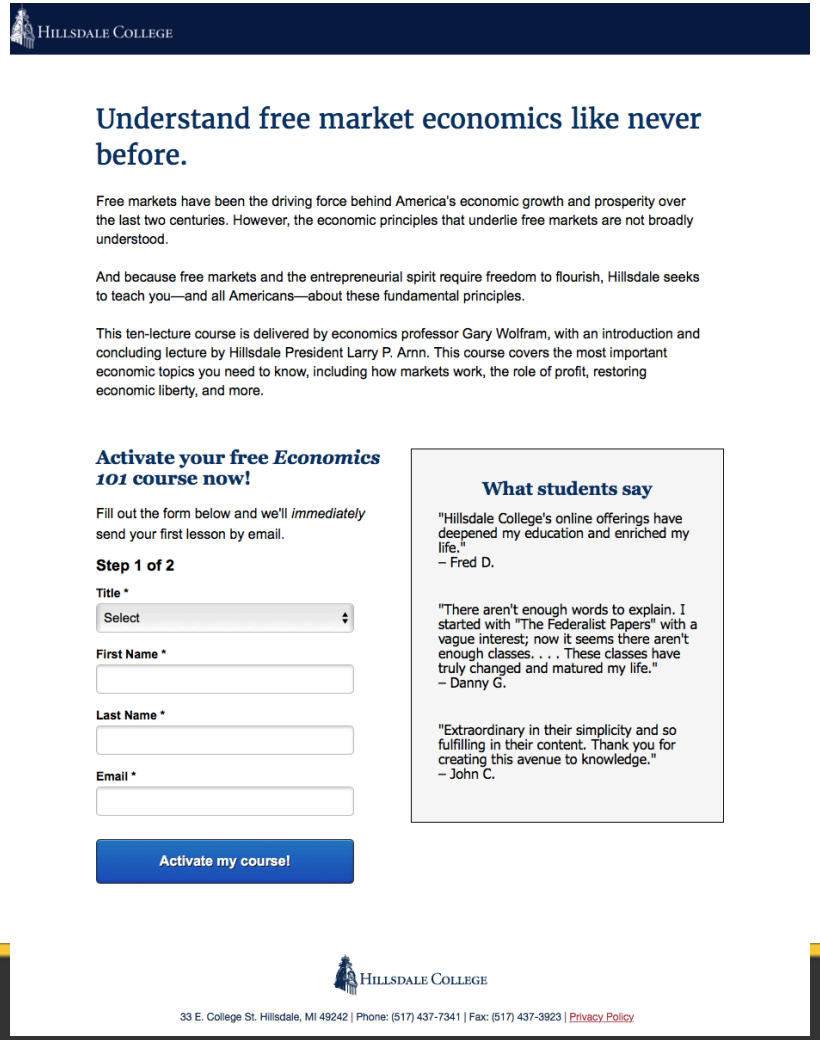
DISTRACTION

If it is too ugly, it is a

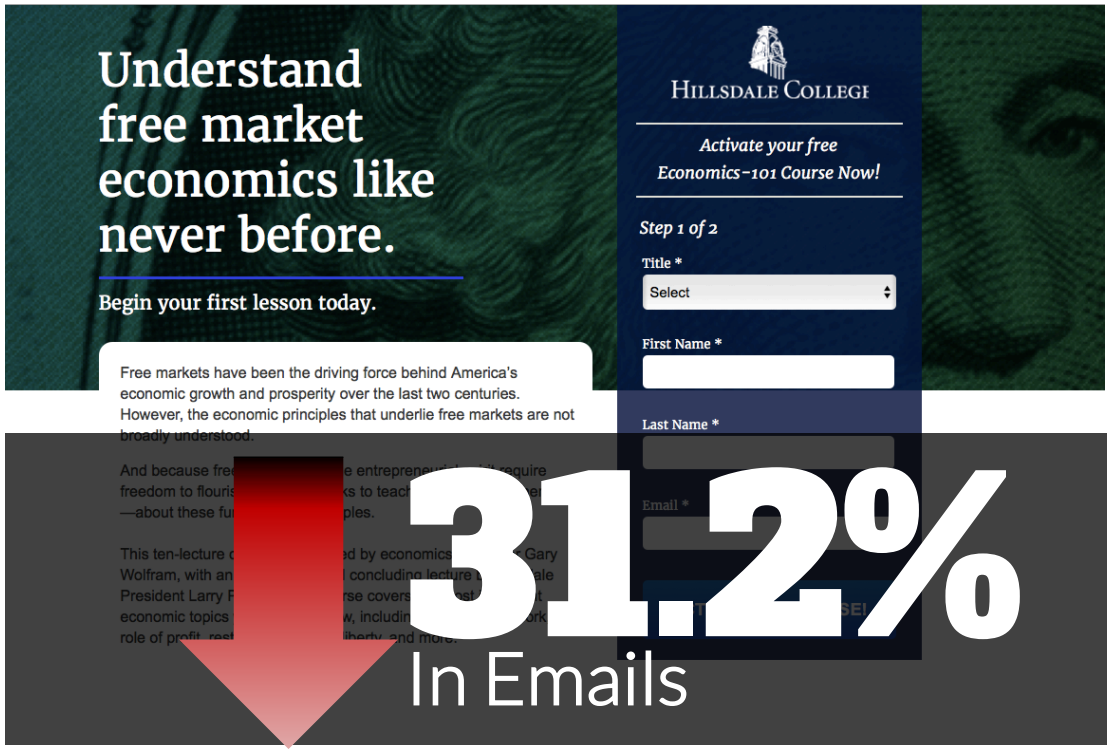
DISGRACE

And just to be sure…

Version A



Version B



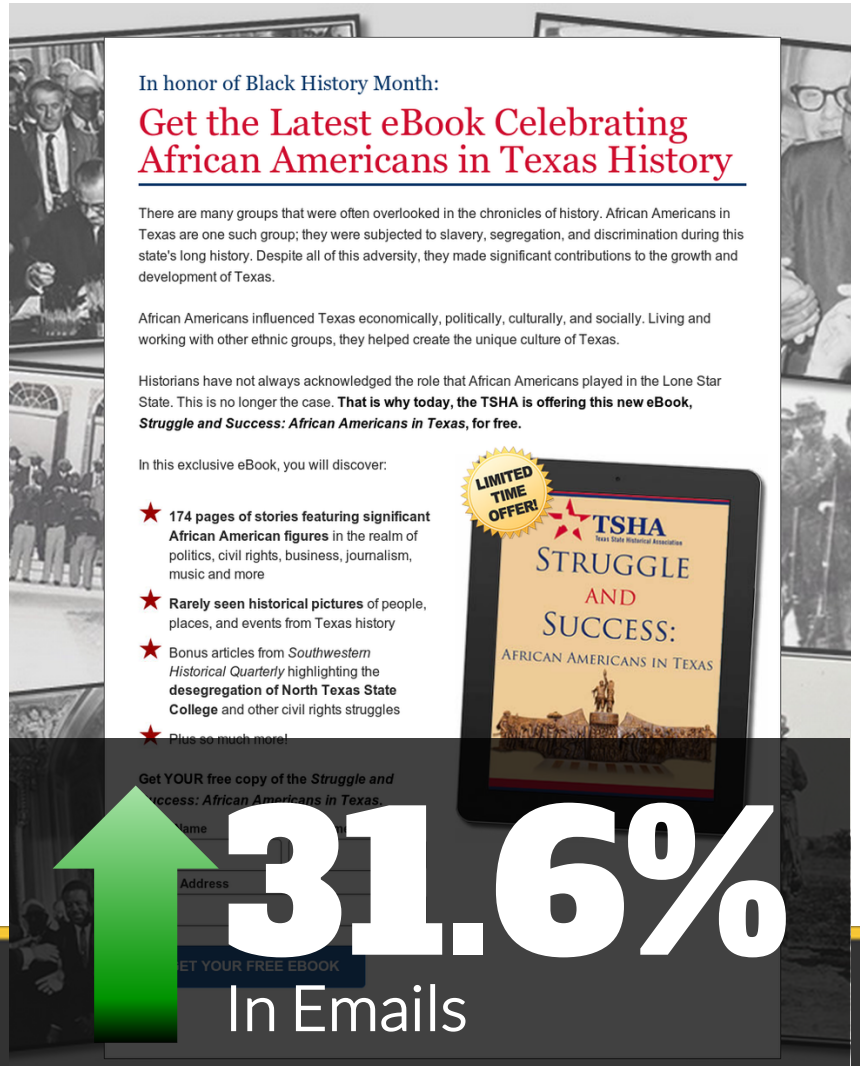
FINAL REVIEW

Great Digital Communication

Email Acquisition Pages

Why again did Version B lose?

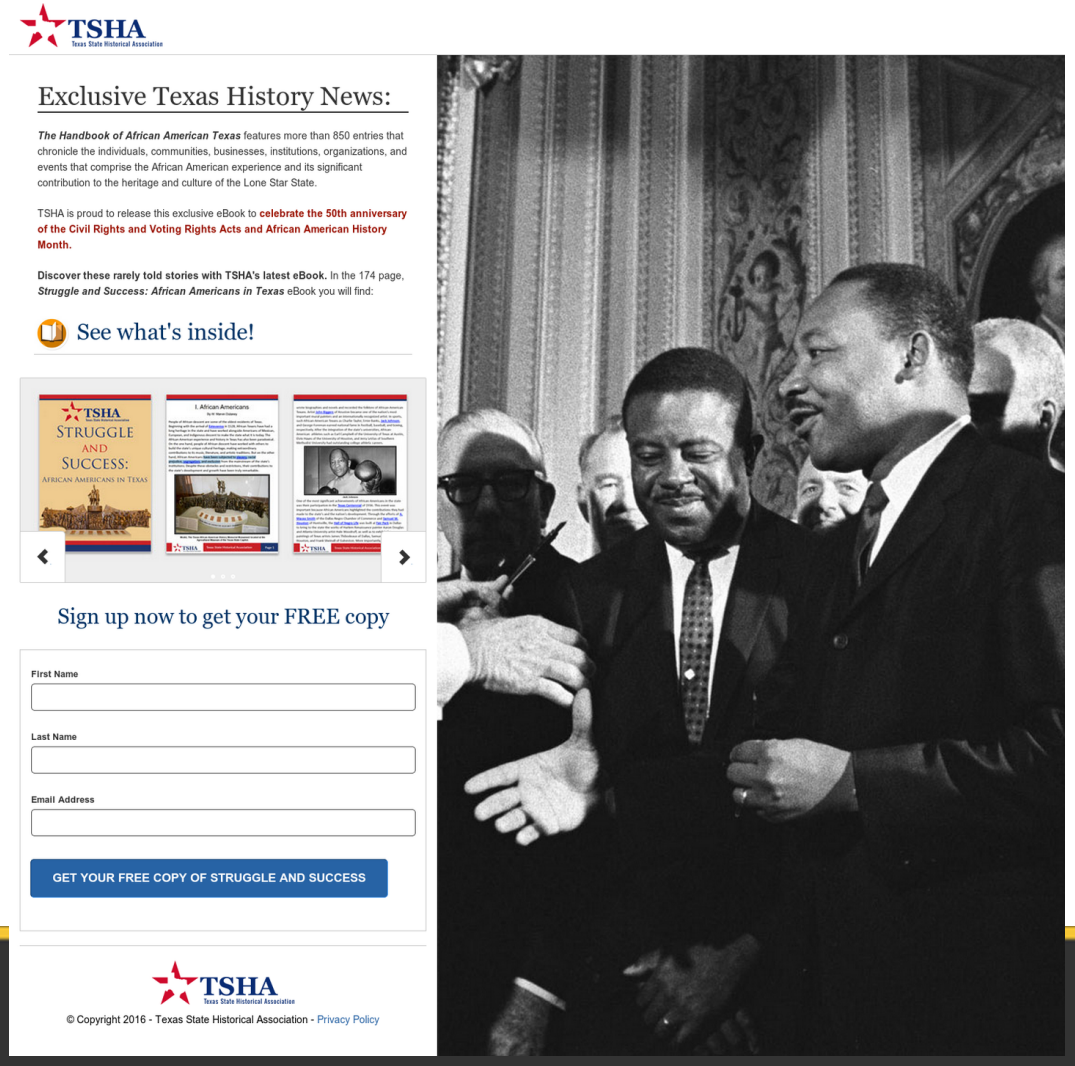
Version A



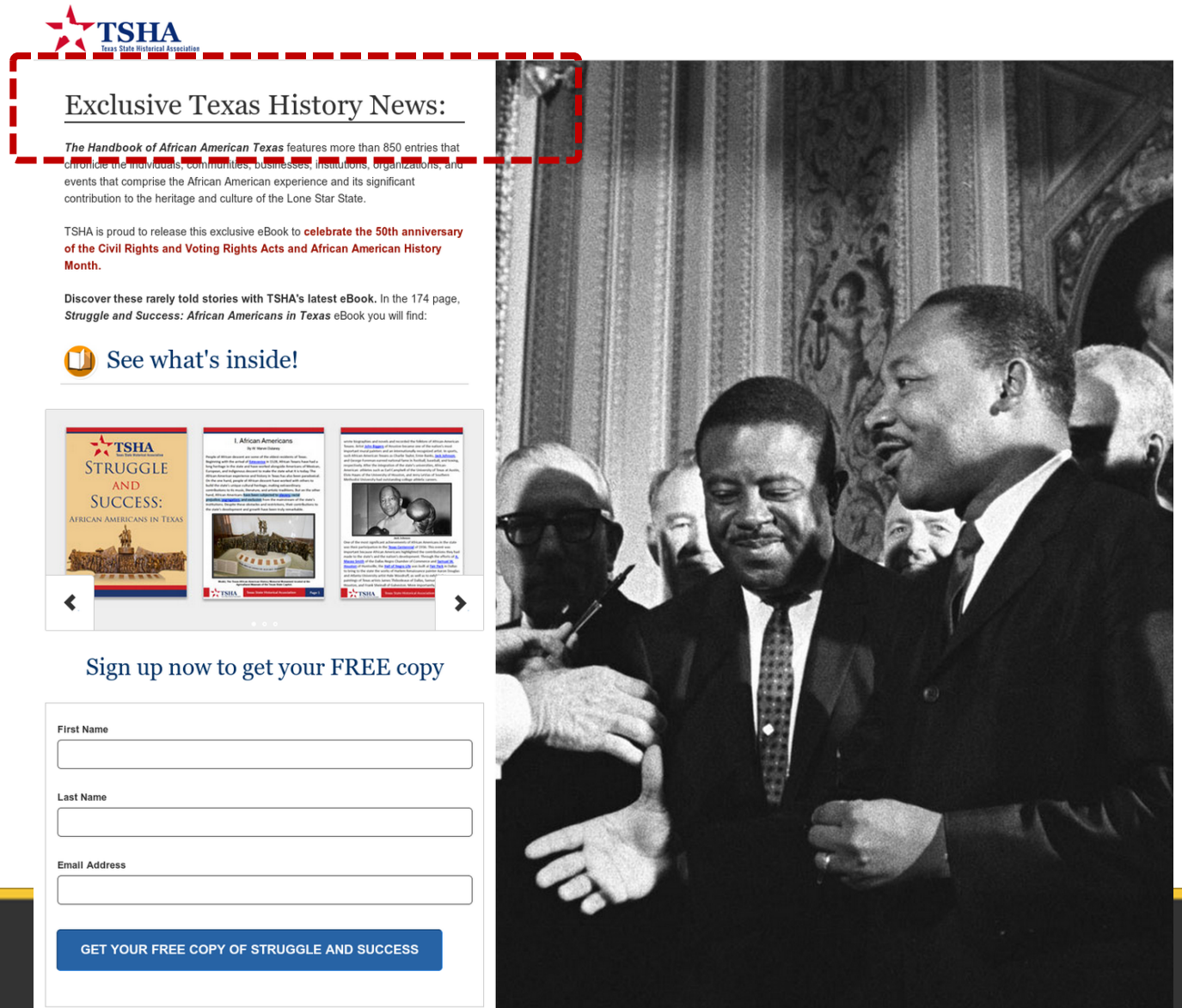
31.6%

In Emails

Version B



Why Version B lost

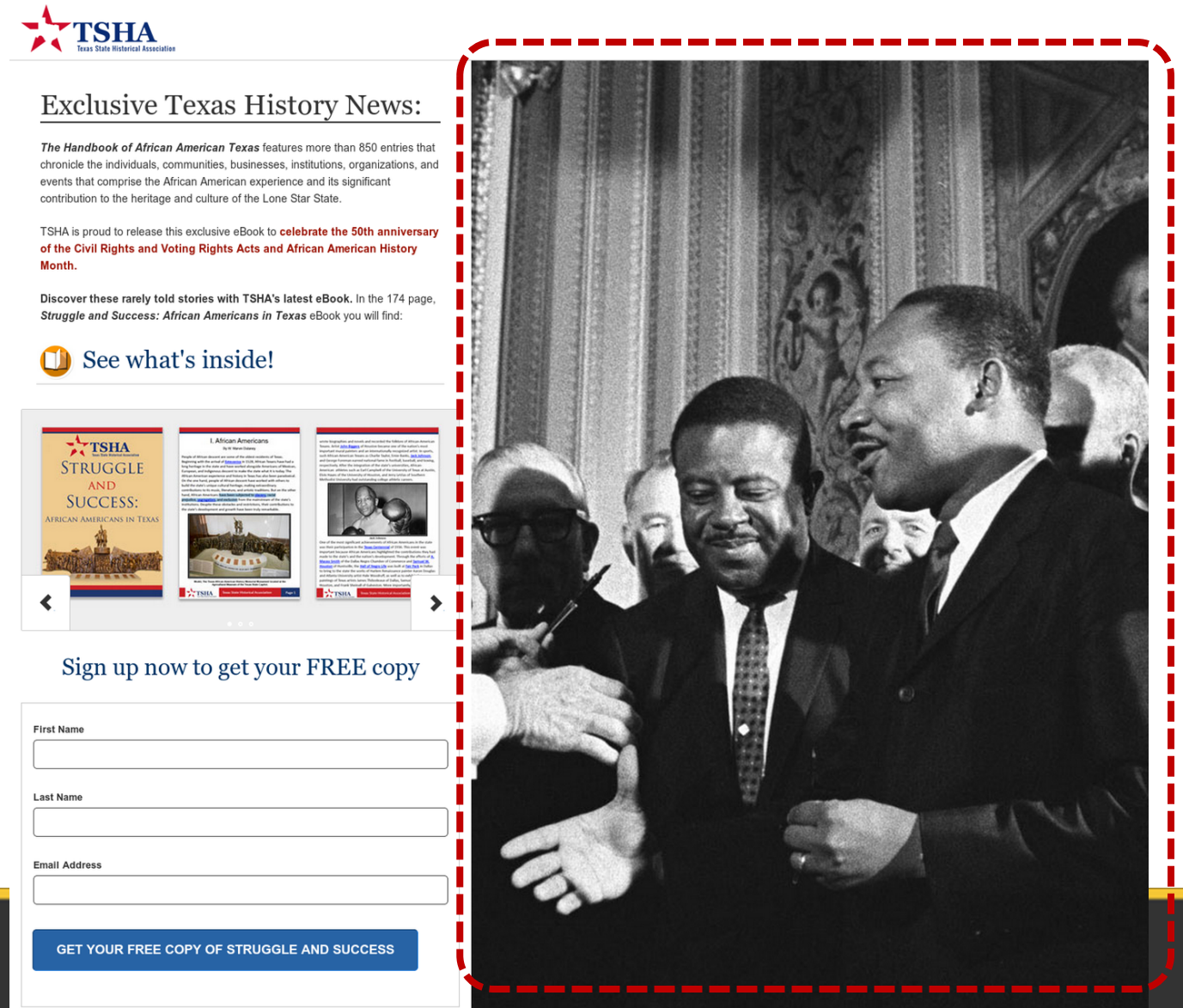


Headline

The headline doesn't state the desired effect, or even explicitly state that visitors will get an eBook.

Plus, the size of the headline is a little small.

Why Version B lost

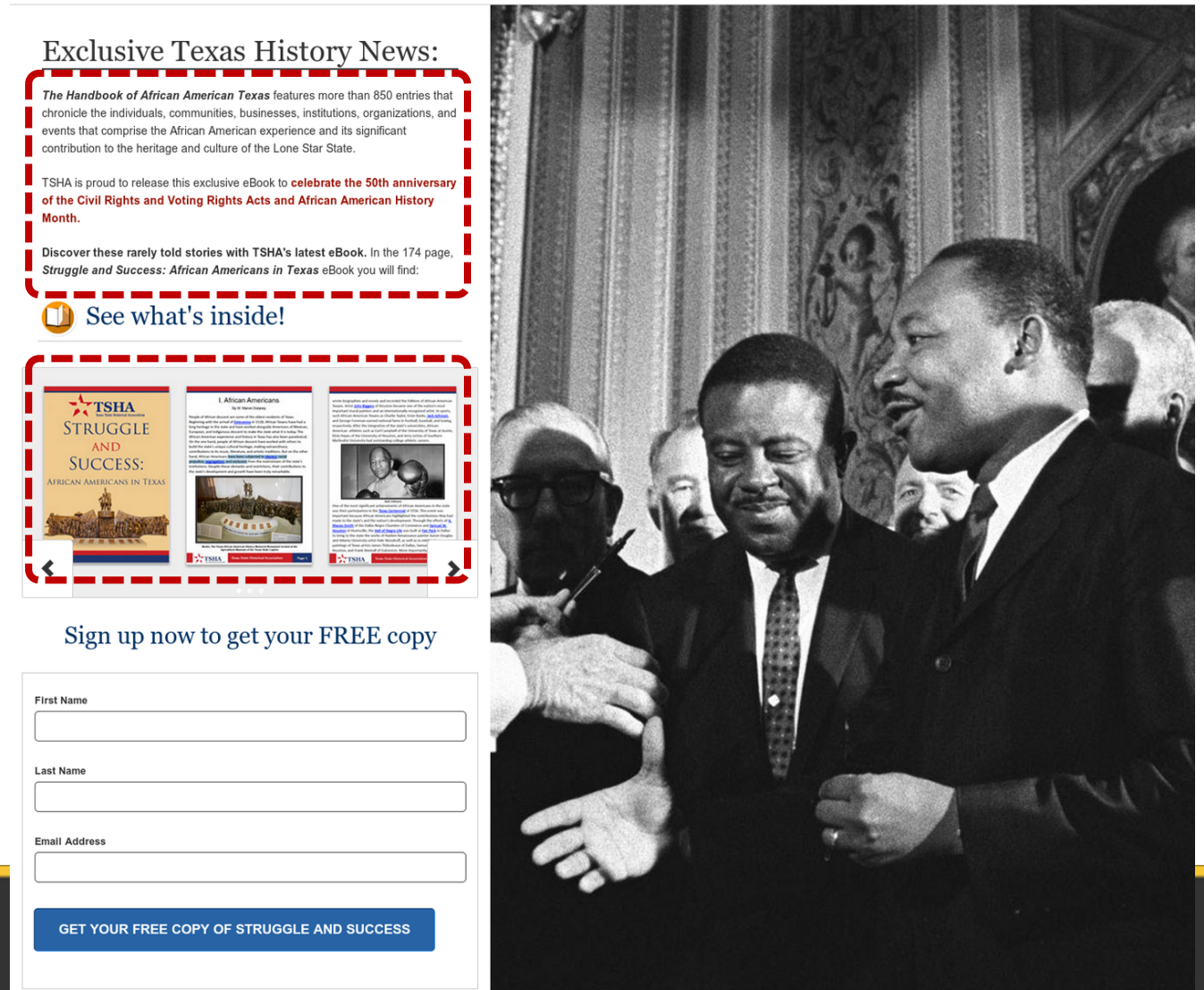


Main Image

While the main image is somewhat iconic, it doesn't communicate the essence of the offer or at least what they are going to get.

Plus, it is so big that it has become a major distraction.

Why Version B lost

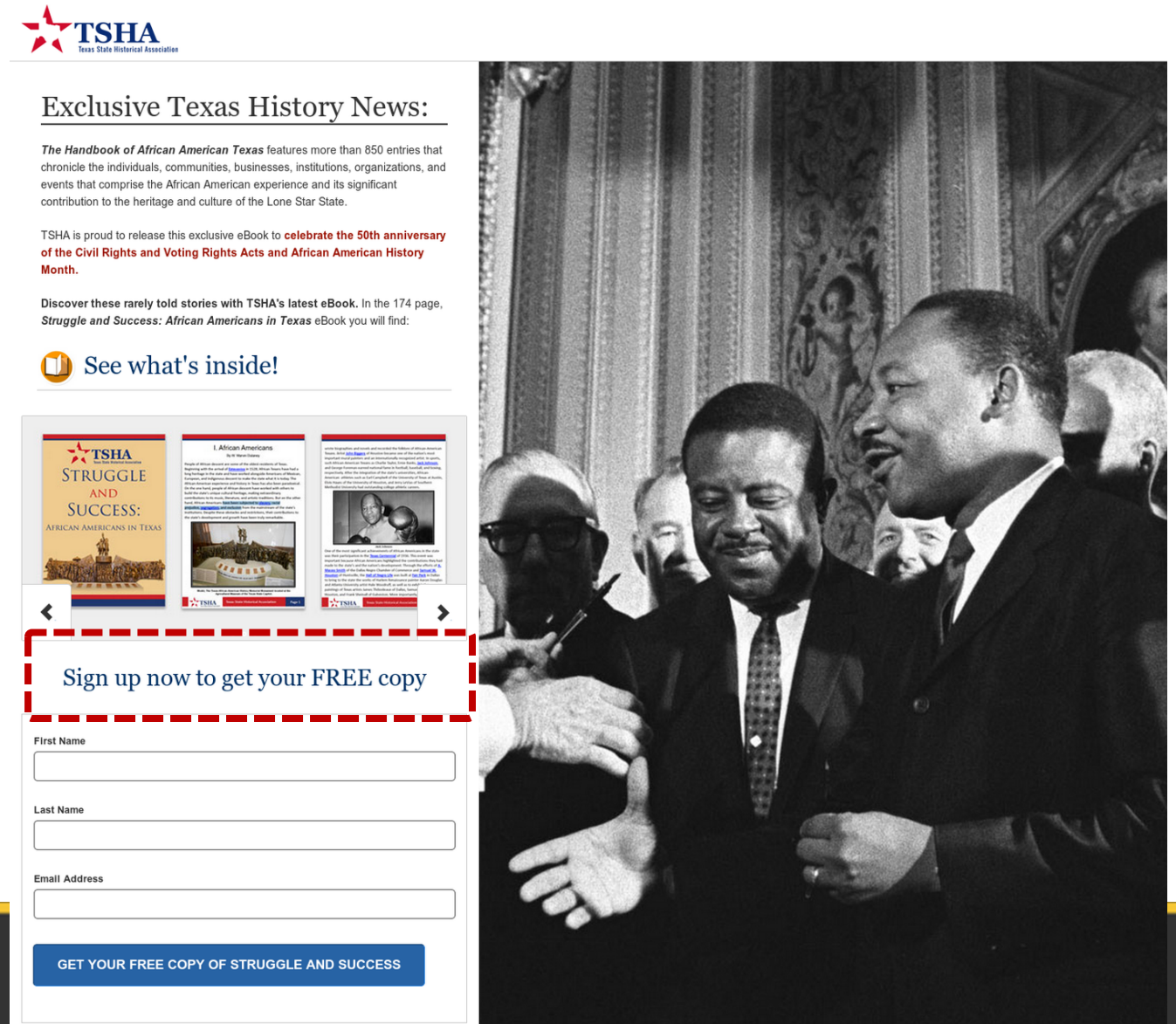


Body Copy

While the body copy length seems OK, it talks only about the facts ABOUT the book, not about WHAT'S INSIDE (the what instead of the why).

In addition it uses a complicated widget like browsing tool to try and help people see what's inside

Why Version B lost

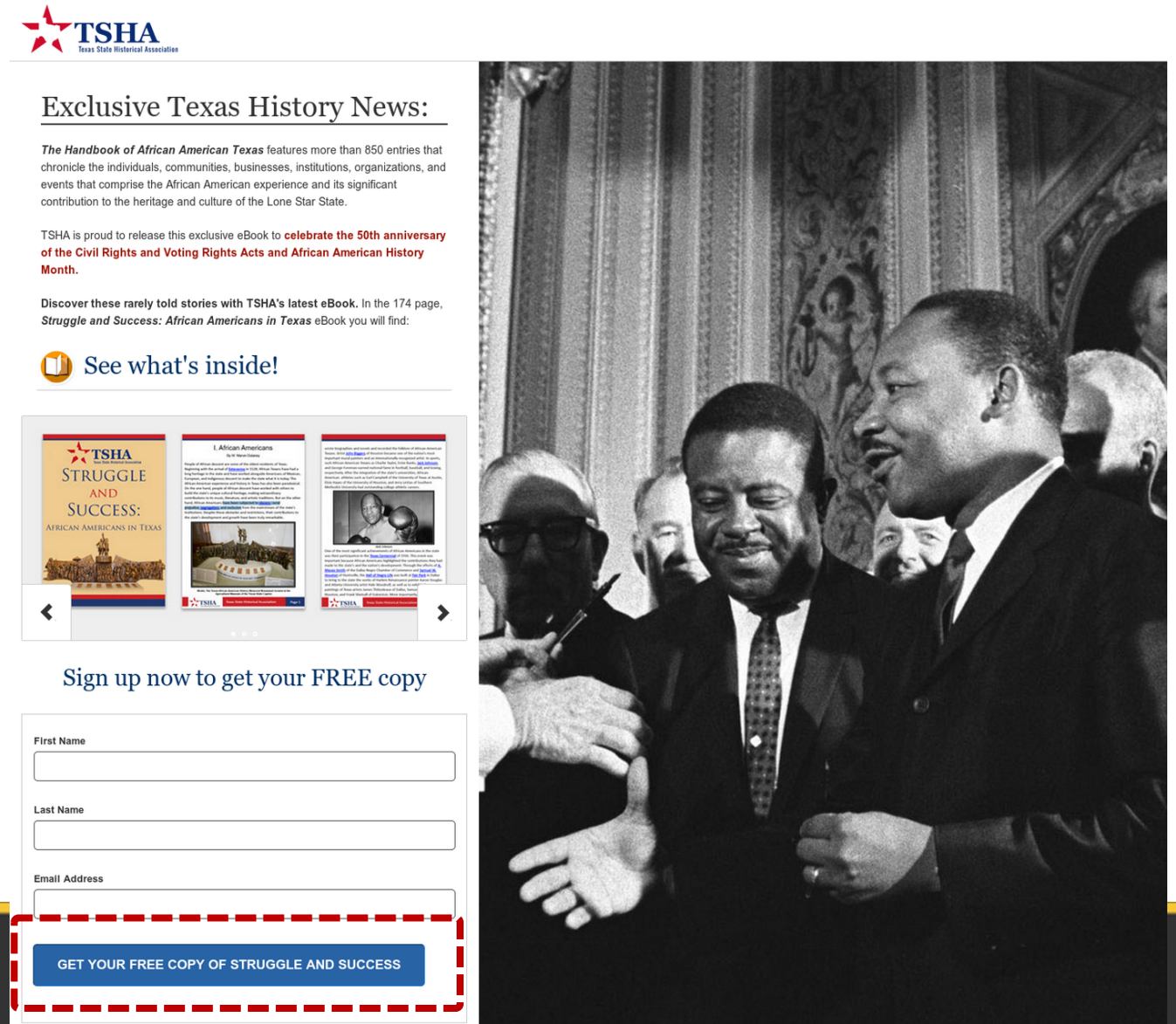


CTA header

Notice that it emphasizes first what you have to do, not what you get.

It would perform better if reversed.

Why Version B lost



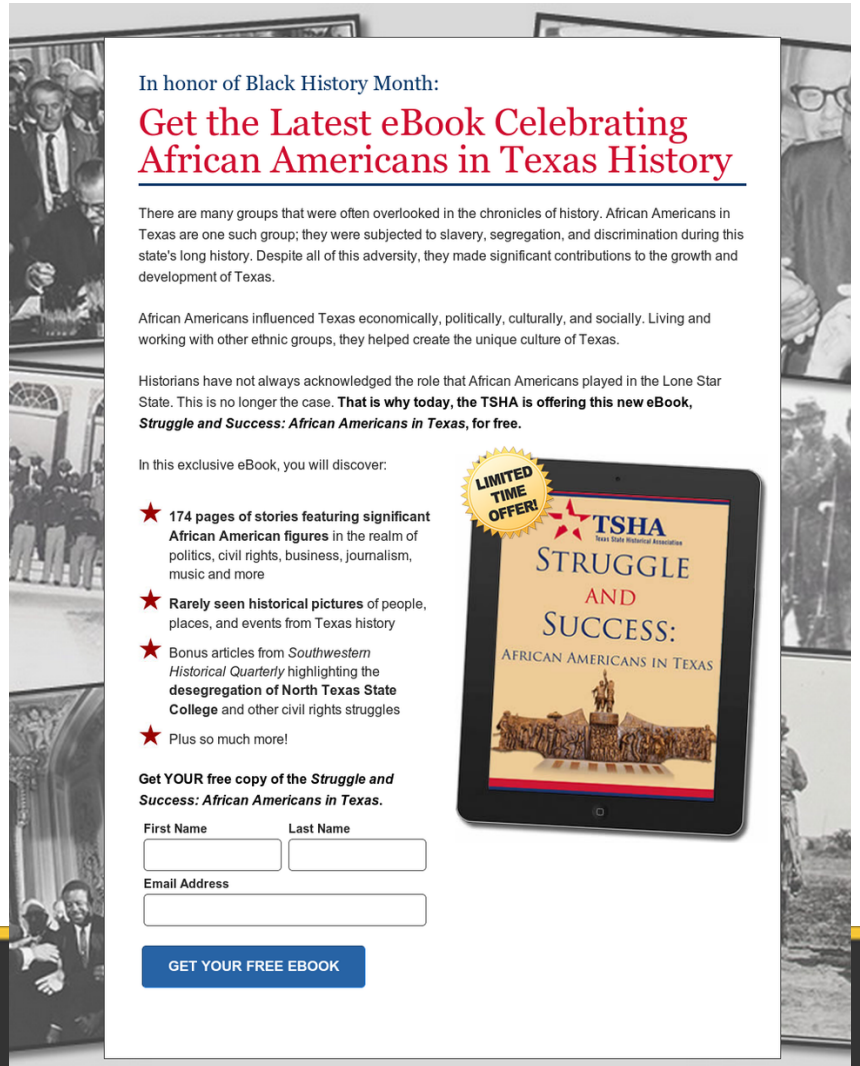
CTA button text

While the button text isn't bad, the problem is that we don't know what "Struggle and Success" is, UNLESS we decided to use that complicated widget tool.

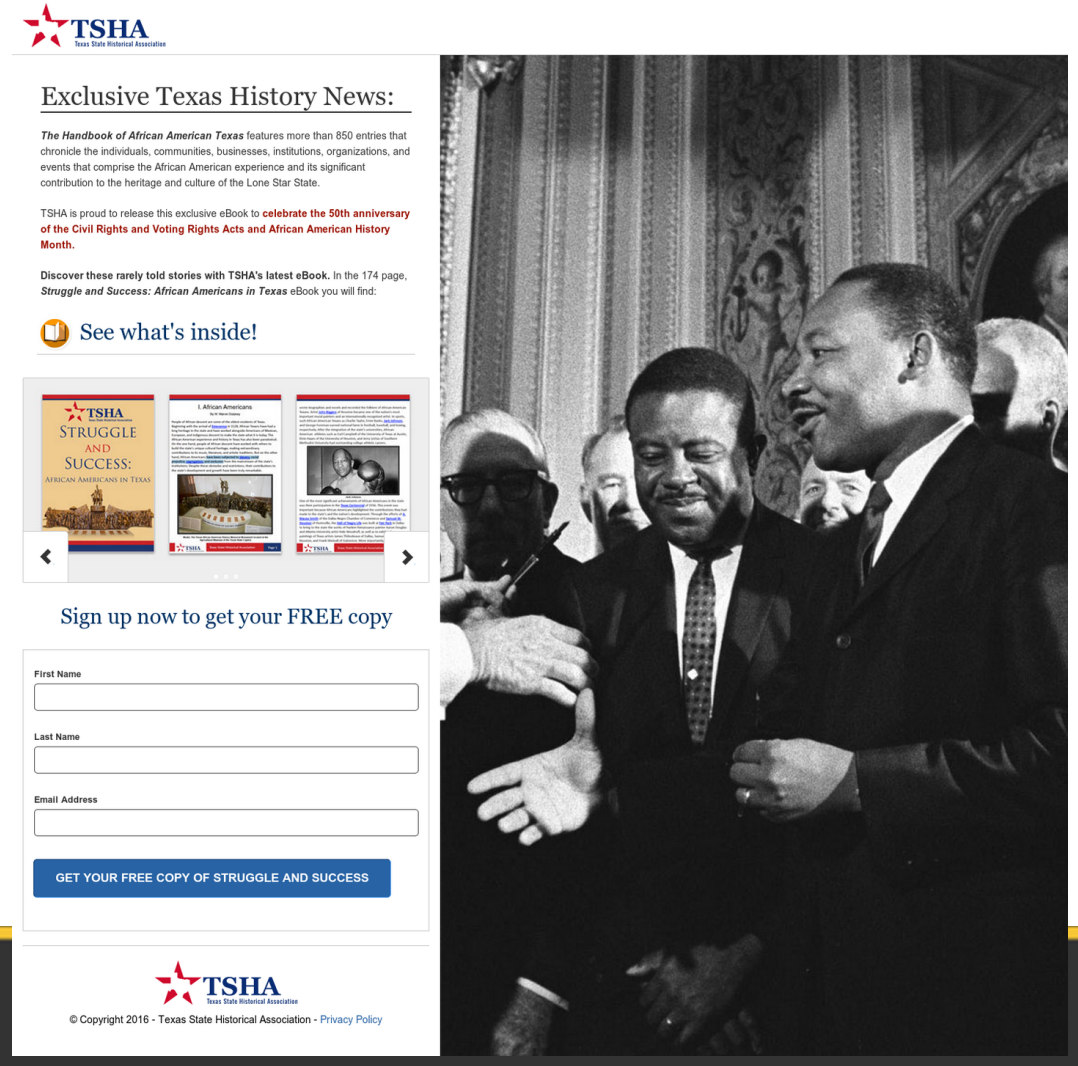
Ultimately, it underperformed because it did not reemphasize, it instead introduced something new.

Now look at Version A again…

Version A



Version B



Any page template has ultimately

ONE GOAL:

to facilitate a great

MENTAL CONVERSATION

between you and your visitor.

Using research-driven principles of

FORM

will help you effectively

EXPRESS VALUE

of your offer.

One last thing…

A template is available for you to download and print.

Any

QUESTIONS?