



# **Site design appeals to diversifying markets**

**...increases lead capture 89%**

**Jacob Baldwin**

**Search Engine Marketing Manager**

**One Call Now**

# Session Speaker



@Jacobaldwin

**Jacob Baldwin**

**Search Engine Marketing Manager**

**One Call Now**

Jacob Baldwin is the Search Engine Marketing Manager for America's largest and fastest growing voice, text and email notification company, One Call Now. During his time there, Baldwin has spearheaded major projects such as the radical redesign of its marketing site, the construction and application of the digital marketing testing and strategy programs and the implementation of its persona-based content marketing program. He has been quoted in numerous business publications including Website Magazine, Inc. Online, Businessbolts.com, and The Network Journal.

# The Company

- 10 years old
- B2B and B2C SaaS provider of automated notification solutions
- We facilitate one-to-many communication for Businesses, schools, various other not-for-profit groups



# Gotta start somewhere

- In the beginning, I knew **nothing** about digital marketing, web design, lead capture, conversion actions, SEO, information architecture, personas - nothing.
- We didn't have any sophisticated testing software.
- All of the tests we did were sequential, not A/B.
- The new site we created was a great improvement, but it's not by any means perfect.



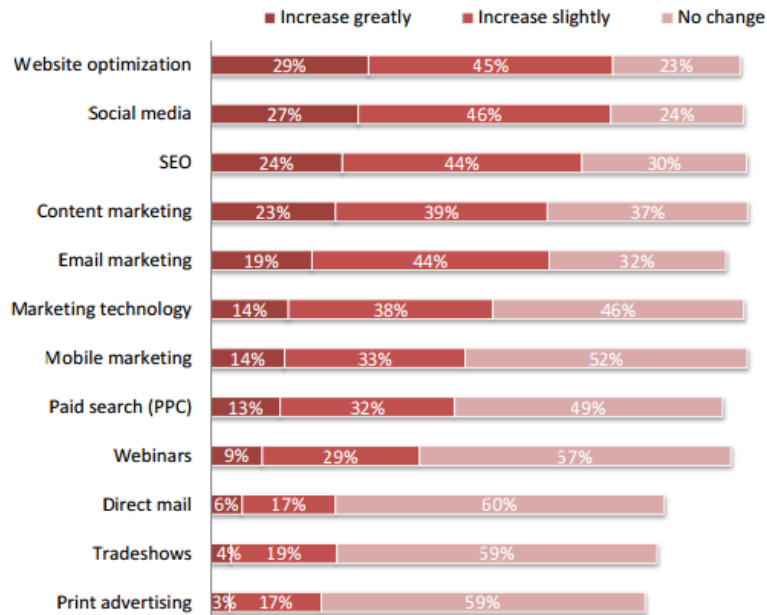
# Improving Lead Gen

More and more marketers are optimizing online activity to improve their lead generation efforts.

## KEY FINDING: LEAD GENERATION BUDGETS FAVOR ONLINE ACTIVITIES

### Chart: Trends in 2012 marketing budgets

Q. Please indicate the expected changes to your lead generation budget for the following channels for 2012.





**CAPTURE**



**QUALIFY**



**NURTURE**

# Why Optimize?

# Lead Gen.

Stereo  
Cassette  
Adapter  
for  
8 Track  
Players



*Get Cheetah Agile*

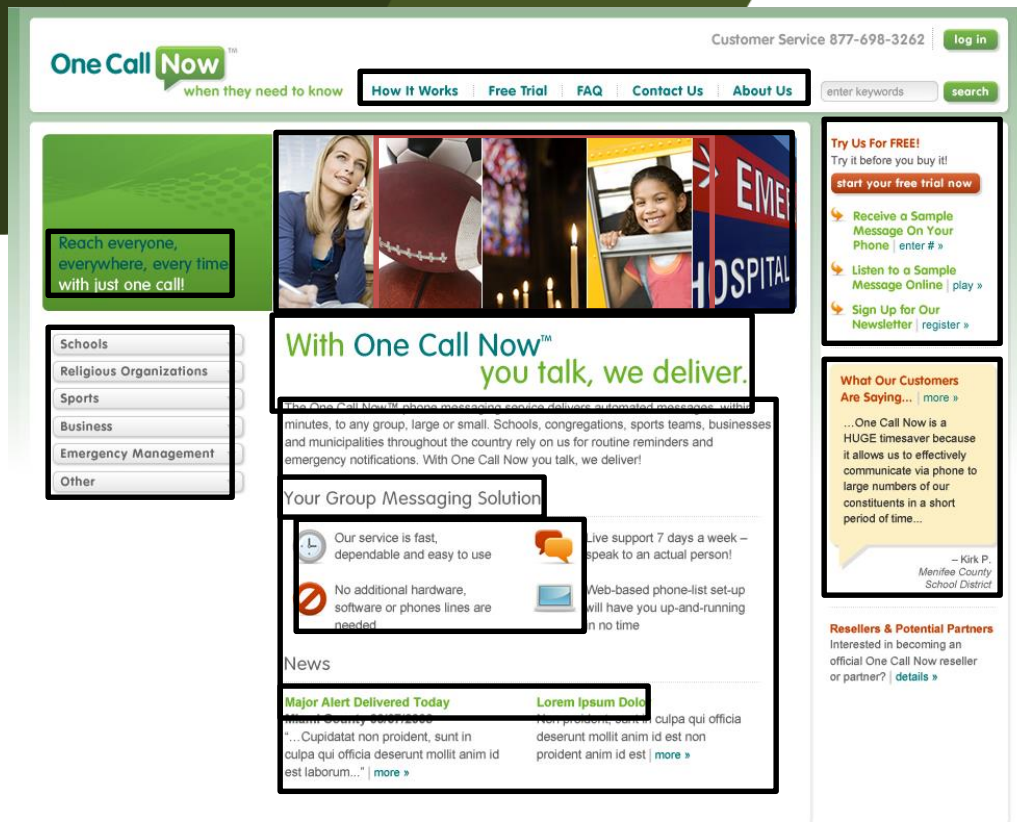


[cheetahlearning.com](http://cheetahlearning.com)



# The Challenge

- Thought sequence
- Page layout
- Imagery
- SEO
- Segmentation model
- Messaging/Value Prop





# Back to the drawing board:

## Segmentation modeling

### Original

- Religious Organizations
  - Mega & Corporate Churches
  - Congregational Churches
  - Synagogues & Chabads
- Business
  - Customer Notification
  - Business Continuity
  - Staffing Calls



Into

- Religious Organizations
  - Small Churches
  - Medium Churches
  - Large Churches
  - Synagogues
  - Religious Organizations
  - Other
- Business
  - Consumer Services
  - Healthcare
  - Property Management
  - Manufacturing
  - Utilities Providers
  - Other

# Back to the drawing board:

## Persona Characteristics



### Humanistic

#### Characteristics

- Touchy-feely
- Enjoys reading about people & special interest stories
- Philanthropic



### Methodical

#### Characteristics

- Very logical
- Will likely consume every piece of related content before making decision



### Competitive

#### Characteristics

- Wants to be the best, wants to use the best products
- Very results-oriented, needs to prove success



### Spontaneous

#### Characteristics

- Doesn't want or need to talk to sales person
- Ready to purchase at any moment
- Knows what they want

# Back to the drawing board:

## Persona-specific content



### Humanistic

#### **Appealing content**

- Testimonials
- Videos
- Social responsibility (marketing with a purpose)



### Methodical

#### **Appealing content**

- Case studies
- Product/tech spec sheets
- Long copy



### Competitive

#### **Appealing content**

- Testimonials
- Value proposition
- Feature sets
- Side-by-side comparisons



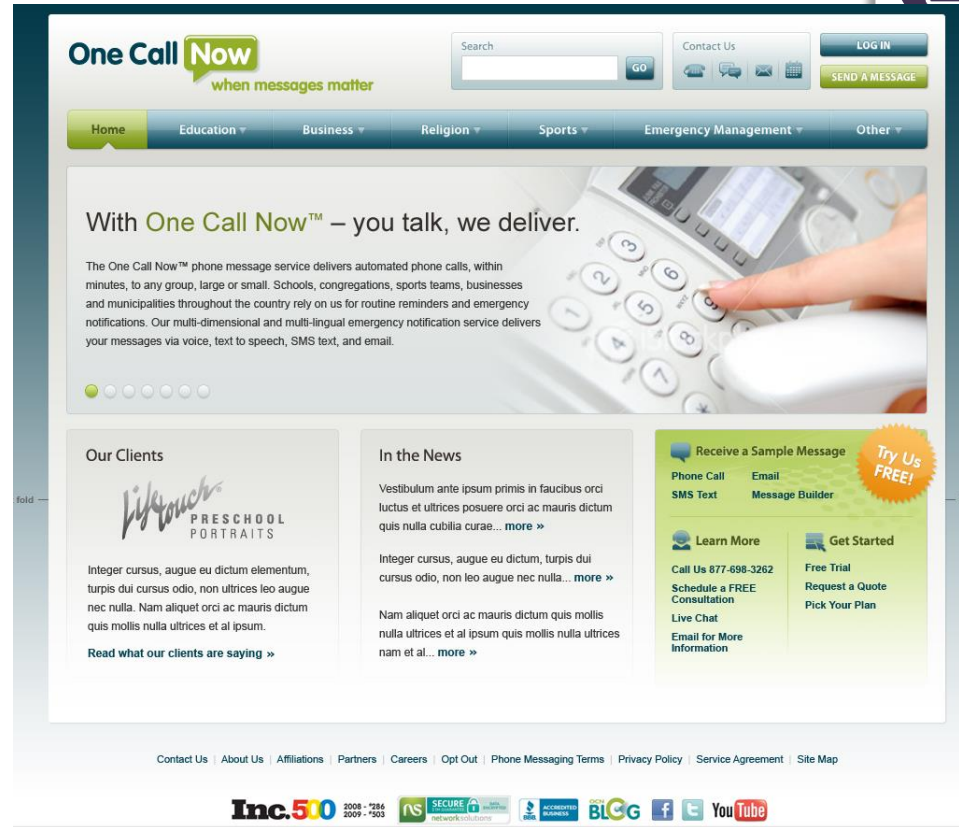
### Spontaneous

#### **Appealing content**

- 800 Number
- Option to “Buy Now”
- Pricing info

# VERY Long Story Short...

- New segmentation model drove basic navigation structure and information architecture
- Identification of persona characteristics informed content production and on-page content offerings and CTA's.



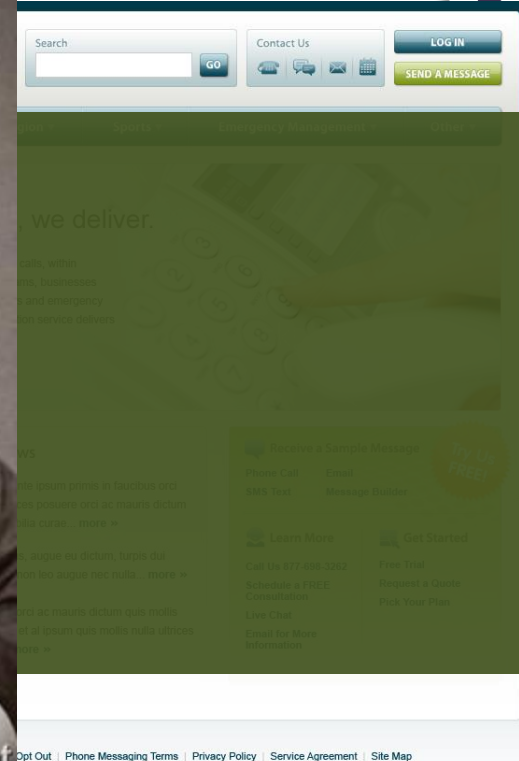
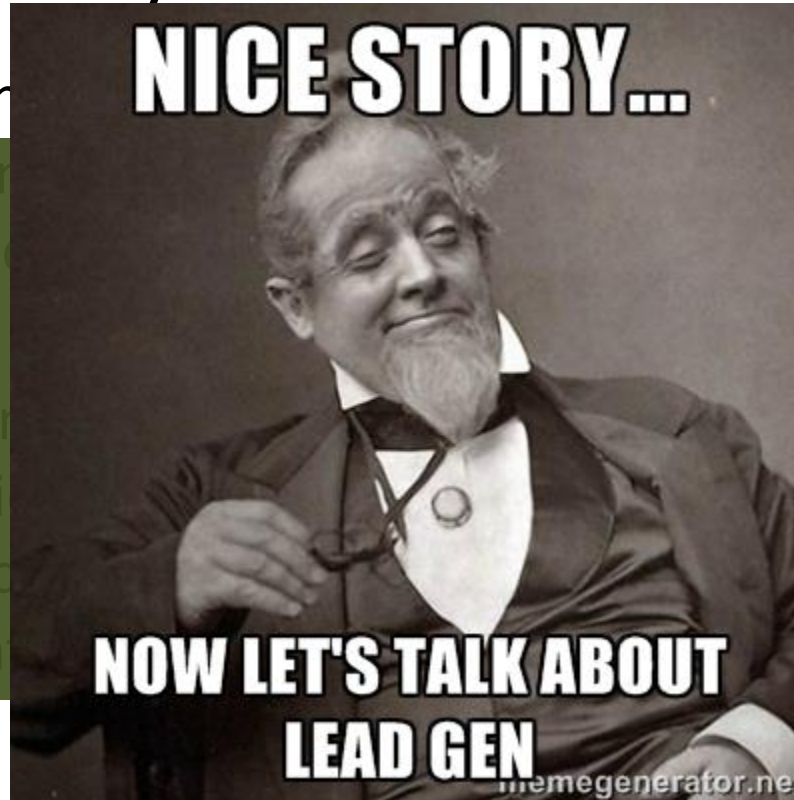
# VERY Long Story Short...

- New segment

drove basic  
structure and  
architecture

- Identification  
characteristic  
content prod  
on-page con

and CTA's.



# Experiment 1: Background



**Experiment ID: One Call Now Multivariate Lead Capture Test**

**Location: Homepage**

**Test Protocol: TP0001**

## Research Notes:

**Background:** Radical redesign of website.

**Objective:** Increase conversion rate, increase traffic, reduce bounce rate, provide niched messaging via enhanced segmentation.

**Primary Research Question:** Which version of our homepage will produce a higher lead capture rate?

**Test Design:** Before-and-after optimization test to assess whether or not radical redesign will increase lead capture.

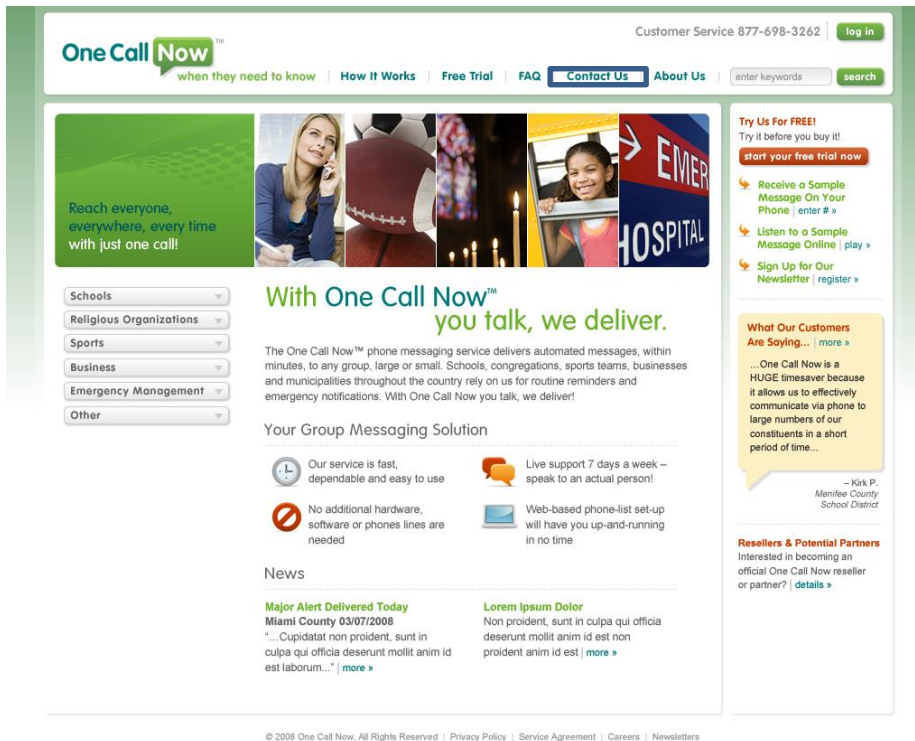


# Experiment 1: Original Homepage



## Note:

- Navigation placement
- CTA Placement
- Color Palette
- Imagery
- Multiple value propositions
- General layout of homepage

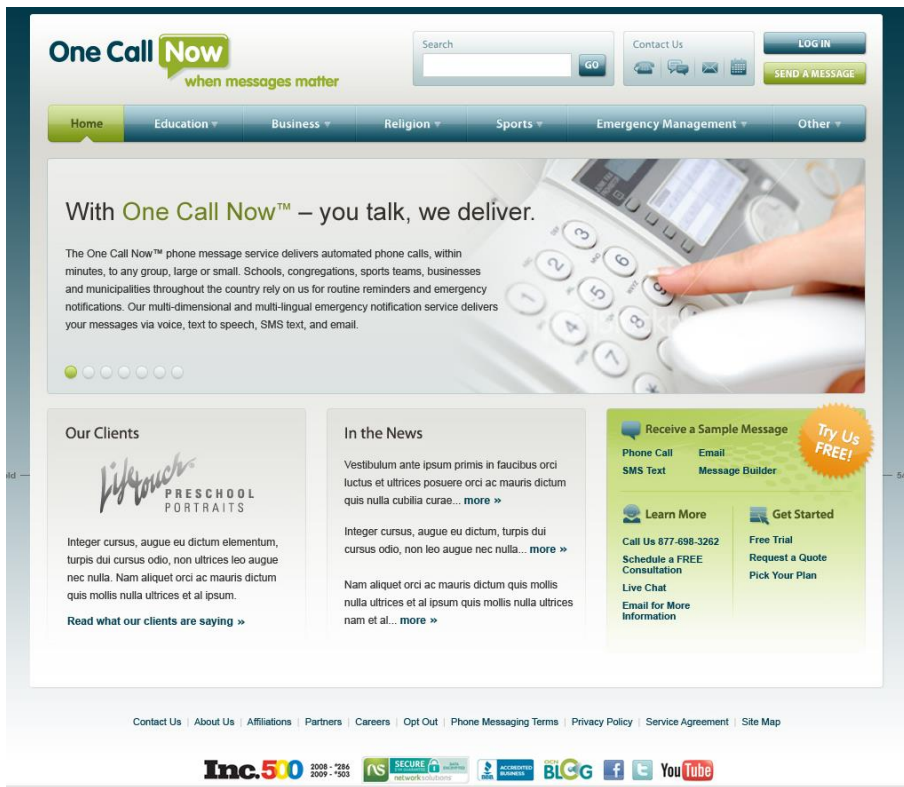


# Experiment 1: Treatment



Note:

- Restructured nav
- Consolidated CTA's
- Single value proposition
- Trust indicators
- Color palette
- New content





# Experiment 1: Side-by-side



The Control version of the One Call Now website features a green header with the logo and navigation links. The main content area includes a large green banner with the text "Reach everyone, everywhere, every time with just one call!" and a collage of images. Below this is a section titled "With One Call Now™ you talk, we deliver." which describes the service and lists various user groups. A sidebar on the right contains a "Try Us For FREE!" section and a "What Our Customers Are Saying..." testimonial. The footer includes copyright information and links to privacy and service agreements.

Control

The Treatment version of the One Call Now website features a blue header with the logo and navigation links. The main content area includes a large blue banner with the text "With One Call Now™ – you talk, we deliver." and a collage of images. Below this is a section titled "Our Clients" which features a testimonial from Kirk P. of Menifee County School District. A sidebar on the right contains a "Receive a Sample Message" section and a "Learn More" section. The footer includes links to contact us, about us, and other resources.

Treatment

# Experiment 1: Results



## 19% increase in lead capture

*Creating a more “professional-looking” website and clearly labeling CTA’s worked to clarify what action we wanted people to take.*

Experiment 1	Original	Treatment	%Δ
Homepage layout modification	2.40%	2.85%	<b>+18.75%</b>



**Never stop improving:** Website improvements are incremental and should be treated as such. **Complacency is CRO’s worst enemy. Test, tune, repeat.**

# Experiment 2: One Call Now CRO Test



**Experiment ID: One Call Now Conversion Panel Test 1**

**Location: Homepage**

**Test Protocol: TP0002**

## Research Notes:

**Background:** Consolidated CTA's into single area. Test optimal number and mix of CTA's displayed.

**Objective:** Increase lead capture rate.

**Primary Research Question:** Which version of our CTA panel will produce a higher lead capture rate?

**Test Design:** Before-and-after optimization test to assess whether or not reducing the number of CTA's will increase lead capture.

# Experiment 2: CRO Test



## Original:

- 11 Conversion actions in this 3"x3" space
- Hypertext links on top of textured gradient background
- Equal CTA weighting



# Experiment 2: CRO Test

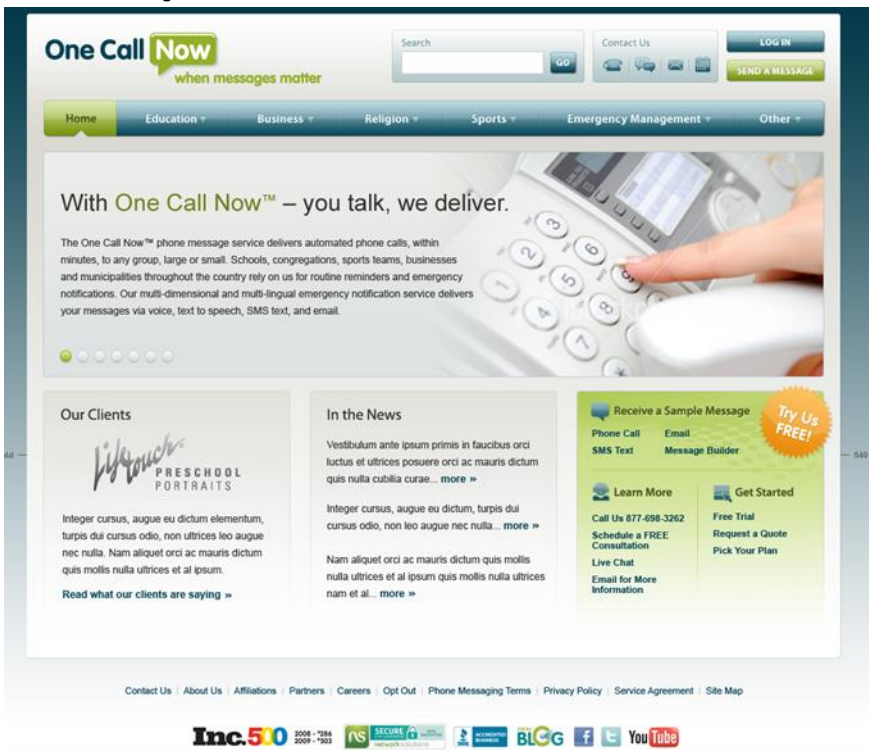


## Treatment:

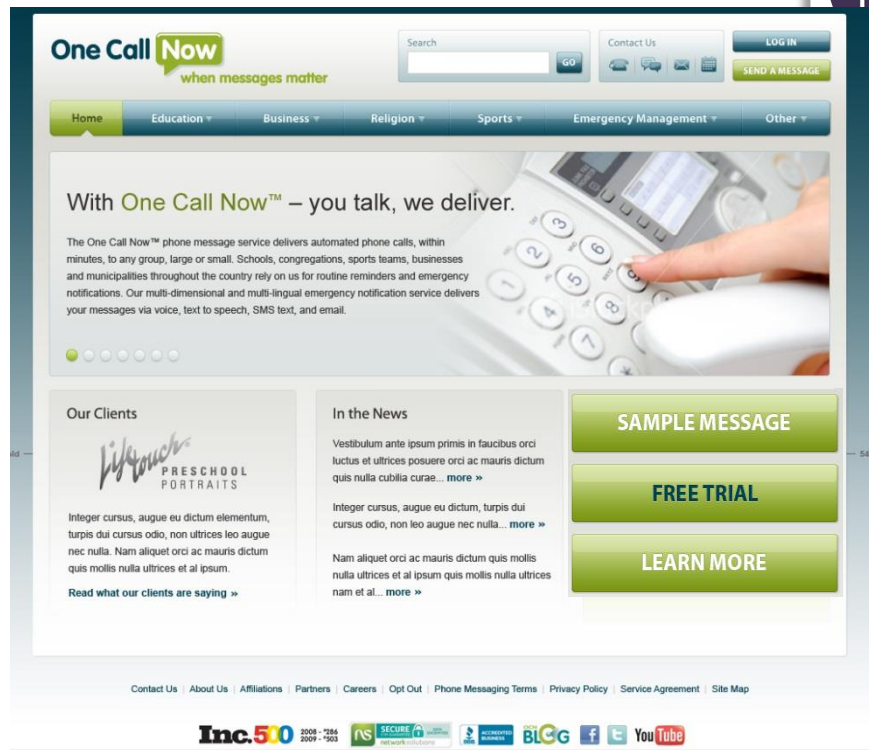
- Reduced the number of CTA's
- Used actual buttons instead of hypertext links
- “Free Trial” carries heavier weight
- Put additional conversion actions such as “Request a Quote” in the Learn More pop up.



# Experiment 2: CRO Test



Original



Treatment



# Experiment 2: Results



**9.47% decrease in Lead Capture**

*Beware of blindly following “best practices”!*

Experiment 2	Original	Treatment	%Δ
CTA Panel Modification	2.85%	2.58%	-9.47%



**Beware myopic logic:** Just because it makes sense to you doesn't mean it makes sense to your audiences.



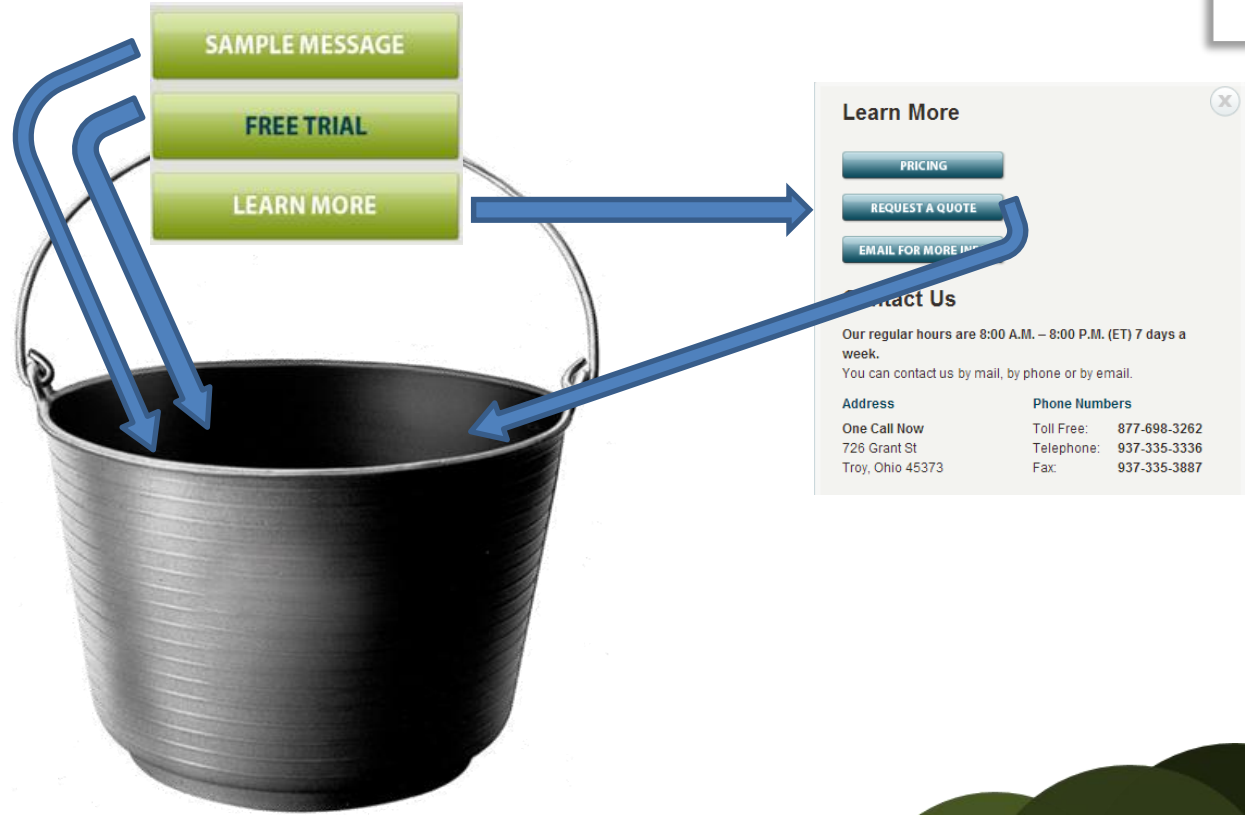
# But Wait...



# Where did “Request A Quote” go?



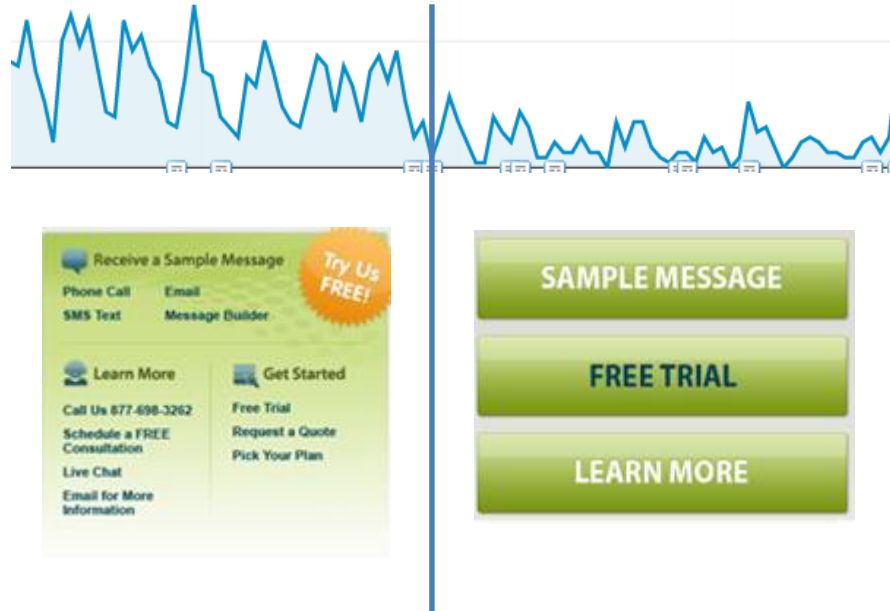
- Capturing sample calls and free trial signups from front page.
- Moved RFQ inside popup dialog when you click “Learn More”
- **What was the result?**



# What can we learn?



Quote Requested (Goal 7 Completions)



?!

Hint: Experiment 3

# What can we learn?



Quote Requested (Goal 7 Completions)



Receive a Sample Message

Phone Call   Email  
SMS Text   Message Builder

Try Us FREE!

Learn More

Call Us 877-698-3262  
Schedule a FREE Consultation  
Live Chat  
Email for More Information

Get Started

Free Trial  
Request a Quote  
Pick Your Plan

SAMPLE MESSAGE

FREE TRIAL

LEARN MORE

?!

Hint: Experiment 3

# Experiment 3: Background



**Experiment ID: One Call Now Conversion Panel Test 3**

**Location: Homepage**

**Test Protocol: TP0003**

## Research Notes:

**Background:** Modified number of CTA's and layout of presentation. Looking for optimal performance.

**Objective:** Increase lead capture rate.

**Primary Research Question:** Which version of our CTA display will generate a higher lead capture rate?

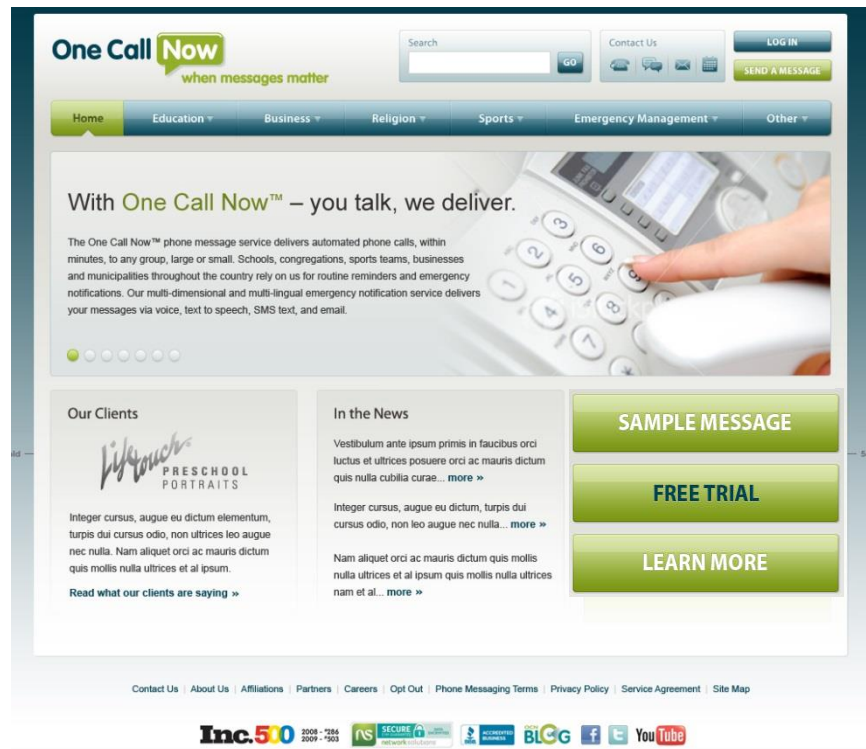
**Test Design:** Before-and-after optimization test to assess if changing the number and layout of CTA's will increase lead capture.

# Experiment 3: CRO Test



## Original:

- Three main conversion buttons
- “Free Trial” carries heavier weight
- Put additional conversion actions such as “Request a Quote” in the Learn More pop up.



# Experiment 3: CRO Test



## Treatment:

- Added Request a Quote back into the mix
- New button layout – “quadrant-style”
- Equal weighting for all four CTA's



# Experiment 3: CRO Test



One Call Now  
when messages matter

Search [ ] GO Contact Us LOG IN SEND A MESSAGE

Home Education Business Religion Sports Emergency Management Other

With One Call Now™ – you talk, we deliver.

The One Call Now™ phone message service delivers automated phone calls, within minutes, to any group, large or small. Schools, congregations, sports teams, businesses and municipalities throughout the country rely on us for routine reminders and emergency notifications. Our multi-dimensional and multi-lingual emergency notification service delivers your messages via voice, text to speech, SMS text, and email.

Our Clients

Lifetouch PRESCHOOL PORTRAITS

Integer cursus, augue eu dictum elementum, turpis dui cursus odio, non ultrices leo augue nec nulla. Nam aliquet orci ac mauris dictum quis mollis nulla ultrices et al ipsum.

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Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere orci ac mauris dictum quis nulla cubilia curae... more »

Integer cursus, augue eu dictum, turpis dui cursus odio, non leo augue nec nulla... more »

Nam aliquet orci ac mauris dictum quis mollis nulla ultrices et al ipsum quis mollis nulla ultrices nam et al... more »

SAMPLE MESSAGE

FREE TRIAL

LEARN MORE

Contact Us About Us Affiliations Partners Careers Opt Out Phone Messaging Terms Privacy Policy Service Agreement Site Map

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Original

One Call Now  
when messages matter

Search [ ] GO Contact Us LOG IN SEND A MESSAGE

Home Education Business Religion Sports Emergency Management Other

With One Call Now™ – you talk, we deliver.

The One Call Now™ phone message service delivers automated phone calls, within minutes, to any group, large or small. Schools, congregations, sports teams, businesses and municipalities throughout the country rely on us for routine reminders and emergency notifications. Our multi-dimensional and multi-lingual emergency notification service delivers your messages via voice, text to speech, SMS text, and email.

Our Clients

Lifetouch PRESCHOOL PORTRAITS

Integer cursus, augue eu dictum elementum, turpis dui cursus odio, non ultrices leo augue nec nulla. Nam aliquet orci ac mauris dictum quis mollis nulla ultrices et al ipsum.

Read what our clients are saying »

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Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere orci ac mauris dictum quis nulla cubilia curae... more »

Integer cursus, augue eu dictum, turpis dui cursus odio, non leo augue nec nulla... more »

Nam aliquet orci ac mauris dictum quis mollis nulla ultrices et al ipsum quis mollis nulla ultrices nam et al... more »

REQUEST A QUOTE

FREE TRIAL

SAMPLE CALL

LEARN MORE

Contact Us About Us Affiliations Partners Careers Opt Out Phone Messaging Terms Privacy Policy Service Agreement Site Map

Inc.500 2008 - 2014 2009 - 2013 ns SECURE network solutions ACCREDITED BUSINESS BLogG f t YouTube

Treatment

# Experiment 3: Results



## 76.34% increase in lead capture

*Quad-style CTA layout promotes higher engagement and drives lead capture rate.*

Experiment 3	Original	Treatment	%Δ
CTA Panel Modification	2.58%	4.55%	+76.36%



**Proximity Matters:** The closer your conversion actions are to your front door, the more likely they'll get found and clicked.



# Experiment 4: Background



**Experiment ID: One Call Now Free Trial Signup Process Test**

**Location: Homepage**

**Test Protocol: TP0004**

## Research Notes:

**Background:** I think the pagination of Free Trial signup process creates too much friction.

**Objective:** Increase Free Trial lead capture rate.

**Primary Research Question:** Which version of our Free Trial signup process will produce higher lead capture rates?

**Test Design:** Before-and-after optimization test to assess whether or not a two-step signup process creates less friction/anxiety as the 4-step signup process.

# Experiment 4: Free Trial Signups



Original:

- Four-step signup process
- Word “checkout” to proceed with free trial?
- If we’re not asking for any CC info, why are there dollar signs (\$) on this page?

One Call Now  
when messages matter

Search  GO

Contact Us

Home Education Business Religious Sports Emergency Management Other Mobile

1. Service Plan 2. Contact Address 3. Review Order 4. Sign Up Complete

Description	Price
Free Trial	\$0.00

1. Service Plan 2. Contact Address 3. Review Order 4. Sign Up Complete

member Roster  
99 Subgroups for message distribution  
30 Maximum seconds per message

Email Messaging  
Weather Alerts  
Call List Import

**CHECKOUT**

Subtotal	\$0.00
Recovery Fee	\$0.00
Total	\$0.00

\*This surcharge covers a portion of the fees, tariffs, access charges and usage taxes. One Call Now pays for telecommunications use.

**CANCEL** **CHECKOUT**

# Experiment 4: Free Trial Signups



Treatment:

- Four-step signup process shortened to a single page
- “Checkout” language changed to “Start Free Trial”
- Removed \$ signs

The screenshot shows a single-page signup form for a free trial. At the top, there is a progress indicator with two steps: "1. Contact Address" (highlighted in green) and "2. Sign Up Complete" (in grey). Below this, there are fields for "Industry or Type of Organization" (a dropdown menu), "Organization Name", "Phone", and "Number". A blue box highlights the progress indicator and the "Organization Name" field. Below these fields, there is a "Contact Information" section with fields for "First Name", "Last Name", "Address", "Address (cont.)", "Country" (a dropdown menu), "City", "State/Province" (a dropdown menu), and "Postal Code". A blue box highlights the "START FREE TRIAL" button, which is a green arrow pointing right. Below the "START FREE TRIAL" button, there is a "CANCEL" button, which is a red arrow pointing left. At the bottom right, there is another "START FREE TRIAL" button, which is a green arrow pointing right. A blue box highlights this button and the "CANCEL" button. Below the "START FREE TRIAL" button, there is a "Phone" field and an "Ext." field. Below the "Phone" field, there is an "Email Address" field and a "Confirm Email Address" field. A blue box highlights the "START FREE TRIAL" button and the "Email Address" field. Below the "Email Address" field, there is a "START FREE TRIAL" button, which is a green arrow pointing right. A blue box highlights this button and the "Email Address" field. Below the "START FREE TRIAL" button, there is a "START FREE TRIAL" button, which is a green arrow pointing right. A blue box highlights this button and the "Email Address" field.

# Experiment 4: Results



## 55.3% increase in Lead Capture

*By shortening the signup process and changing the language in the CTA, we were able to see significant lead gen increases from our Free Trial form.*

Experiment 4	Control	Treatment	%Δ
Free Trial Signup Process Optimization	15.65%	24.3%	+55.3%



**Reduce friction:** Don't make your visitors work unnecessarily hard to convert.

# Main Takeaways



*“With every new learning,  
also comes a higher level of  
understanding.”*



**Never stop improving:** Complacency is lead capture optimization worst enemy and perfection is impossible.

# Main Takeaways



*words of wisdom*

*"People don't want to buy a quarter-inch drill.  
They want a quarter-inch hole!"*

*Theodore Levitt - Legendary marketer, Harvard Business School Marketing Professor  
Author of Marketing Myopia, originator of the term 'globalisation'*



**Beware myopic logic:** Just because it makes sense to you doesn't mean it makes sense to your audiences.

# Main Takeaways



**Proximity matters:** Placing RFQ one click deeper resulted in a 73% decrease in number of leads captured via RFQ form.

# Main Takeaways



**Teamwork is key:** I did not do this alone. Group buy-in is essential for long-term success.



# It Takes a Village:

