



PRE-LAUNCH SEQUENCES

LESSON THREE - DRIVING CONVERSIONS

Review

CONVERSIONS

Taking action based on your call-to-action (email sign-up, watching a video, signing up for a webinar, signing up - and participating in a challenge, sharing).



Warming Up For Conversions



Factors that influences conversions:

- Are you growing your audience, steadily?
- If you have ads running, are you making re-targeting a part of your strategy?
- Are your audiences coming from different sources (qualifiers)?
- What is the level of responsiveness and attention you are driving?

Review - Retargeting

- Getting people into campaign based on action they've taken (ie viewed blog post, watched video).
- ROI is higher with retargeting because you are hitting warm audiences.
- FB strategy: retargeting video views if you are working with strict ad budget.



What Moves People To Convert?

Right offer to right person at the right time.

Messaging -- *resonance* that you understand what they're going through, can help them, and you're clear on what they're struggling with.

Arc of transformation needs to be clear -- possibility of transformation and purpose behind it.

Casting a wide net leading up to the sales period.



Conversions Optimizations



- Optimize for mobile devices.
 - 55% of emails are opened on mobile.
 - Test your links.
- Bullets. No long copy.
- Well-placed CTA's.
- Make it about *them*.
- Retargeting (mindful reminders).

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The #1 way to increase conversions is to remove as much friction as possible to make it easy for them to buy without downgrading the experience.

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Next....

This is the point where you may start to feel like you aren't on the right track. We will discuss ways to keep the faith and increase confidence.

WITH GRATITUDE

