

marketingsherpa marketingexperiments

# optimization summit 2011

MEASURE.  
TEST.  
CONVERT.

June 1-3 · Atlanta

Clarity Trumps Persuasion: How ordinary marketers are learning to write high-impact copy

Dr. Flint McGlaughlin  
Managing Director (CEO)  
MECLABS

# About the Presenter



## **Dr. Flint McGlaughlin – Managing Director, MECLABS**

Flint McGlaughlin is the Managing Director of MECLABS. The organization has partnered with key market leaders including, The New York Times, Microsoft Corporation, and Reuters Group.

Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre. Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College.

Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

## **PART 1:** *An Experiment*

# Experiment: Background and Design



**Experiment ID:** *(Protected)*

**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1390

## Research Notes:

**Background:** Large Canadian financial institution offering a special banking package for new immigrants to Canada. To obtain this offer, visitors are led offline to a local branch.

**Goal:** To increase the amount of branch locator starts.

**Primary research question:** Which landing page will generate the most branch locator starts.

**Approach:** A/B multifactor split test

# Experiment: The control

Confidential

Landing Page – Step 1

## New to Canada?

Save with the [redacted] Welcome to Canada Banking Package.

Confidential

Get 12 Months of FREE Banking\* with [redacted]

**Package Details**

The [redacted] Welcome to Canada package gets you started in Canada quickly and easily.

**Bank account** [redacted] **Day to Day Banking® account**

- FREE banking for 12 months\* with 15 free debit transactions<sup>1,2</sup> per month
- Use of all [redacted] ATMs, the largest network across Canada.
- Savings of \$48\* monthly fees will be \$4 after the first 12 months
- FREE access to Online Banking with bill payment facility and much more

**Open an Account**

Contact us for service in 180 languages

**Why Choose [redacted]**

- Canada's largest bank<sup>3,5</sup>, has been helping newcomers get settled for over 7 generations
- The largest branch and ATM network across Canada
- One of the top 10 "World Safest Banks"<sup>1,7</sup>
- A strong international presence, with branches and clients in more than 50 countries
- Service available by phone in more than 150 languages

Opening a bank account in Canada is easy.

Find out what you need to know to take advantage of the [redacted] Welcome to Canada Banking Package today.

[Get Started Now >](#)

\* Please review the [legal disclaimers](#).

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Text size: A A A [To Top](#)

- This original landing page was broken into two steps. In the first step, the user was basically given all the details about the banking offer.
- An interactive tab menu allowed visitor to choose and read about whatever offer benefit or feature that most interested them.
- The CTA states “Get Started Now” and leads to the another page that will inform them how to obtain this offer.

# Experiment: The control

Confidential

Landing Page – Step 2

## New to Canada?

Save with the [REDACTED] Welcome to Canada Banking Package.

Confidential

### How to Open a Bank Account in Canada

We're pleased you've chosen [REDACTED]:

Many newcomers have told us they are surprised by how different banking here is from their homeland — and that they'd wished they'd had someone to help them learn what they need to know. Our [free guide](#) will help you to understand banking in Canada.

#### Step 1

To open your banking account make sure you have the following identification documents:

- Your Passport
- Landing paper or Permanent Residence Card
- Additional documentation will be required for business banking
- Complete list of other [acceptable identification](#)

#### Step 2

Open your bank account in person:

Visit a [branch](#) near you or call one of our [Advisors](#) at [REDACTED]. We offer service in 180 languages to help you better.

[Branch Locator](#) [Advisor](#)

#### Why Choose [REDACTED]

- Canada's largest bank, has been helping newcomers get settled for over 7 generations
- The largest branch and ATM network across Canada
- One of the top 10 "World Safest Banks"
- A strong international presence, with branches and clients in more than 50 countries
- Service available by phone in more than 180 languages

#### Helpful Links

- [Free Guide PDF](#)
- [List of other acceptable identification](#)

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[Privacy & Security](#) | [Legal](#) | [Accessibility](#) [To Top](#)

- In the second step the visitors are instructed specifically on how to open account with this financial instruction.
- It all leads up to the visitor contacting a local branch (the main KPI).

# Experiment: The hypothesis



Our researchers hypothesized that though these pages were full of a lot of valuable information, the visitor was losing clarity about the offer due to information overload. Might the page be more effective with less copy and a laser-like focus?

# Experiment: The treatment

- So the treatment designed by our researchers combined only the most pertinent information contained on the two pages into one concise landing page.
- The five most appealing aspects of the value proposition are listed immediately.
- Directions on how to take the next steps are clear and simple.

The screenshot shows a landing page for a 'Welcome to Canada Banking Package'. At the top left, there is a 'Confidential' label. The main heading is 'New to Canada?' followed by the sub-heading 'Save with the [redacted] Welcome to Canada Banking Package.' To the right of this heading is another 'Confidential' label. Below the heading, the main offer is 'Get 12 Months of FREE Banking<sup>1</sup> with [redacted]'. The text continues: '[redacted] Canada's largest bank<sup>8</sup>, has been helping newcomers like you get settled for over 7 generations.' The package includes:

- Free Day to Day Banking for 12 months<sup>1</sup> - with 15 free debit transactions<sup>2,3</sup> per month
- Use of all 4,237 [redacted] ATMs, the largest network across Canada
- Free access to online banking with bill pay
- An RBC Rewards<sup>®</sup> Visa<sup>®</sup> Gold card or any other eligible credit card<sup>4</sup>, no credit history required<sup>5</sup>
- One year free safe deposit box<sup>6</sup> and exclusive cell phone offer<sup>7</sup>

Taking Advantage of this offer is easy.

1. You will need the following documents:
  - Passport
  - Landing Paper or Permanent Resident Card
2. [Visit a branch](#) near you or call an [redacted] advisor

There is a 'Branch locator' button and a 'Call an [redacted] advisor' button with the text 'Service available in 180 languages' below it. A note at the bottom says '\* Please review the [legal disclaimers](#)'.

On the right side, there are two boxes: 'Open an Account' with a 'Contact us for service in 180 languages' link, and 'Why Choose [redacted]' which lists the same five benefits as the main package.

At the bottom, there are links for 'Privacy & Security | Legal | Accessibility', a 'Text size' selector, and a 'To Top' button.

# Experiment: Side-by-side

## Control

Confidential

### New to Canada?

Save with the [redacted] Welcome to Canada Banking Package.

Confidential

Get 12 Months of FREE Banking<sup>1</sup> with [redacted]

#### Package Details

The [redacted] Welcome to Canada package gets you started in Canada quickly and easily.

- Bank account**
- Credit Card
- Safe Deposit Box
- Investment Offer
- Business Banking
- Cell phone offer

#### Day to Day Banking<sup>2</sup> account

- FREE banking for 12 months<sup>1</sup>** - with 15 free debit transactions<sup>3,4</sup> per month
- Use of all [redacted] ATMs, the largest network across Canada.
- Savings of \$48<sup>5</sup>, monthly fees will be \$4 after the first 12 months
- FREE access to Online Banking with bill payment facility and much more

#### Opening a bank account in Canada is easy.

Find out what you need to know to take advantage of the [redacted] Welcome to Canada Banking Package today.

[Get Started Now >](#)



#### Open an Account

Contact us for service in 180 languages

#### Why Choose [redacted]

- [redacted] Canada's largest bank<sup>6</sup>, has been helping newcomers get settled for over 7 generations
- The largest branch and ATM network across Canada
- One of the top 10<sup>7</sup> "World Safest Banks"<sup>8,9</sup>
- A strong international presence, with branches and clients in more than 50 countries
- Service available by phone in more than 180 languages

#### Why Choose [redacted]

Canada's largest bank, has been helping newcomers get settled for over 7 generations<sup>10</sup>

The largest branch and ATM network across Canada

One of the top 10<sup>11</sup> "World Safest Banks"<sup>12</sup>

A strong international presence, with branches and clients in more than 50 countries

Service available by phone in more than 180 languages

\* Please review the [legal disclaimers](#)

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#### Open your bank account in person:

Visit a [branch](#) near you or call one of our [Advisors](#) at [redacted]. We offer service in 180 languages to help you better.

[Branch Locator](#) [Advisor](#)

Royal Bank of Canada Website, © 1995-2011

Text size: A A A [To Top](#)

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## Treatment

Confidential

### New to Canada?

Save with the [redacted] Welcome to Canada Banking Package.

Confidential

Get 12 Months of FREE Banking<sup>1</sup> with [redacted]

[redacted] Canada's largest bank<sup>6</sup>, has been helping newcomers like you get settled for over 7 generations.

#### Open an Account

Contact us for service in 180 languages

#### Why Choose [redacted]

- [redacted] Canada's largest bank<sup>6</sup>, has been helping newcomers get settled for over 7 generations
- The largest branch and ATM network across Canada
- One of the top 10<sup>7</sup> "World Safest Banks"<sup>8</sup>
- A strong international presence, with branches and clients in more than 50 countries
- Service available by phone in more than 180 languages

#### Why Choose [redacted]

Canada's largest bank, has been helping newcomers get settled for over 7 generations<sup>10</sup>

The largest branch and ATM network across Canada

One of the top 10<sup>11</sup> "World Safest Banks"<sup>12</sup>

A strong international presence, with branches and clients in more than 50 countries

Service available by phone in more than 180 languages

#### Package Details

The [redacted] Welcome to Canada Banking package includes:

- Free Day to Day Banking for 12 months<sup>1</sup> - with 15 free debit transactions<sup>2,3</sup> per month
- Use of all 4,237 [redacted] ATMs, the largest network across Canada
- Free access to online banking with bill pay
- An RBC Rewards<sup>4</sup> Visa<sup>5</sup> Gold card or any other eligible credit card<sup>5</sup>, no credit history required<sup>5</sup>
- One year free safe deposit box<sup>6</sup> and exclusive cell phone offer<sup>7</sup>

#### Taking Advantage of this offer is easy.

- You will need the following documents:
  - Passport
  - Landing Paper or Permanent Resident Card
- [Visit a branch](#) near you or call an [advisor](#)

[Branch locator](#) [Call an advisor](#)

Service available in 180 languages

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Text size: A A A [To Top](#)

# Experiment: Results



## 200% Increase in Conversion

*The Treatment generated 200% more branch locator starts*

| Versions                              | CTR           | Rel. diff      | Stat. Conf   |
|---------------------------------------|---------------|----------------|--|
| Control – Two-step landing page       | 3.56%         | -              | -  |
| <b>T1 – Consolidated Landing Page</b> | <b>10.69%</b> | <b>200.13%</b> |  <b>99%</b> |

- ✓ **What you need to understand:** By reducing the amount of information contained in the copy and clearly focusing on just the core aspects of value, the treatment landing page was able to increase the rate of response by 200.13%.

# What you need to understand

## **Key Principle**

1. When it comes to crafting effective copy, **clarity trumps persuasion.**

## **PART 2:** *A Strategy for Writing Clear Copy*

# A Strategy Writing Clear Copy

## **Key Principles**

There are three critical steps to crafting clear, high-impact copy:

### **STEP 1: Get clear about your Value Proposition**

*The value proposition is the substance; the copy is the form. It should not be the form that persuades, but the substance. So it should not be the copy style that does the persuading, but rather **it should be the value proposition.***

# What's wrong with this copy?

**Searching for the Most Accurate Mailing Lists? Your Hunt is Over!**

**Get 500 Free Leads Today**  
*with Qualifying Purchase*

**We Have the Best Data Guranteed!**

To receive your **\*500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

\*First Name

\*Last Name

\*Company Name

\*Email Address

\*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

**Register Today To Get Your 500 Free Leads!**

**Confidential**

**Why Should You Market Today?**  
(click to watch) 

The industry leader in database marketing,  offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

**Why Choose **

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

**Plus Phone Verified Data!**  
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

**How Can We Help?**  
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

- In an attempt to be “persuasive,” the copy obscures the Value Proposition with vague qualitative statements that that comes off as arrogant and braggadocious.

# Clarifying your Value Proposition

**Value Proposition** *The primary reason why your ideal prospect should buy from you rather than your competitors.*

1. You are fundamentally answering a first-person question posed in the mind of your customers.
2. Your Value Proposition is not a complete list of product/company benefits. It is a focused expression of the most compelling force inherent to your product/company value.
3. A Value Proposition cannot be all things to all people. It states the unique appeal of an offer/company to a specifically defined prospect type.
4. A Value Proposition has a specific action in mind. It is seeking to answer “why” for a specific “what.”
5. A Value Proposition must differentiate you from your competitors. In at least one way, you must have an “only” factor.

# Clarifying your Value Proposition

**Searching for the Most Accurate Mailing Lists?  
Your Hunt is Over!**

**Get 500 Free Leads Today  
with Qualifying Purchase**

**We Have the Best Data Guaranteed!**

To receive your **\*500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

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\*Email Address

\*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

**Register Today To Get Your  
500 Free Leads!**

**Confidential**

**Why Should You Market Today?**   
(click to watch)

The industry leader in database marketing, [redacted] offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

**Why Choose [redacted]**

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

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**How Can We Help?**  
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

So, why should you buy from them rather than any other company?

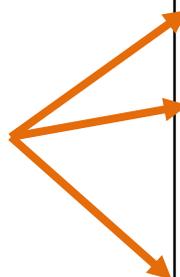
“Because we are the **ONLY** company that makes 26 million phone calls a year to make sure you get the most accurate mailing lists available.”

*How might we better express this Value Proposition clearly in the copy?*

# Clarifying your Value Proposition

## Value Proposition:

“Because we are the **ONLY** company that makes 26 million phone calls a year to make sure you get the most accurate mailing lists available.”



**Confidential**

**100% Satisfaction Guarantee**  
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

**We Make 26 Million Phone Calls a Year to Ensure You Get The Most Accurate Mailing Lists Available!**

Trusted since 1972, [REDACTED] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

**Get 500 FREE Leads added to your purchase\***

**Why choose [REDACTED]**

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

**» Plus, get 500 FREE leads added to your purchase!\***

**Set up your FREE access to [REDACTED]**

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

**Get Free Access**

**QUALYS**  
Secure Site

**100% Satisfaction Guarantee**  
If you receive any bad data, we will refund your money, no questions asked!

**What Our Customers Are Saying**

*It's a powerful tool for small businesses to market like the big guys.*  
**Haydens**  
Sparta, New Jersey

*I would recommend [REDACTED] to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.*  
**Ruhter Auction & Realty Inc.**  
Hastings, Nebraska

*It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!*  
**Habitat America**  
Annapolis, Maryland

# Before and After

Before

Confidential

**100% Satisfaction Guarantee**  
Our data may not be perfect, but we think our guarantee is pretty close.

## Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today with Qualifying Purchase

We Have the Best Data Guaranteed!

Register Today To Get Your **500 Free Leads!**

Confidential

**Why Should You Market Today?**  
(click to watch)

The industry leader in database marketing, [redacted] offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

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After

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**Get 500 FREE Leads added to your purchase\***

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- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
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**» Plus, get 500 FREE leads added to your purchase!\***

**Set up your FREE access to [redacted]**

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

[Get Free Access](#)

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**QUALYS**  
Secure Site

**What Our Customers Are Saying**

*It's a powerful tool for small businesses to market like the big guys.*  
**Haydens**  
Sparta, New Jersey

*I would recommend [redacted] to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.*  
**Ruhter Auction & Realty Inc.**  
Hastings, Nebraska

*It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!*  
**Habitat America**  
Annapolis, Maryland

# Clarifying your Value Proposition



## 201% Increase in Total Leads

*The optimized version increased capture emails by 201.3%*

|                  | Conversion Rate | Relative Difference |
|------------------|-----------------|---------------------|
| Original         | 4.86%           | -                   |
| <b>Optimized</b> | <b>14.65%</b>   | <b>201.3%</b>       |

# A Strategy Writing Clear Copy

## **Key Principles**

There are three critical steps to crafting clear, high-impact copy:

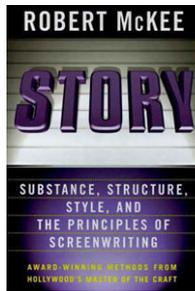
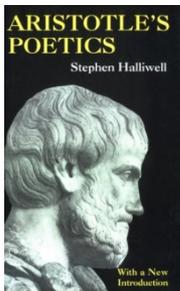
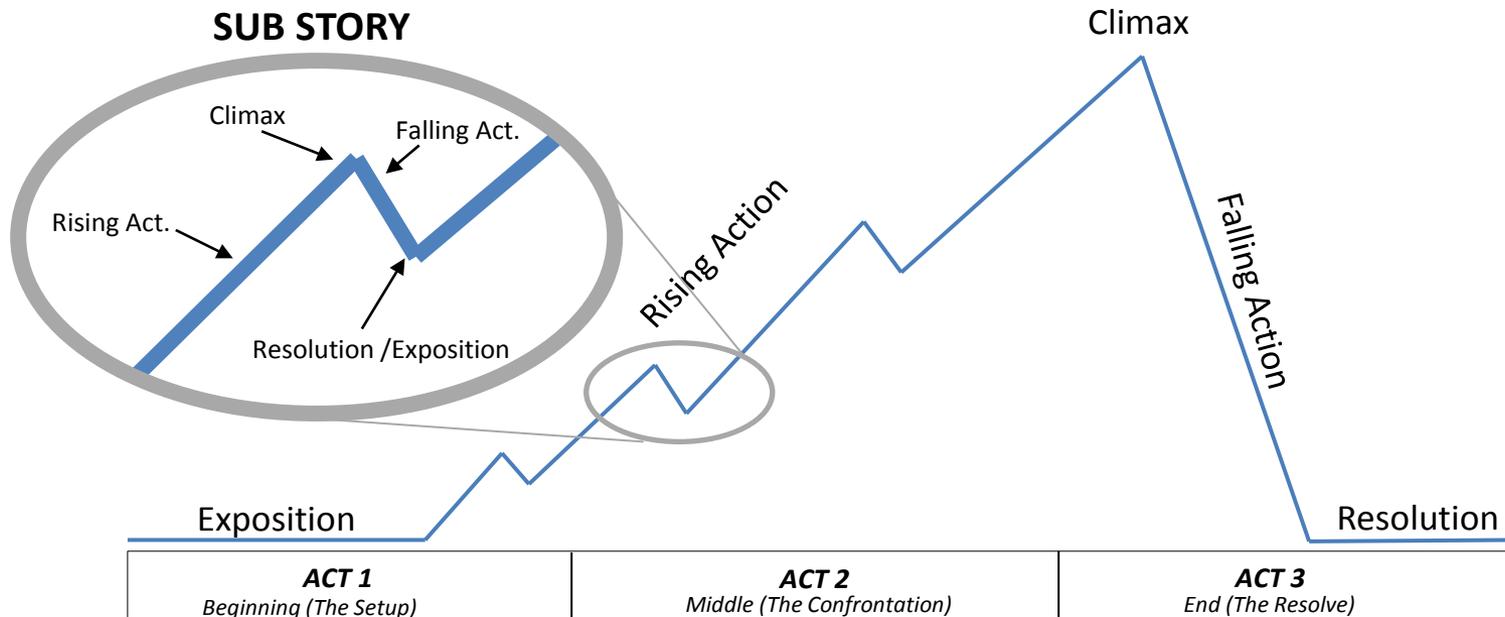
### **STEP 1: Get clear about your Value Proposition**

*The value proposition is the substance; the copy is the form. It should not be the form that persuades, but the substance. So it should not be the copy style that does the persuading, but rather the value proposition.*

### **STEP 2: Follow a framework that matches the sequence of thought**

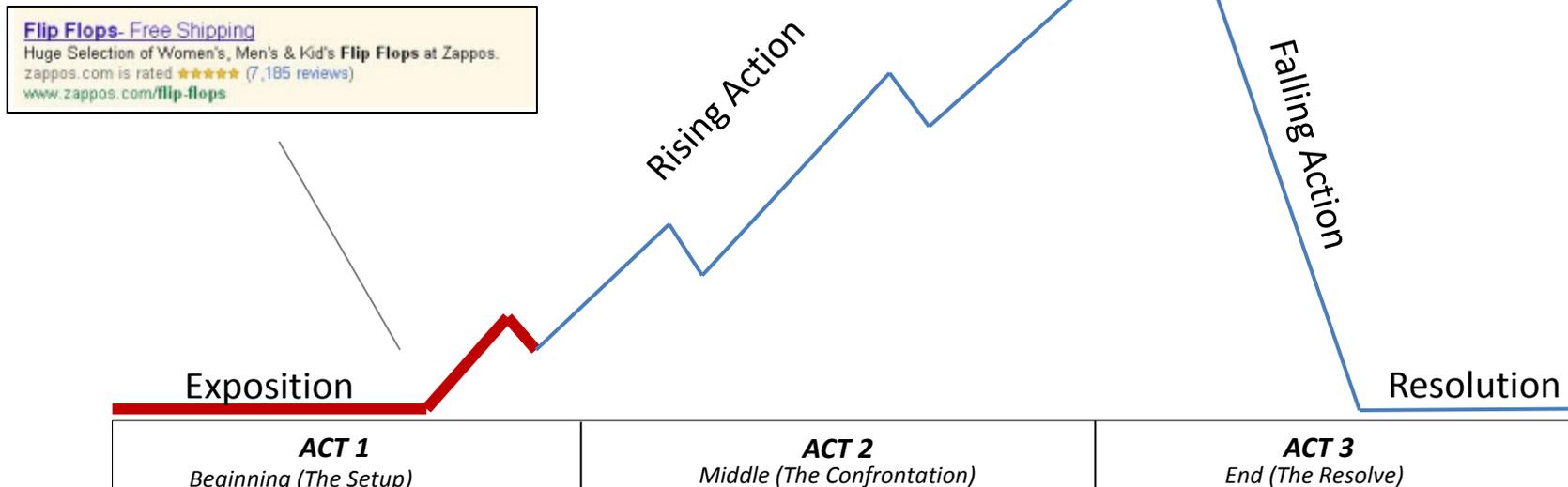
*Copy becomes clearer the more tightly it is synchronized to the thought sequence of the recipient.*

# How People Think



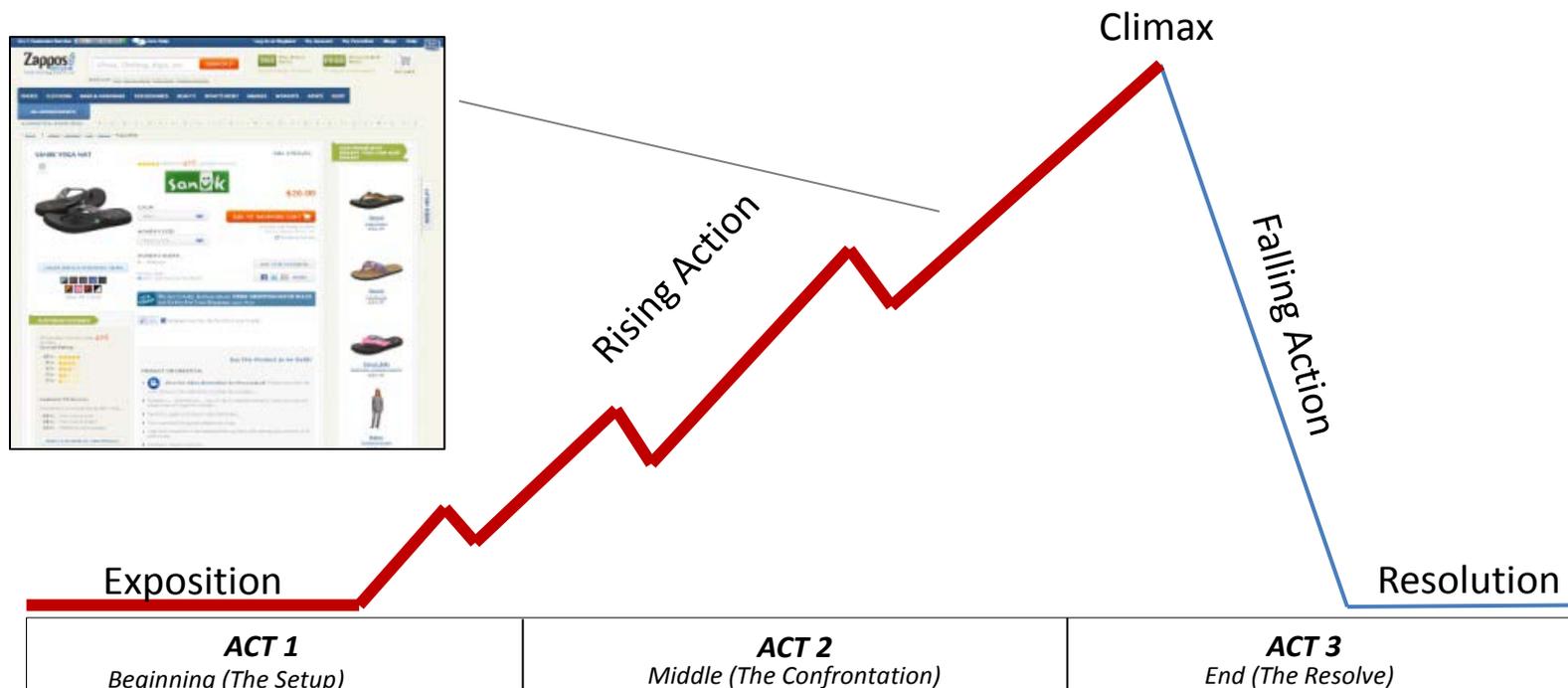
People think in story, therefore understanding your visitor's thought sequence comes down to understanding the basic structure of a story. Each part of the conversion process can be tied to story...

# The Structure of a Story



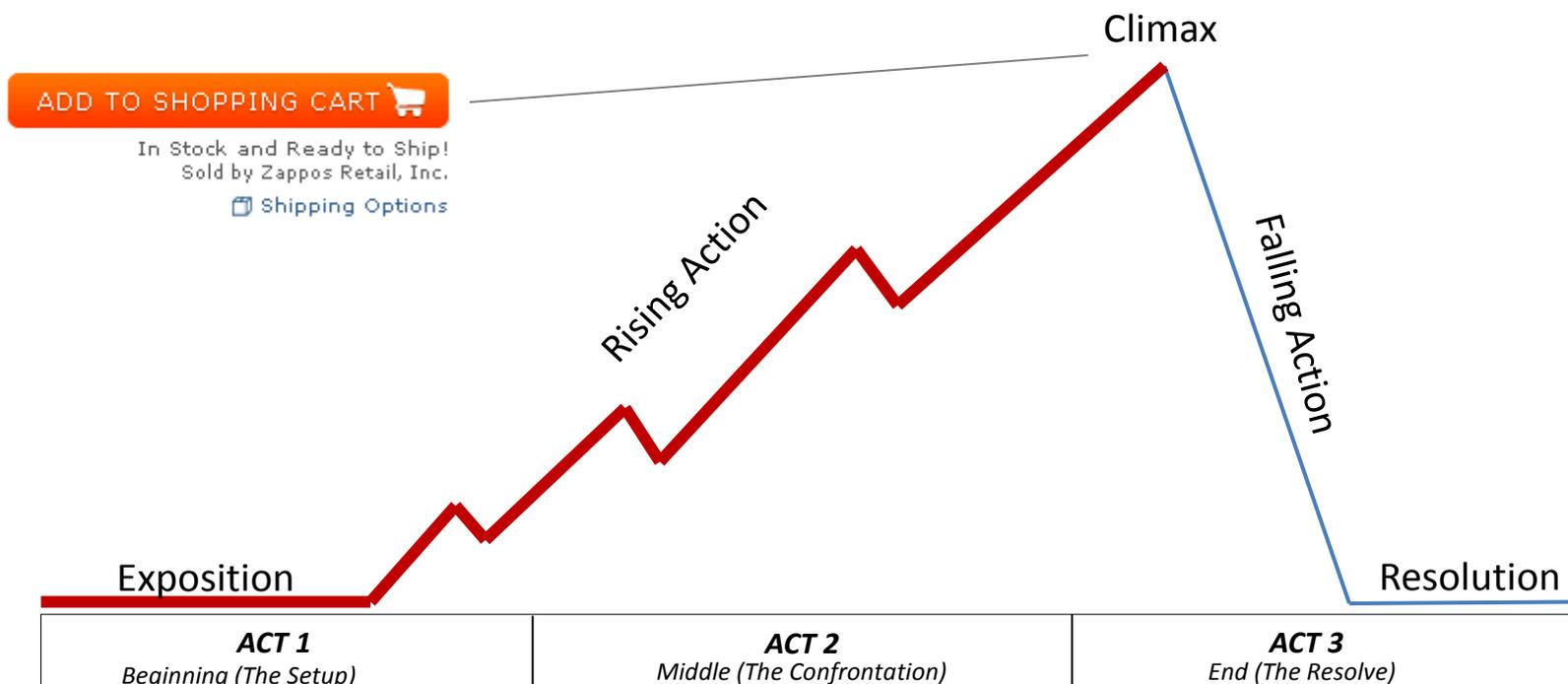
**The Exposition:** As it relates to conversion, the main story is usually set up in the channels (PPC, Email, Banners, etc.). The overarching goal of this step is to engage the visitor, start building the problem, and lead them deeper into the conversation. Keep in mind there is a sub-story surrounding step-level conversion goal (getting them to click the ad, etc.).

# The Structure of a Story



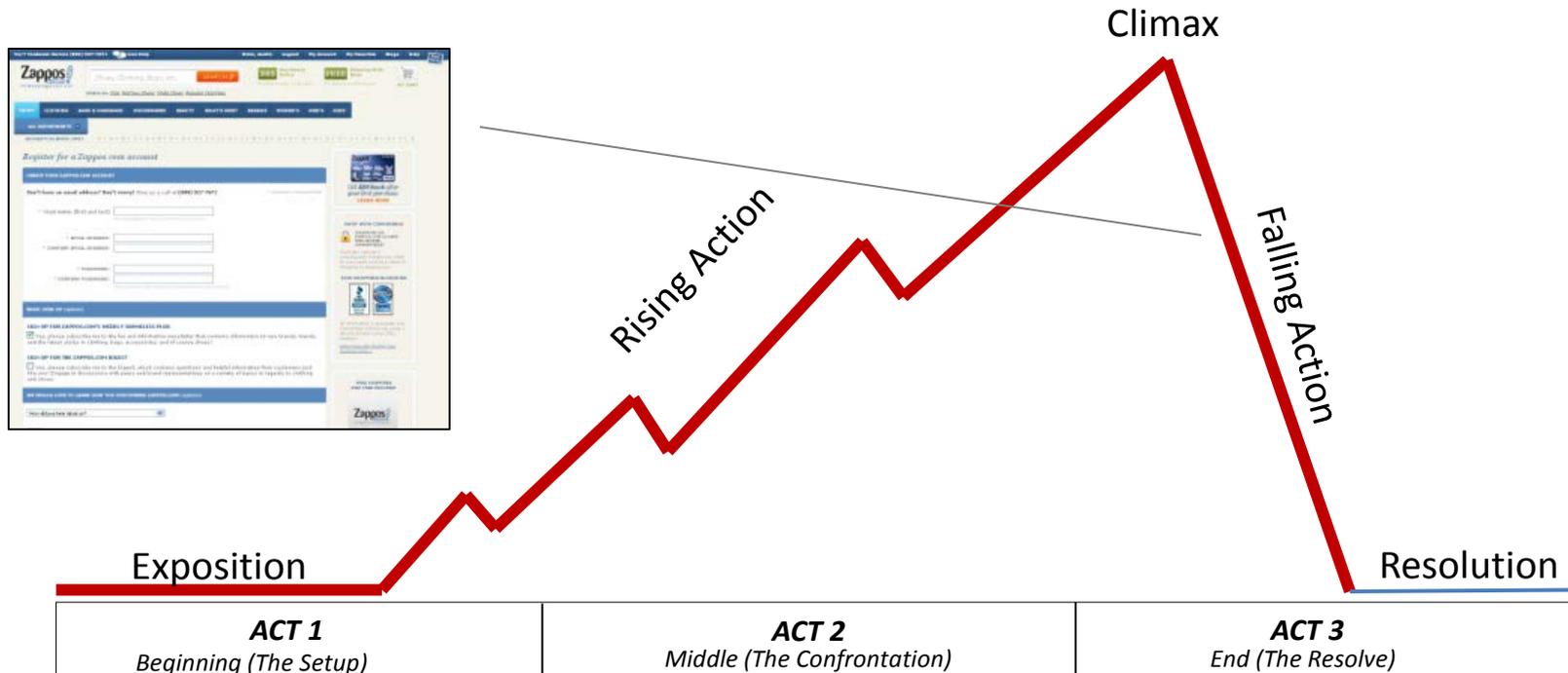
**The Rising Action:** As it relates to conversion, the rising action is intensified mainly through the landing page. The overarching goal is to continue intensifying the problem and present your value as the unique solution. Keep in mind there is a sub-story surrounding step-level conversion goal (getting them to click the ad, etc.).

# The Structure of a Story



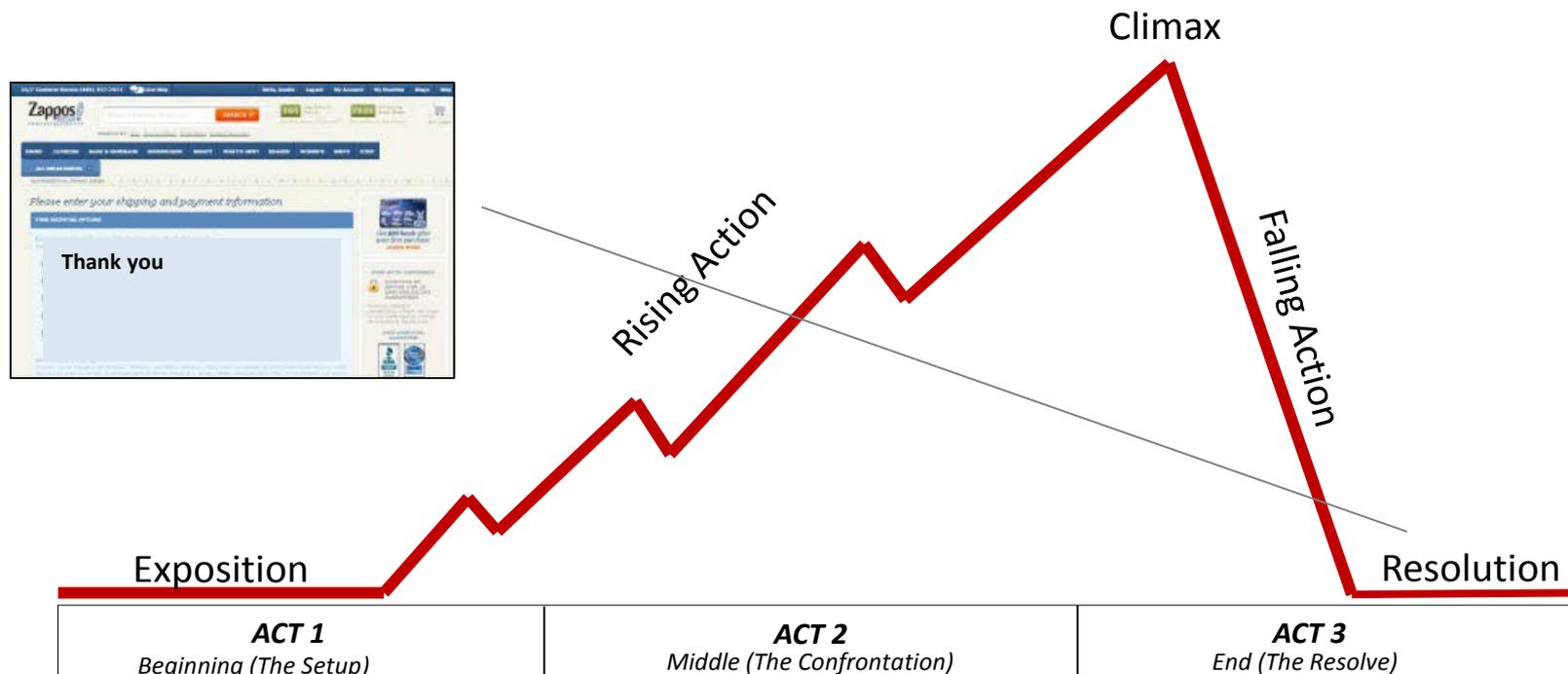
**The Climax:** As it relates to conversion, the climax happens at the point of decision for the main conversion objective (to buy, submit information, etc.). Most of the time this happens at the call-to-action on the landing page, where the rising action is at the highest intensity.

# The Structure of a Story



**The Falling Action:** As it relates to conversion, the falling action occurs after the conversion commitment has been made, and consists of all the steps that might be required to actualize the decision (filling out payment info, shipping info, etc.). The falling action might be virtually absent if the payoff on the conversion commitment is actualized immediately (free digital offers, etc.).

# The Structure of a Story



**The Resolution:** As it relates to conversion, the resolution occurs when the visitor is aware of and satisfied with the completion (or actualization) of the value exchange. The goal is to reassure the visitor that the problem has been solved by their decision.

# Connecting to Copy



*So, how does story help me write clear copy?*

**ANSWER:** By knowing where each copy element falls in the “the story,” you can carefully craft each word, sentence and paragraph to specifically match the visitor’s thought sequence.

# Example: Optimization Summit Copy

## Optimization Summit: Maximize ROI of Your Online Marketing

Learn how the right metrics, the right experiments completely change the playing field for you and your organization.

This is the event that you can't afford to miss – the stakes are too high.

If you're like most marketers and business executives, your typical day is a whirlwind of activity – you move from task to task and project to project at an astounding rate. But have you stopped to consider the cost of not optimizing the marketing tactics that you are performing right now?

Every day you delay applying the science of optimization to your marketing, you are losing real dollars.

If you're not taking the time to measure what matters, experiment and test your mission-critical activities, and optimize your conversion processes it's highly likely that you are leaking thousands – or even millions – of dollars without even knowing it.

At Optimization Summit 2011, you will receive hands-on training to get started down the path to ground-breaking improvements for your organization by taking advantage of four excellent resources:

1. An inspiring pre-summit workshop that will teach you the meta-theory of optimization that has been proven to work in thousands of experiments
2. Results-based how-to presentations from experts in the online marketing industry
3. Powerful case studies from marketing people – your peers – that have successfully implemented measurement, testing and optimization strategies for their companies
4. Private coaching clinics to help kick-start your new marketing initiatives

We certainly hope you'll be able to join us in our inaugural summit information about the event – agenda, locations, coaching clinics – click below to start the registration process.

[I'm Ready to Optimize](#)

## Optimization Summit: Maximize ROI of Your Online Marketing

Learn how the right metrics, the right experiments and the right strategy can completely change the playing field for you and your organization.

This is the event that you can't afford to miss – the stakes are too high.

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Every day you delay applying the science of optimization to your marketing, you are losing real dollars.

If you're not taking the time to measure what matters, experiment and test your mission-critical activities, and optimize your conversion processes it's highly likely that you are leaking thousands – or even millions – of dollars without even knowing it.

At Optimization Summit 2011, you will receive hands-on training to get started down the path to ground-breaking improvements for your organization by taking advantage of four excellent resources:

*What's wrong with this page?*

# Example: Optimization Summit Copy

**Optimization Summit: Maximize ROI of Your Online Marketing**

Learn how the right metrics, the right experiments and the right tools can completely change the playing field for you and your organization.

This is the event that you can't afford to miss – the stakes are too high.

If you're like most marketers and business executives, your typical day is a whirlwind of move from task to task and project to project at an astounding rate. But have you ever considered the cost of not optimizing the marketing tactics that you are performing right now?

Every day you delay applying the science of optimization to your marketing, you are losing out on potential revenue.

If you're not taking the time to *measure what matters*, *experiment and test* your marketing activities, and *optimize your conversion processes*, it's highly likely that you are leaving even millions – of dollars without even knowing it.

At Optimization Summit 2011, you will receive hands-on training to get started on ground-breaking improvements for your organization by taking advantage of the following:

1. An inspiring *pre-summit workshop* that will teach you the meta-theory of optimization that has been proven to work in thousands of experiments
2. Results-based *how-to presentations* from experts in the online marketing industry
3. *Powerful case studies* from marketing people – your peers - that have successfully implemented measurement, testing and optimization strategies for their companies
4. *Private coaching clinics* to help kick-start your new marketing initiatives

We certainly hope you'll be able to join us in our inaugural summit for website optimizers. For more information about the event – agenda, locations, coaching clinics and more - please browse this site or click below to start the registration process.

[I'm Ready to Optimize!](#)

[Video of Flint](#)

[I'm Ready to Optimize!](#)

*What's wrong with this page?*

# Example: Optimization Summit Copy

## Original Draft

### Optimization Summit: Maximize ROI of Your Online Marketing

Learn how the right metrics, the right experiments and the right strategy can completely change the playing field for you and your organization.

This is the event that you can't afford to miss – the stakes are too high.

If you're like most marketers and business executives, your typical day is a whirlwind of activity – you move from task to task and project to project at an astounding rate. But have you stopped to consider the cost of not optimizing the marketing tactics that you are performing right now?

Every day you delay applying the science of optimization to your marketing, you are losing real dollars.

If you're not taking the time to measure what matters, experiment and test your mission-critical activities, and optimize your conversion processes it's highly likely that you are leaking thousands – or even millions – of dollars without even knowing it.

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We certainly hope you'll be able to join us for more information about the event – agenda, speakers, etc. – click below to start the registration process.

Video of Flint

**Every piece of copy doesn't have to be a masterpiece, but every piece of copy must be clear.**

[I'm Ready to Optimize!](#)

## Optimized Final

### Apply the Science of Optimization to Your Marketing

The Optimization Summit is laser-focused on helping marketers discover what really works in optimization and how to apply the science of optimization to their specific marketing needs.



To meet this lofty goal and provide you the best possible Summit, we'll rely on case studies from your peers and the extensive MarketingSherpa and MarketingExperiments research libraries, which include *more than*:

- 10 years of optimization experiments
- 10,000 landing pages tested and optimized
- 1,000 marketing case studies
- \$10 million in optimization marketing research

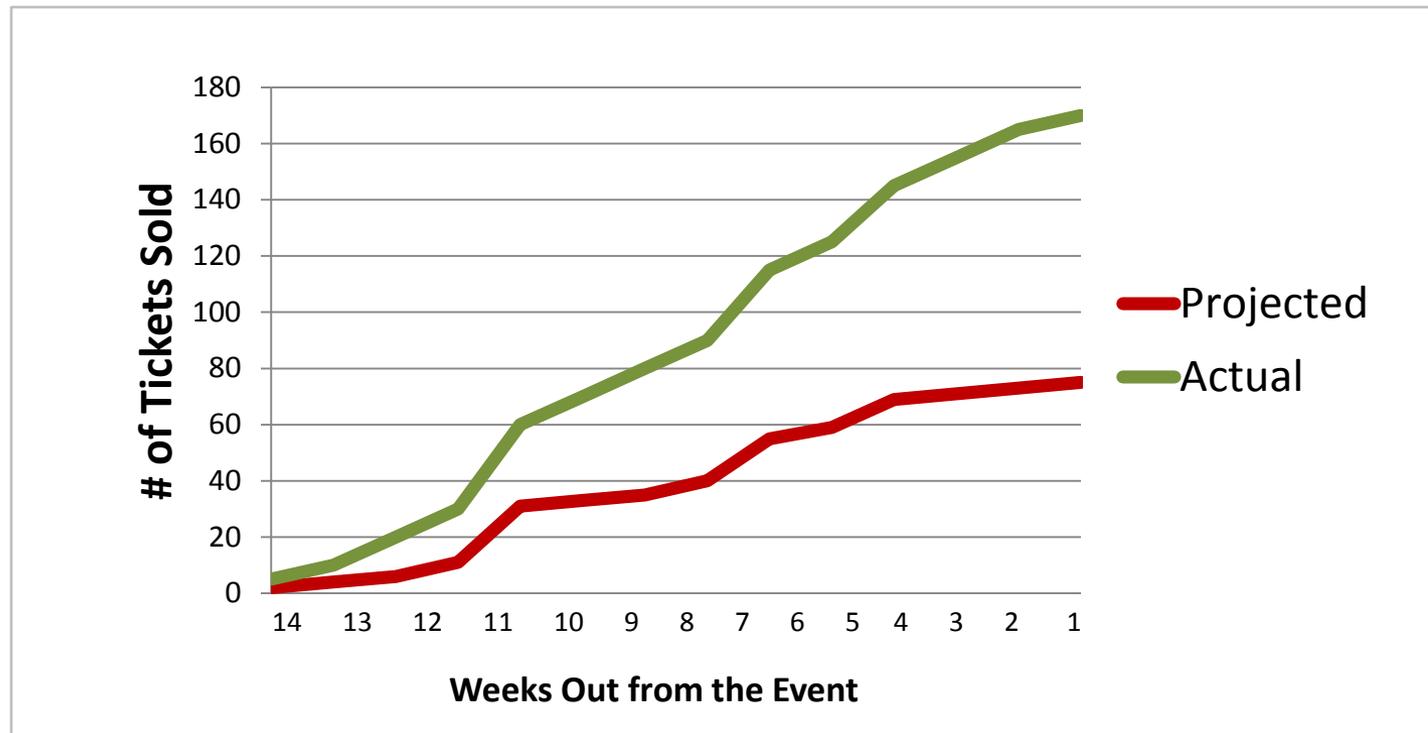
During the three days of Optimization Summit 2011 you will learn how to:

- **Measure what matters** and use web analytics to make *meaningful* decisions
- **Test your mission-critical activities** using *valid and scientific* experiments
- **Optimize your conversion processes** by stepping into the mind of the consumer

The MarketingSherpa and MarketingExperiments teams have spent countless hours on research. The content presented is relevant to your business. At the Summit you'll learn from the world's largest library of case studies.

1. 10 Years of Optimization Laboratory Research  
MarketingSherpa and MarketingExperiments have more than 10 years of scientific research spanning 1,300 plus experiments, including more than 1 billion emails and 10,000 landing pages. At the Summit you'll learn from the world's largest library of case studies.

# Example: Campaign Results



**What you need to understand:** The optimized final landing page generated more than twice the amount of tickets than originally projected, eventually leading to a completely sold out event.

# Example: Optimized Design

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studies and optimization research. You won't hear any sales pitches they provide – just the information you need to

optimize your business. You'll get one-to-one advice about your analytics platform and your landing pages. We urge everyone to take advantage of this opportunity. These clinics are not cleverly disguised sales pitches to address your challenges and leave you with a better understanding of your marketing efforts.

### Page Optimization Certification

Learn from Dr. Flint McGlaughlin and learn the meta-philosophy that has been proven to work in thousands of cases. To thousands of marketers from companies like Google and more, this hands-on training course offers instruction, and insights on how you can optimize your website for conversion.

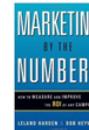
### Boost Your Professional Resume

At the end of the workshop, all attendees will take the exam to receive their Page Optimization Certification. The workshop will teach you what is needed to earn your professional certification.

Reserve your ticket before May 13 and save \$200.

### Receive a copy of Bob Heyman's new book

Receive a free copy of Bob's new book, *Measure and Improve the ROI of any Marketing Campaign*. His new book shows marketers how to use web analytics to maximize marketing ROI.



So don't delay, reserve your ticket today and save \$200.

[Reserve Your Optimization Ticket](#)

*Let's look at how understanding story helps us craft clear copy*

# The Exposition (the set up)

Movie – Opening chase scene



Web Page – Headline/First paragraph

## Apply the Science of Optimization to Your Marketing

The Optimization Summit is laser-focused on helping marketers discover what really works in optimization and how to apply the science of optimization to their specific marketing needs.

### MarketingExperiments: Certification

- An over-correction of the concern
- Specific to the unique concern
- In close proximity to the concern



To meet this lofty goal and provide you the best possible Summit, we'll rely on case studies from your peers and the extensive MarketingSherpa and MarketingExperiments research libraries, which include *more than*:

- On a landing page, there are two primary elements that should be used to engage the visitor and set up the conversation: **the headline and first paragraph.**

# The Exposition (the set up)

## The Headline

- The role of a landing page headline is to arrest the visitors attention and get them into the first paragraph.
- Our testing suggests two effective strategies:
  1. Making a **Promise**
  2. Identifying a **Problem**



**Apply the Science of Optimization to Your Marketing**

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MarketingExperiments Certificate

- An over-correction
- Specific to the problem/concern
- In close proximity to the problem/concern

To meet this lofty goal and provide you the best possible Summit, we'll rely on case studies from your peers and the extensive MarketingSherpa and MarketingExperiments research libraries, which include *more than*:

# The Exposition (the set up)

## The First Paragraph

- The goal of the first paragraph is to get the visitor into the conversation. You do this by ensuring you answer three questions:

1. *Where am I?*
2. *What can I do here?*
3. *Why should I do it?*

- You must answer “what” before answering “why.”

### Apply the Science of Optimization to Your Marketing

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**IMPORTANT NOTE:** You must achieve “story click” within the headline and first paragraphs

# Where's the story click?

The screenshot shows a website homepage with a navigation menu at the top: HOME, BANKING, INSURANCE, INVESTMENTS, COMMUNITY, TOOLS & ADVICE. The main banner features a woman smiling and the text: "70 YEARS IN THE COMMUNITY BUILDING A BRIGHT FUTURE TOGETHER". To the right of the banner is a promotional graphic for "GUARANTEED SAVINGS GUARANTEED TO RISE" with the text "ASK US HOW WE CAN HELP YOUR SAVINGS RISE, RISK-FREE!" and a "Click here for more information" link.

**HOME** BANKING INSURANCE INVESTMENTS COMMUNITY TOOLS & ADVICE

**70 YEARS IN THE COMMUNITY**  
BUILDING A BRIGHT FUTURE TOGETHER

ASK US HOW WE CAN HELP YOUR SAVINGS RISE, RISK-FREE!

Click here for more information

|                               |  |  |   |
|-------------------------------|--|--|---|
| <b>ONLINE BANKING SIGN-IN</b> | <b>Guaranteed Savings</b><br><a href="#">Term deposits (GICs)</a> ,<br><a href="#">Mutual funds</a>  | <b>Our Credit Union Advantages</b><br><a href="#">Member Equity Plan</a> ,<br><a href="#">Community Donations</a> ,<br><a href="#">Community Sponsorship</a> | <b>27</b><br><b>MONTH</b><br><b>TERM DEPOSIT</b><br><br><b>2.75%</b><br><br><b>RRIF,<br/>RRSP<br/>&amp; TFSA<br/>Eligible</b> |
| <b>RATES</b>                  | <b>Insurance Protection</b><br><a href="#">Mortgage Life Insurance</a> ,<br><a href="#">Mortgage Disability Insurance</a> ,<br><a href="#">Lines of Credit Insurance</a> | <b>Competitive Interest Rates</b><br><a href="#">Residential mortgages</a> ,<br><a href="#">Lines of credit</a> ,<br><a href="#">Personal loans</a>          |   |
| <b>CALCULATORS</b>            | <b>Borrowing Options</b><br><a href="#">Residential mortgages</a> ,<br><a href="#">Mortgage Equity Borrowing</a> ,<br><a href="#">Personal loans</a>                     | <b>Member Accounts</b><br><a href="#">Savings</a> ,<br><a href="#">chequing &amp; U.S. accounts</a> ,<br><a href="#">Gold accounts</a>                       |   |
| <b>CONTACT US</b>             |  |  |   |

# Where's the story click?

The screenshot shows a website homepage with a dark navigation bar at the top containing links for HOME, PROGRAMS, APPLY, FACULTY, INNER RESOURCES, ABOUT US, NEWS & EVENTS, and DONATE, along with a search bar. The main hero section has a background image of two hands holding a glowing lightbulb. The text in the hero section reads: "Our programs are not for the faint of heart. They are a life changing opportunity to develop the essential emotional and psychological skills to be a transforming influence in the world." Below this is a yellow "View Programs" button with a right-pointing arrow.

The content area below is divided into three columns:

- inner activist program**: Includes a small icon of a person, a sub-header "Be Radically More Effective In Your Life Serving Work", and a description: "The inner activist is an intensive 5 module program delivered over 15 months using a combination of residential training, on-line learning, coaching and peer support." Below is an orange "View Program" button.
- inner essentials ecourse**: Includes a small icon of a laptop, a sub-header "52 Ways to Unlock Your Inner Strength", and a description: "The inner essentials is a self-paced, bite-sized e-course that strings together 52 lessons and missions that add up to an empowered life. All for \$1 a week." Below is an orange "Learn More" button.
- recent blog posts**: Includes a small icon of a pen and a list of three posts:
  - » [The Active Philanthropist](#)
  - » [Sustainability: This Word is Used so Much, Its Sustainability is Threatened](#)
  - » [I thought I 'Got It': Owing My Privilege](#)
  - » [Collaboration: Not a Linear Process](#)

The footer contains a "project of" logo, "QUICK LINKS", and "Copyright © The Contact Project".

# The Rising Action

Movie – Intensifying Fight Scene



Web Page – Body Copy

During the three days of Op

- **Measure what matters** and use web analytics to make *meaningful* decisions
- **Test your mission-critical activities** using *valid and scientific* experiments
- **Optimize your conversion processes** by stepping into the mind of the consumer

The MarketingSherpa and MarketingExperiments teams have spent countless hours meticulously reviewing speaker applications to verify that the content presented is relevant to your needs, practical to implement and proven in the real world.

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**on Certification**

cGlaughlin and learn the meta-  
ten to work in thousands of  
marketers from companies like  
hands-on training course offers  
its on how you can optimize your

**al Resume**

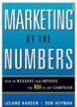
will take the exam to receive their  
p will teach you what is needed to

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- On a landing page, most of the page copy will serve to intensify the problem and the solution. We do this with five copy elements: **proofs, features, benefits, incentive, and urgency.**

# The Rising Action

## Intensifiers

**Proofs:** Specific statements – usually quantified – that bring credibility to the value proposition. (e.g., “10,000 landing pages tested...”)

**Benefits:** Specific statements that demonstrate how the main value will benefit the visitor’s current situation. (e.g., “Optimize your conversion processes...”)

**Features:** Specific statements that provide the tangible details of the offer (e.g., “Attendees will receive benchmarks and analysis from X...”)



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- 10,000 landing pages tested and optimized
- 1,000 marketing case studies
- \$10 million in optimization marketing research

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### 2. New Research on Optimization from MarketingSherpa

Attendees will receive benchmarks and analysis from MarketingSherpa's first ever *Landing Page Optimization Benchmark Report*. This new research will be presented for the **first time** at the Summit and will arm you with the data and insight necessary to make the best possible decisions for your optimization strategy.

### 3. Multiple Case Studies from Marketers (not vendors and consultants)

The Summit will include war stories and lessons learned by your marketing peers and mentors. While other events feature presentations by vendors, this event features case

# The Rising Action

## Intensifiers

**Incentive:** An appealing element you introduce to stimulate a desired action (e.g., “All attendees will receive a copy of Bob Heyman’s new book...”)

**Urgency:** An element of constraint you introduce to stimulate a desired action within a specific time-frame. (e.g., “reserve your ticket today and save \$200”)

actionable ways to improve your marketing efforts.

### 6. **Pre-Summit Workshop: Landing Page Optimization Certification**

Attend the Pre-Summit workshop, taught by Dr. Flint McGlaughlin and learn the meta-theory of landing page optimization that has been proven to work in thousands of experiments. Taught for eight years, to thousands of marketers from companies like Google, Cisco, Oracle, Verizon, Vocus and more, this hands-on training course offers you real examples, step-by-step instruction, and insights on how you can optimize your landing pages for maximum conversion.

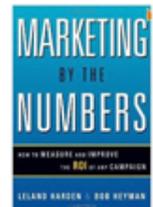
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So don't delay, reserve your ticket today and save \$200.

**Reserve Your Optimization Ticket** 

# The Rising Action: Internal vs. external

**IMPORTANT NOTE:** All five of these copy elements can appeal to both the internal and external challenges and triumphs of the character.

## External Story:

*Save the World*



*The boss wants me to fix our metrics problems*

### 5. **One-to-One Coaching Clinics**

We've assembled a team of industry experts that can help you with your unique set of circumstances. This is your chance to get one-to-one advice about *your* analytics program, *your* data, *your* testing platform and *your* landing pages. We urge everyone to take advantage of this incredible opportunity. These clinics are not cleverly disguised sales pitches. They are designed to address your challenges and leave you with actionable ways to improve your marketing efforts.

## Internal Story:

*Become a Jedi Master*



*I'd like to advance my career*

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# The Climax

*Movie – Final Victory*



Web Page – Call to Action

Reserve Your Optimization Ticket >

- On a landing page, the climax is the main call to action. The goal is to lead the visitor to (and through) the pivotal decision.

# The Climax

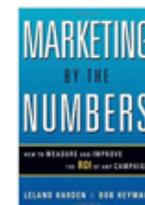
- Four questions to ask yourself about your call-to-action (CTA):
  1. Is your CTA clearly visible?
  2. Does your CTA imply value, immediacy, or urgency?
  3. Is the language of your CTA positive or negative?
  4. Does your CTA ask or assume?

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[Reserve Your Optimization Ticket >](#)

# Summary: Putting it all together

**Apply the Marketing Exposition**

The Optimization Summit is laser focused on helping marketers discover what really works in optimization, and how to verify the science of conversion to their specific marketing needs.

**Rising Action**

- **Test your mission-critical activities** using valid and scientific experiments
- **Optimize your conversion processes** by stepping into the mind of the consumer

The MarketingSherpa and MarketingExperiments teams have spent countless hours meticulously reviewing speaker applications to verify that the content presented is relevant to your needs, practical to implement, and

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- New Research on Optimization Conversion Research**  
Attendees will receive benchmarks and insights from MarketingSherpa's first ever Landing Page Optimization Conversion Research. This new research will be presented for the first time at the Summit and will align you with the data and insight necessary to make the best possible decisions for your optimization strategy.
- Multiple Case Studies from Marketers (not vendors and consultants)**  
The Summit will include real case studies from your marketing peers and mentors. Unlike other events, MarketingSherpa's case studies are real. These case studies have been researched and written from more than 1,000 marketing case studies. When we program the Summit, we take this extensive experience to determine which case studies are presented at the Summit, providing marketers with the information they need and want.
- No Sales Pitches from the Podium**  
The speakers at Optimization Summit are just one role – marketers responsible for optimizing websites, for testing and converting metrics for email, search, social media, and more. You won't hear any sales pitches about conversion optimization. You will hear the information you need to succeed.
- One-to-One Coaching Clinics**  
We've assembled a team of industry experts that can help you with your unique set of circumstances. This is your chance to get one-to-one advice about your analytics programs, your data, your testing, optimization and even landing pages. We urge everyone to take advantage of this opportunity. These coaching sessions are not cleverly disguised sales pitches. They are one-to-one coaching sessions and save you with actionable ways to improve your conversion rates.
- Pre-Summit Workshop: Landing Page Optimization Certification**  
Attend the Pre-Summit workshop, taught by Dr. Frank R. Cardone and learn the meta-theory of landing page optimization that has been proven to work in thousands of experiments. Taught for eight years to thousands of marketers from companies like Google, Coca-Cola, Verizon, Yahoo and more, this hands-on workshop offers you one example, step-by-step instruction, and insights on how you can optimize your landing pages for maximum conversion.
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Optimization Summit attendees will also receive a free copy of Bob's new book *Marketing by the Numbers: How to Measure and Improve the ROI of any Marketing Activity*. Free when you purchase a business marketing copy.

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**Reserve Your Optimization Summit Ticket**

**Climax**

Overall, just like in a good story, each part of the copy must be properly sequenced to match the visitor's natural flow of thought.

# Activity: Copywriting Worksheet

## Clarity Trumps Persuasion: Copywriting Worksheet

1. Circle the following elements of story in the example below: the exposition, rising action (e.g., the intensifiers) and climax.

2. Using story, how would you rewrite the headline in the example?

---

---

3. Using story, how would you rewrite the call to action?

---

---

# A Strategy Writing Clear Copy

## **Key Principles**

There are three critical steps to crafting clear, high-impact copy:

### **STEP 1: Get clear about your Value Proposition**

*The value proposition is the substance; the copy is the form. It should not be the form that persuades, but the substance. So it should not be the copy style that does the persuading, but rather the value proposition.*

### **STEP 2: Follow a framework that matches the sequence of thought**

*Copy becomes clearer the more tightly it is synchronized to the thought sequence of the recipient.*

### **STEP 3: Avoid the 7 MOST COMMON MISTAKES of copywriting**

# Mistake #1: Headlines with no value

Not this

Why Try Britannica Online?

More Comprehensive than Any Other

Member Benefits  
Join Now

 **103%**  
IN CONVERSION

But this

 Get Unlimited Access to all 32 Volumes during your FREE TRIAL...

Sign up for your FREE Trial today and get

Not this

Membership

Personal Membership

Personal Trainer Membership

Membership Types

Personal Trainer Membership

For personal trainers, athletic trainers, personal

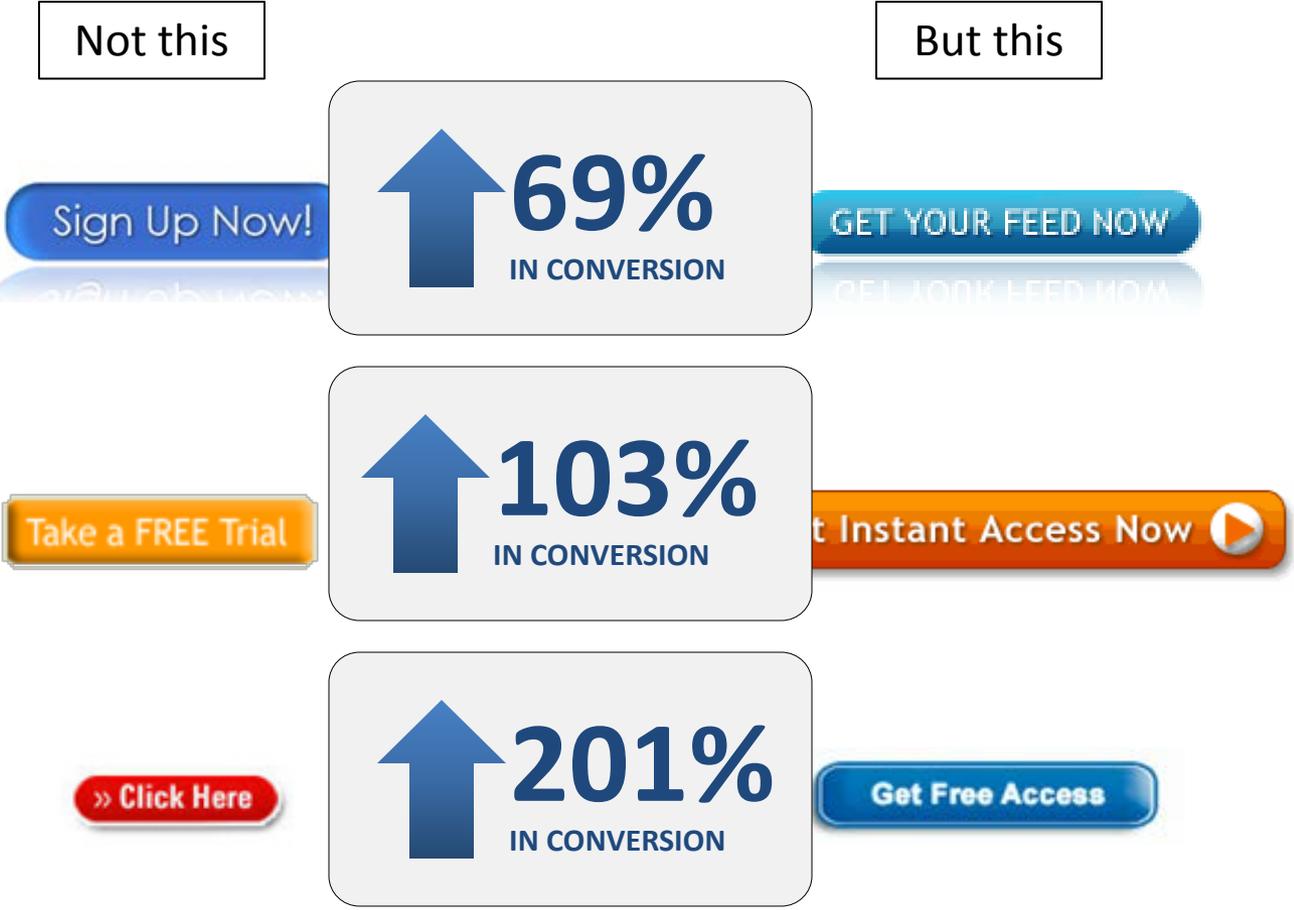
 **81%**  
IN CONVERSION

But this

Members have Trusted **USA** for over 26 years. We offer up-to-date content along with easy access to high-quality insurance

We offer several types of memberships to best fit your needs.

# Mistake #2: Action-centric calls-to-action



# Mistake #3: Saying too much

Leading Edge Marketing Resources to Grow Your Business.

## FREE Effective Marketing Tips from THE Leading UK Expert proven to Increase Your Business Revenue by 20-30%

Dear Colleague,

It is becoming increasingly clear from the huge positive response I've had to my website that there is a significant need for **effective marketing information** both for small and medium sized businesses and the self-employed.

As a result of the massive response - I have set up a **FREE VIP Newsletter**. I have decided to give you thousands of pounds worth of free marketing information which I'll deliver by email to you - absolutely FREE.

Why am I giving you this **information for Free**? Am I insane? Perhaps, but first this will be the beginning of a lifelong relationship and secondly, I've had enough of fact that literally **thousands of businesses** around the world are struggling because there's nobody to show them how to market. They're wasting money on advertising doesn't work, they're being given bad advice and even those businesses that are often not **fulfilling their potential**.

Why should you sign up?

- I've helped over 3,000 businesses. Here are just a few I have worked with:  

- I have over **209,000 individual subscribers** to my FREE newsletter.
- I'll send you tips, tricks, strategies and marketing secrets that will grow your business and leave your competitors stunned.
- All of this is **FREE** at no risk to you!

Best Wishes

P.S As an added bonus I am including my report: "You'll be reading the secrets that the Advertiser's don't want you to know - plus how you can save thousands on wasted Advertising and Marketing for **FREE**."

Tell me where to send your **FREE Marketing Tips**:

Name:

Email:



has been featured on

Please note, when you enter your details above you will have immediate access to **FREE** Marketing Website. We respect your privacy and your details will never be given to any third party.

Not this

### Testimonials

"Very good content, is an inspiring 'go getter' with a warm glow to his British professionalism."  
Ilana Franco Wilkell

 **78%**  
IN CONVERSION

"...usable,"  
David Buswell

"Very informative, strong on practical advice and delivered without all the jargon."  
Lindsey Wright

But this

## Free Access to Britain's Leading MARKETING Website

For immediate **FREE** access to Britain's leading Marketing website, please enter your details below

Enter Your Name:

Enter Your Email:

Please note, when you enter your details above you will have immediate access to **FREE** Marketing Website. We respect your privacy and your details will never be given to any third party. The **Marketing website** is Britain's leading Marketing resource and is used by over 160,000 UK business owners who want leading edge Marketing information to grow their business.

# Mistake #4: Saying too little

Not this

**Forex**

... offers something unique in the forex marketplace. We took the power of our ... routing technology and connected it to banks and pools of liquidity to create a true non-dealing desk platform. Traders have the ability to route orders via fifteen [order types](#) to qualified destinations through our ... platform. They also have the ability to cross orders anonymously in our internal order book via our ... The technology facilitates "best execution" for you and means traders can "skip the middle man" and save money. We even let your order reflect to the entire marketplace. [Open a forex account](#) with ...

**CHAT WITH A LIVE AGENT**

**TESTIMONIAL**

"You guys do a great job and I love the navigator. IMHO I do not believe there is a better platform out there, and you just keep making it better."

↑ **31%**  
IN CONVERSION

But this

**Trade Forex direct at \$2.95 per 100K USD**

Get a true non-dealing desk platform with straight-forward commissions and round-the-clock customer support

**Straight-forward low commission**  
Only \$2.95 per 100K USD traded.

**Eliminate deal desk surprises with Direct ECN Access**  
... gets you direct access to the Forex ECN market. That means:

- Tight spreads
- The option to trade between the spread
- No surprises from a middle man (requotes or slippage)

**As you know and trust**  
... the wide variety of advanced tools available in ... still plug into top charting programs, educational resources, and ... in the industry through ... partner programs.

injaTrader  
eSignal

- CommandTrade
- [See full list](#)

**Award winning trading**  
Barron's Review of Online Brokers has consistently ranked ... at or near the top of online brokers for trading technology, pricing, and order routing for the last several years, including #1 Trade Experience in 2009.

**Get a Free Live Demo and Webinar Access**  
Getting started with ... is easy. When you setup your free universal login, you get access to:

- Live Equity Account Demo
- Live webinars
- Software training
- ... online trade account setup

**Awards**

**Top rated:**  
4.5 of 5 Stars  
"Now ... has added its own analysis and charting, built in for free for customers. It is worth checking out."  
[Read More](#)

**Testimonials**

"I just wanted to send a thank you note to all who are working so hard at ... to make it a great trading platform. Your personalized service and great technology are making a loyal customer..."  
[Read More](#)

\*\*The testimonial is not indicative of future success

**ACCOUNTS, DEMOS & MORE**  
**GET STARTED NOW**

**BARRON'S**  
Top Rated  
2009

# Mistake #5: Misplaced tone

## Not this

Subject line: MarketingExperiments—A Porsche or a Corolla?

---

Take the MarketingExperiments Landing Page Optimization Certification Course . . . and change gear for ever.

Dear MarketingExperiments Subscriber,

Ask yourself a question.

Think of one of your company's key Web site pages and ask yourself whether it's more like a Porsche 911 or a Toyota Corolla.

Is it a high-performance page, fully optimized to maximize conversion rates?

Or is it a Corolla . . . to which you have been adding cup holders and new upholstery in the hope that these little tweaks will enhance its performance?

## But this

Subject line: MarketingExperiments—An increase of 541%

---

Take the MarketingExperiments Landing Page Optimization Certification Course

Dear MarketingExperiments Subscriber,

g Page Optimization Certification Course for sites begins on April 26, 2007.

test will impact your business and personal in two important ways:

1. The study and application of all that you learn, including our unique Conversion Index, will help you increase revenues for your business almost immediately.
2. When you pass the course, you will receive a Certification Certificate which you can add to your résumé and use to advance your career.



**29%**  
IN CONVERSION

# Mistake #6: Visual Intimidation

Not this

**Satisfaction Guarantee**  
Our data may not be perfect, but we think our guarantee is pretty close.

**100% Satisfaction Guarantee**

**Searching for the Most Accurate Mailing Lists? Your Hunt is Over!**

**Get 500 Free Leads Today with Qualifying Purchase**

**We Have the Best Data Guaranteed!**

To receive your **\*500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

\*First Name

\*Last Name

\*Company Name

\*Email Address

\*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

**Register Today To Get Your 500 Free Leads!**

**Why Should You M...**

The industry leader in database freshest, most accurate business and mailing lists available anywhere. Customers use our services to find sales, and for other direct marketing analysis and credit reference purposes.

**Why Choose [Company]?**

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

**Plus Phone Verified Data!**

We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

**How Can We Help?**

From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

But this

**100% Satisfaction Guarantee**  
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

**We Make 26 Million Phone Calls a Year to Ensure You Get The Most Accurate Mailing Lists Available!**

Trusted since 1972, [Company] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

**Get 500 FREE Leads added to your purchase!**

**201% IN CONVERSION**

Researchers dedicated to building, verifying, and updating your data. Our associates make over 80,000 calls a day to **phone verify** your data. **100% Satisfaction Guarantee** on every single lead.

**500 FREE leads added to your purchase!\***

**Set up your FREE access to [Company]**

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

**Get Free Access**

**100% Satisfaction Guarantee**  
If you receive any bad data, we will refund your money, no questions asked!

**QUALYS**  
Secure Site

**What Our Customers Are Saying**

It's a **powerful tool** for small businesses to market like the big guys.

**Haydens**  
Sparta, New Jersey

*I would recommend [Company] to anyone looking for speedy service, accurate listings and **great customer service**. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.*

**Ruhter Auction & Realty Inc.**  
Hastings, Nebraska

*It's great, **one-stop shopping**. There's no need to coordinate between the mail house and the printer!*

**Habitat America**  
Annapolis, Maryland

# Mistake #7: Disconnected images

Not this

The screenshot shows a website layout. On the left, there is a green sidebar with text: "The most Effective and Easy-to-use Email Marketing campaign management tool". Below this are bullet points: "Simple - Get started quickly! Send your first campaign in 2 minutes.", "Inexpensive - Unlimited emails for just \$10 per month", "Free design and campaign templates PLUS one-on-one consultation", and "Free StartUp! Service tailors templates to your needs (\$99 value!)". There are two buttons: "FREE 30 DAY TRIAL" and "PRODUCT TOUR". On the right, there is a large image of two people shouting into red megaphones. An orange arrow points from the text "Random stock image" to this image. Below the image is a form titled "Send an email campaign" with fields for Name, Email, and Industry.

Random stock image

But this

↑ **59%**  
IN CONVERSION

The screenshot shows a website layout. On the left, there is a sidebar with text: "Small Business and Organizations" and "Larger Business". Below this are bullet points: "500-50,000 contacts (have a [larger list?](#))", "Choose from 450+ templates. Over 100 more than our competitors!", "FREE image storage.", and "Easy to use, no IT required!". On the right, there is a large image of a laptop displaying "Marketing Made Easy" with the text "create, launch, and track email". Below this are four product screenshots, each with an "[ENLARGE]" button. An orange arrow points from the text "Product screenshots" to these images. Below the product screenshots is a list of features: "Simple - Get started quickly!", "Inexpensive - Unlimited emails starting at \$10 per month", "Professional - Choose from over 450 email templates.", and "Free StartUp! Service - We will tailor your first email template to your business for free (a \$99 value)". There is a button "Free Trial! Get Started" and a link "Take a product tour". At the bottom, there is a form titled "Send an email campaign now!" with fields for Name, Email, and Industry, and a "Send Campaign" button. On the right, there is a "Featured Clients" section with the LinkedIn logo.

Product screenshots

# Summary

## *Key Principles*

1. When it comes to crafting effective copy, clarity trumps persuasion.
2. There are three steps to crafting clear and high-impact copy:

**STEP 1:** Get clear about your Value Proposition

**STEP 2:** Follow a framework that matches the sequence of thought

**STEP 3:** Avoid the 7 MOST COMMON MISTAKES of copywriting

## **PART 3:**

### *Live Optimization*

# Live Optimization



## Here is Your Chance to Protect Your Device

**ENROLL BEFORE MAY 13!**  
If not, you may need to wait until you upgrade or activate a new device.

# TOTAL EQUIPMENT COVERAGE

Your TOTAL SOLUTION to replacing your device. FAST.

Thank you for your interest in the Total Equipment Coverage program for Verizon Wireless customers. The open enrollment period for Wireless Phone Protection and Total Equipment Coverage ended on May 13, 2011. As always, you may enroll in Total Equipment Coverage, Wireless Phone Protection, or Verizon Wireless' Extended Warranty within 30 days of a new device upgrade or purchase through Verizon Wireless. If you have questions regarding a previously submitted open enrollment request or to enroll in TEC as a new Verizon Wireless customer within 30 days of a new phone purchase or upgrade, please call Asurion at 1-866-316-0199, and a representative will assist you with your enrollment.

**Hours of operation: Mon-Fri 7AM-9PM CT**

### What You'll Get

- ▶ Coverage for loss, theft, damage (including water damage), and mechanical or electrical defects after the manufacturer's warranty expires
- ▶ A replacement as soon as the next day with an approved claim
- ▶ Mobile Recovery™ on compatible phones that helps you locate and secure a lost phone, protecting your privacy\*\*

**ENROLL before May 13!**

# Live Optimization

### Quick Facts

**Nearly 9 out of 10**

students said their program advisor helps them work towards their career goals.

Noel Levitz Student Satisfaction Survey 2010

### Testimonials



"I have discovered through Grantham that I can have my family and work on my future at the same time."

**Amber Sholes**  
B.S. Business Administration

[See All Student Testimonials](#)

Grantham Business Computer Science Criminal Justice Engineering Nursing



**GRANTHAM UNIVERSITY**

### Welcome to Grantham University

Grantham University, one of the oldest, private, accredited degree granting distance education universities in the United States, is now in its 60th year of providing distance education to the adult learner. The University's 100% **Accredited Online Degrees** are convenient, portable and designed so students can fit education into their lives instead of arranging their lives around their education.

### Accredited Online Degrees

**Accredited** since 1961 by the Accrediting Commission of the Distance Education and Training Council, Grantham University has compiled a distinguished record as a respected and accredited distance learning university spanning six decades of service to education.

As the world becomes more technology driven, working adults who wish to keep pace require a dependable, flexible way to obtain the specialized knowledge and training needed to compete in today's workplace. Grantham University offers a quality online education that is both accommodating and accessible to those who want to pursue higher education and secure an **accredited online degree**.

### News & Events

[READ ALL](#)



[Grantham University Awards Scholarships through the Imagine America Foundation](#)

[Full List of News](#)

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# Live Optimization

**AAG HEALTH**[Home](#) [Men](#) [Women](#) [About Us](#) [Pricing](#) [Get Started Now!](#)

Need immediate help? Call **1-800-325-1325** (Mon - Fri, 9am - 6pm EST)

## GET STARTED

THE ROAD TO BETTER HEALTH - STARTS HERE

TRUST THE EXPERTS 

### “AAG Health’s Guide to Hormone Therapy”

Fill out the form to view our exclusive Hormone Therapy guide!

**“AAG Health’s Guide to Hormone Therapy”** is only available to existing AAG Health patients but we’re offering it to you right now for **FREE** so you can make an informed decision on whether hormone therapy is right for you.

In **“AAG Health’s Guide to Hormone Therapy”**, you will learn about a variety of topics related to hormone therapy and how it may improve your health, wellness and quality of life.

**“AAG Health’s Guide to Hormone Therapy”** has dedicated chapters on: hormone therapy for men, hormone therapy for women, benefits of testosterone therapy for **“Low T”**, potential effects of **HGH - Human Growth** therapy, what the experts are saying and AAG Health patient testimonials.

**You will learn about:** Different hormones and how they work within the body; what exactly are bio-identical hormones; problems associated with male menopause (Andropause); how low human growth hormone **HGH** and low testosterone is diagnosed; how to increase testosterone levels with doctor supervised hormone therapy; is hormone therapy safe; treatment side effects; symptoms associated with hormone deficiency in men and women; the cost of **HGH** growth hormone therapy, testosterone therapy and more hormone replacement information. Hormone testing and therapy are fast becoming important medical health techniques to help enhance people’s quality of life. Change your life today!

Complete the form below to view **“AAG Health’s Guide to Hormone Therapy”** and to qualify for a free consultation. Once you’ve completed the form below we will email you a link so you can view the guide.

*Feel free to print out the Hormone Therapy Guide too!*

(\* Required)

|  |  |
|--|--|
| <b>First Name *</b><br><input type="text"/>                          | <b>Comments</b><br><input type="text"/>                                    |
| <b>Last Name *</b><br><input type="text"/>                           |  |
| <b>Email *</b><br><input type="text"/>                               | <b>Age *</b><br>What is your age? <input type="text"/>                     |
| <b>Daytime Phone *</b><br><input type="text"/>                       | <b>Gender *</b><br><input type="radio"/> Male <input type="radio"/> Female |
| <b>How You Heard About Us?</b><br>Please select <input type="text"/> | <input type="button" value="Yes, please email me the link!"/>              |



### FREE GUIDE!

TO HORMONE THERAPY

#### ABOUT THE GUIDE

In “AAG Health’s Guide to Hormone Therapy”, you will learn about the different hormones, how they work within your body, and get answers to questions such as:

- \* What are bio-identical hormones?
- \* What is male menopause?
- \* Is hormone therapy safe?
- \* Are there any side effects?
- \* How much is HGH therapy?



marketingsherpa marketingexperiments

# optimization summit 2011

MEASURE.  
TEST.  
CONVERT.

June 1-3 · Atlanta

Clarity Trumps Persuasion: How ordinary marketers are learning to write high-impact copy

Dr. Flint McGlaughlin  
Managing Director (CEO)  
MECLABS



# *Appendix A (Worksheet Case Study)*

# Experiment: Background



**Experiment ID:** *(Protected)*

**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1214

## Research Notes:

**Background:** A leading software provider

**Goal:** To increase total leads captured

**Primary research question:** Which process will generate the most leads?

**Approach:** Radical redesign of the complete lead-generation process focusing on strengthening the communication of the value proposition

# Experiment: Original ad

{Keyword} Business Software

Award-Winning Business Software.

Fully Integrated. Free Trial

[www.XXXXXXXXXX.com/Business](http://www.XXXXXXXXXX.com/Business)

*How would you optimize this PPC Ad?*

# Experiment: Before and after

Original

[{Keyword} Business Software](#)

Award-Winning Business Software.

Fully Integrated. Free Trial

[www.XXXXXXXXXX.com/Business](http://www.XXXXXXXXXX.com/Business)

Optimized

[Business Software Suite](#)

#1 On-Demand. 6459+ World Clients

Award-Winning Solution. Free Trial

[www.XXXXXXXXXX.com/Business](http://www.XXXXXXXXXX.com/Business)

- Original ad uses only vague qualitative statements like “Award Winning” and “Fully integrated”.
- The optimized uses specific quantitative statements like “#1 On Demand” and “6459+ World Clients” to communicate the value.

The optimized PPC ad obtained **21% more clicks**.

# Experiment: Before and after

 **21%**  
IN CLICK-THROUGH

## [Business Software Suite](#)

#1 On-Demand. 6459+ World Clients

Award-Winning Solution. Free Trial

[www.XXXXXXXXXX.com/Business](http://www.XXXXXXXXXX.com/Business)

*But we didn't stop there...*

# Experiment: Original landing page

*How would you optimize this landing page?*

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products >

## Run your Entire Business Better with One System

is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, enables you to make better, faster decisions through real-time business intelligence.

**What this means is** sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.

**BENEFITS**

**business software gives growing businesses a competitive edge.**

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

**FREE TRIAL**

**SCHEDULE A DEMO**

**CONTACT ME**

**Related Links**

**Accounting/ERP**

**CRM**

**Ecommerce**

Web Store  
Web Site  
Customer Portal  
Vendor Portal  
Shipping  
Purchasing  
Inventory  
Payroll  
Sales Force Automation  
Marketing Campaigns  
Partner Portal  
Customer Support  
Order Management  
Financials

**TRUSTED CERTIFIED**

# Experiment: Original landing page

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products >

## Run your Entire Business Better with One System

is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, enables you to make better, faster decisions through real-time business intelligence.

**What this means is** sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.

**BENEFITS**

business software gives growing businesses a competitive edge.

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

FREE TRIAL  
SCHEDULE A DEMO  
CONTACT ME

Related Links

- Again, this page uses vague language to communicate the value and it is not connected to PPC ad.
- Three competing objectives and many navigation links leading off the page.
- Long paragraphs that are difficult to scan.
- Main CTA's are put in the right-hand column out of the visitor's main eye-path.

# Experiment: Optimized landing page

**The World's #1 On-Demand Business Software**  
6459+ Customers World Wide ... and still growing!

**Forbes** **THE CPA**  
**TECHNICAL GROUP**  
5 STAR RATING

◆ **Companies Worldwide Manage Their Business with**  
We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. is the all-in-one solution that can grow with your business.

◆ **One System For Your Entire Company**  
Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.

◆ **Software That Grows With You**  
You work hard to expand your business. ensures that your growth won't outpace your business systems.

◆ **Real-Time Dashboards**  
is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with comprehensive solution. These savings are within your grasp when you join the community.

**Start Your No Obligation Free Trial of Today!**

**Get My Free Trial!**

...gives you **unprecedented control** of your company.\*  
Inc Magazine

**"We saved \$1 Million**  
by switching to from SAP, and reduced costs from 3% of revenue to 0.15%."  
David Stover, CFO, Asahi Kasei

**"We save more than \$200,000 annually**  
in transaction costs and \$70,000 per year in IT costs."  
Jim Graham, CEO, Full Source LLC

**"In a class of its own."**  
eWeek

**Ecommerce** Web Store Sales Force Automation CRM  
Web Site Marketing Campaigns  
Customer Portal Customer Support  
Vendor Portal Partner Portal  
Order Management  
Shipping Purchasing Inventory Financials  
Payroll **Accounting/ERP**

- The optimized version uses quantitative language similar to the optimized PPC ad.
- Awards are shown prominently with testimonials.
- Paragraphs are broken up and more digestible.
- Navigation has been removed.
- Three CTA's have been reduced to one and put in the main column.

# Experiment: Results

**Before**

Run your Entire Business Better with One System

FREE TRIAL  
SCHEDULE A DEMO  
CONTACT ME

**After**

The World's #1 On-Demand Business Software

6459+ Customers World Wide ... and still growing!

Forbes  
The CPA

Companies Worldwide Manage Their Business with [Software Name]. We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. [Software Name] is the all-in-one solution that can grow with your business.

One System For Your Entire Company. Eliminates IT costs and concerns associated with maintaining and upgrading separate applications.

Software That Grows With You. You work hard to expand your business. [Software Name] ensures that your growth won't outpace your business systems.

Real-Time Dashboards. [Software Name] is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with [Software Name]'s comprehensive solution. These savings are within your grasp when you join the [Software Name] community.

Start Your No Obligation Free Trial of [Software Name] Today!

Get My Free Trial!

"[Software Name] gives you unprecedented control of your company."  
- Joe Negatone

"We saved \$1 Million by switching to [Software Name] from SAP, and reduced costs from 3% of revenue to 0.15%."  
- David Steiner, CFO, Asahi Kasei

"We saved more than \$200,000 annually in transaction costs and \$75,000 per year in IT costs."  
- Jim Graham, CEO, Full Source LLC

"In a class of the [Software Name] offers."

The optimized landing page generated **54% more clicks.**

# Experiment: Results

**21%**  
CLICK-THROUGH

[Business Software Suite](#)

#1 On-Demand. 6459+ World Clients  
Award-Winning Solution. Free Trial  
[www.XXXXXXXXXX.com/Business](http://www.XXXXXXXXXX.com/Business)



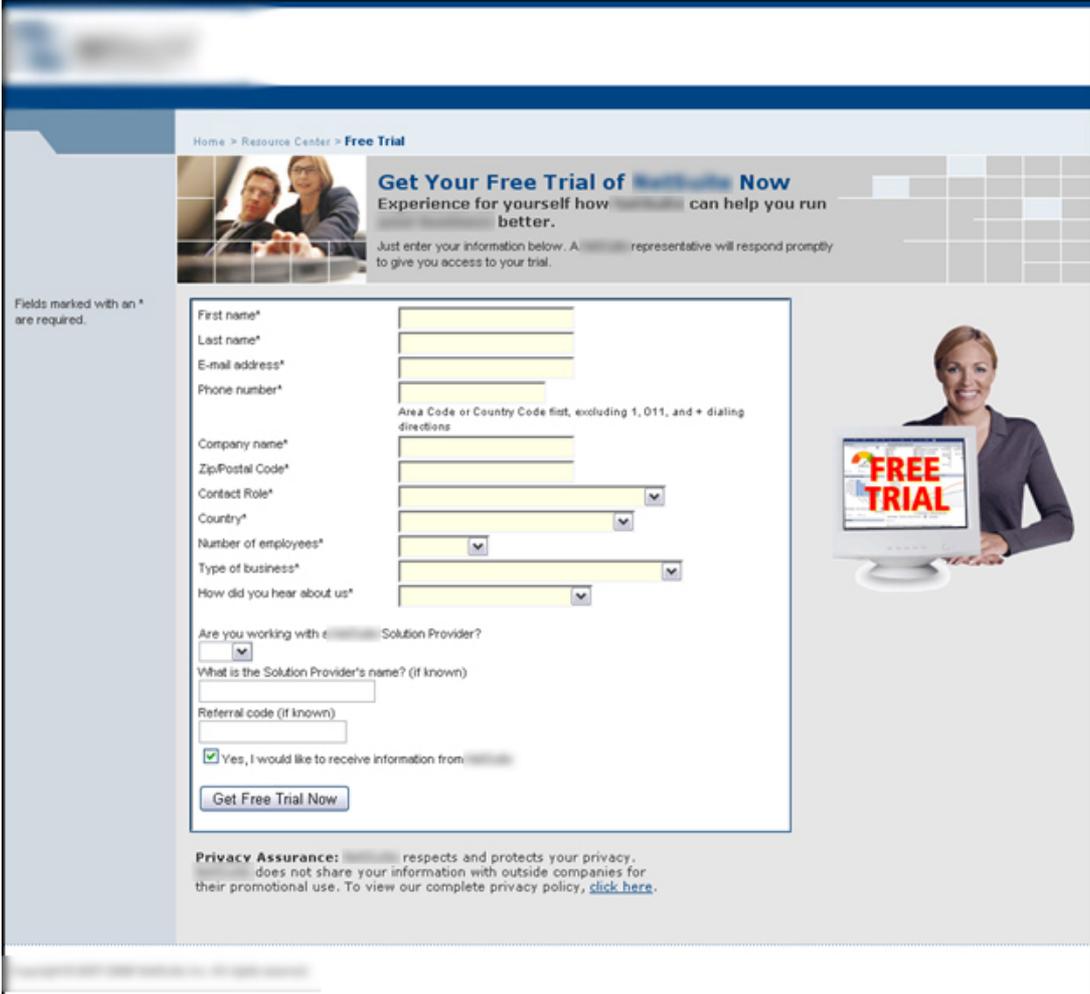
**54%**  
CLICK-THROUGH

The advertisement features a woman's portrait at the top right. The main headline reads "The World's #1 On-Demand Business Software" with a sub-headline "6459+ Customers World Wide ... and still growing!". Logos for "Forbes" and "The CPA" are displayed. A central circular diagram lists business functions: Sales, Marketing, Customer Support, Order, Accounting, Inventory, Purchasing, Vendor, and Finance. Text blocks describe the software's benefits, such as being a "One System For Your Entire Company" and providing "Real-Time Dashboards". A red button at the bottom says "Get My Free Trial!". Testimonials on the right side highlight cost savings, including one from David Steiner, CFO of Asahi Kasei, who saved \$1 million by switching to the software.

*But we didn't stop there...*

# Experiment: Original form

*How would you optimize this form page?*



Home > Resource Center > Free Trial

**Get Your Free Trial of *HealthSuite* Now**  
Experience for yourself how *HealthSuite* can help you run better.  
Just enter your information below. A *HealthSuite* representative will respond promptly to give you access to your trial.

Fields marked with an \* are required.

First name\*

Last name\*

E-mail address\*

Phone number\*

Area Code or Country Code first, excluding 1, 011, and + dialing directions

Company name\*

Zip/Postal Code\*

Contact Role\*

Country\*

Number of employees\*

Type of business\*

How did you hear about us\*

Are you working with a *HealthSuite* Solution Provider?

What is the Solution Provider's name? (if known)

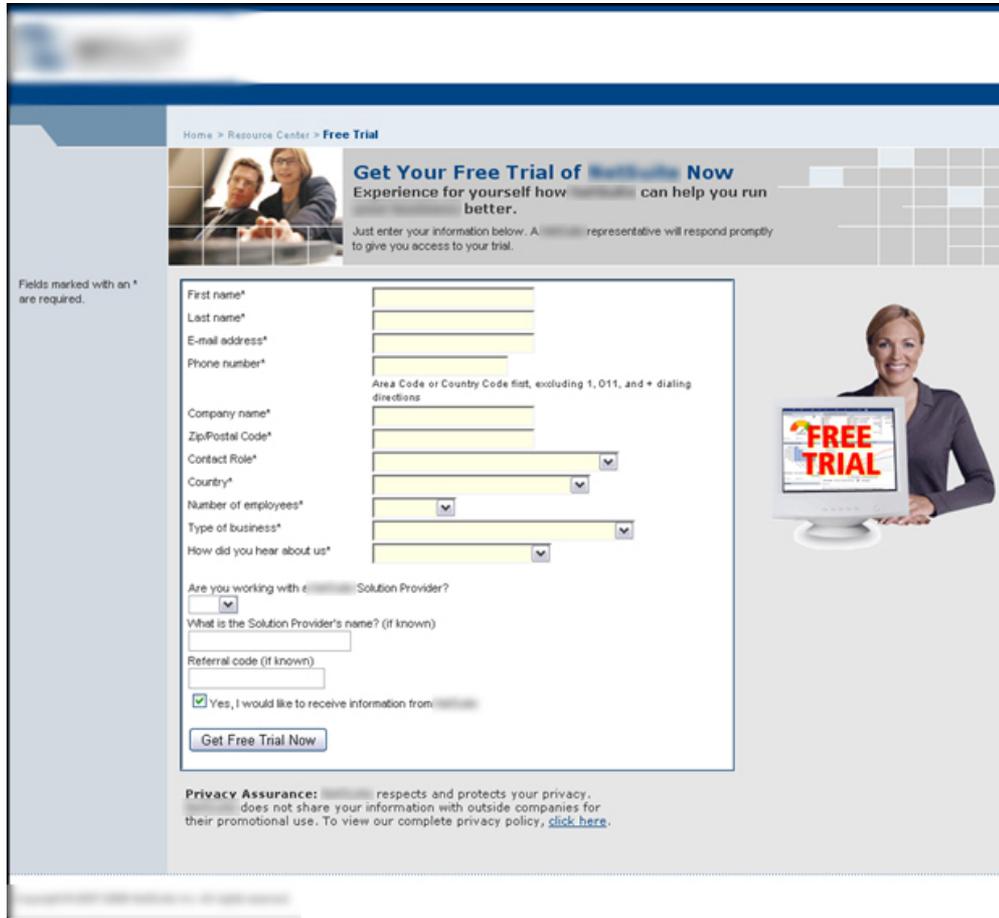
Referral code (if known)

Yes, I would like to receive information from *HealthSuite*

**Privacy Assurance:** *HealthSuite* respects and protects your privacy. *HealthSuite* does not share your information with outside companies for their promotional use. To view our complete privacy policy, [click here](#).



# Experiment: Original form



Home > Resource Center > Free Trial

**Get Your Free Trial of [Product] Now**  
Experience for yourself how [Product] can help you run better.  
Just enter your information below. A [Product] representative will respond promptly to give you access to your trial.

Fields marked with an \* are required.

First name\*

Last name\*

E-mail address\*

Phone number\*

Area Code or Country Code first, excluding 1, 011, and + dialing directions

Company name\*

Zip/Postal Code\*

Contact Role\*

Country\*

Number of employees\*

Type of business\*

How did you hear about us\*

Are you working with a [Product] Solution Provider?

What is the Solution Provider's name? (if known)

Referral code (if known)

Yes, I would like to receive information from [Product].

**Privacy Assurance:** [Product] respects and protects your privacy. [Product] does not share your information with outside companies for their promotional use. To view our complete privacy policy, [click here](#).

- This page is emphasizing the free trial aspect of the offer, however, any value other than that is gone. They have stopped trying to sell and assume that the customer is convinced.
- Also, there is little connection to either the landing page or PPC ad.

# Experiment: Optimized form

The World's **#1** On-Demand Software

**Almost there!** To begin your **FREE TRIAL** of [Software], please complete the simple questionnaire below:

First Name

Last Name

Company Name

E-mail Address  [\(Privacy Policy\)](#)

Phone Number

Postal Code

Country

Area Code or Country Code first, excluding 1, 011, and + dialing directions

The following information will help us personalize your free trial experience.

Your Name  [Privacy Policy](#) respects and protects your privacy and will not share your information with outside companies for their promotional use.

Type of Business

Are you working with a Solution provider?

Solution Provider's Name (if known):

Referral Code (if known):

Yes, I would like to receive information from [Software]

**Start Your Free Trial of [Software]**

**FREE TRIAL**

...gives you unprecedented control of your company.\*

"We saved **\$1 Million** by switching to [Software] from [Previous Software], and reduced costs from **3% of revenue** to **0.15%.**"

"We save more than **\$200,000** annually in transaction costs and **\$70,000** per year in IT costs.\*"

- The optimized page continues to communicate the value using quantitative language from the PPC and landing page.
- Free trial is emphasized.
- Testimonials have been added.
- Privacy policy has been moved closer to the area of concern.

# Experiment: Before and after

**Before**

Home > Resource Center > Free Trial

**Get Your Free Trial of [Product] Now**  
Experience for yourself how [Product] can help you run better.

Just enter your information below. A [Product] representative will respond promptly to give you access to your trial.

Fields marked with an \* are required.

First name\*  
Last name\*  
E-mail address\*  
Phone number\*  
Area Code or Country Code list, excluding 1, 011, and \* dialing directive

Company name\*  
Zip/Postal Code\*  
Contact Role\*  
Country\*  
Number of employees\*  
Type of business\*  
How did you hear about us\*

Are you working with a [Product] Solution Provider?  
What is the Solution Provider's name? (if known)  
Referral code (if known)  
 Yes, I would like to receive information from [Product].

**Get Free Trial Now**

**Privacy Assurance:** [Product] respects and protects your privacy. [Product] does not share your information with outside companies for their promotional use. To view our complete privacy policy, [click here](#).



**After**

The World's **#1** On-Demand [Product] Software

**Almost there!** To begin your **FREE TRIAL** of [Product], please complete the simple questionnaire below:

First Name  
Last Name  
Company Name  
E-mail Address [\(Privacy Policy\)](#)  
Phone Number  
Postal Code  
Country

Area Code or Country Code list, excluding 1, 011, and \* dialing directive

The following information will help us personalize your free trial experience.

Are you working with a [Product] Solution Provider?  
Solution provider's Name (if known)  
Referral Code (if known)  
 Yes, I would like to receive information from [Product].

**Start Your Free Trial of [Product]**

**FREE TRIAL**

[Product] gives you **unprecedented control** of your company.\*

**\*We saved \$1 Million** by switching to [Product] from [Product], and reduced costs from 3% of revenue to 0.15%.

**\*We save more than \$200,000** annually in transaction costs and \$70,000 per year in IT costs.\*

The optimized form page generated **97% more submissions**.

# Experiment: Original form

↑ **21%**  
CLICK-THROUGH

[Business Software Suite](#)  
**#1 On-Demand. 6459+ World Clients**  
**Award-Winning Solution. Free Trial**  
[www.XXXXXXXXXX.com/Business](http://www.XXXXXXXXXX.com/Business)

↑ **54%**  
CLICK-THROUGH



The World's #1 On-Demand Business Software  
6459+ Customers World Wide ... and still growing!

- Companies Worldwide Manage Their Business with [blurred] We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. [blurred] is the all-in-one solution that can grow with your business.
- One System for Your Entire Company Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Software That Grows With You Try our work hard to expand your business, ensure that your growth won't outpace your business systems.
- Real Time Dashboards [blurred] is a web-based solution, giving you and your employees the ability to make better, faster decisions and access data from virtually anywhere. We have a long list of satisfied customers that have thousands of dollars every year due to streamlining their business with [blurred] comprehensive solution. These savings are within your grasp when you join the [blurred] community.

Start Your No Obligation Free Trial of [blurred] Today!

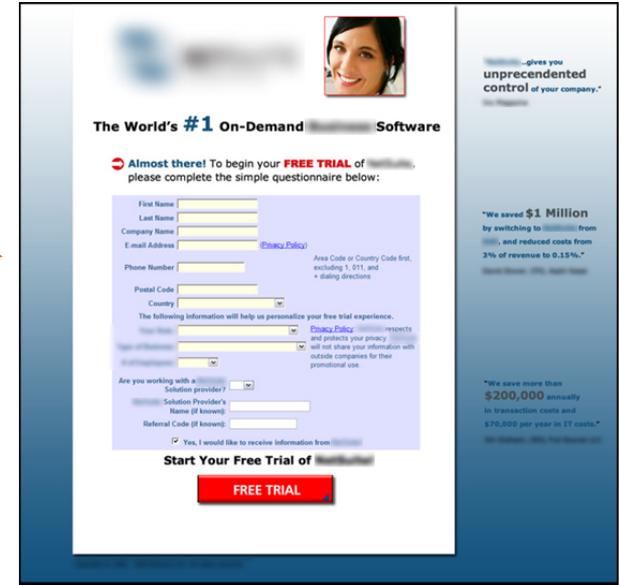
Get My Free Trial

"We saved \$1 Million by switching to [blurred] from [blurred], and reduced costs from 3% of revenue to 0.15%."   
DAVID STORER, CFO, RUSH KING

"We save more than \$200,000 annually in transaction costs and \$10,000 per year in IT costs."   
JIM WATSON, CEO, Full Source LLC

"[blurred] gives you unprecedented control of your company."   
[blurred]

↑ **97%**  
FORM SUBMISSIONS



The World's #1 On-Demand [blurred] Software

Almost there! To begin your **FREE TRIAL** of [blurred], please complete the simple questionnaire below:

First Name   
Last Name   
Company Name   
E-mail Address  (Privacy Policy)  
Phone Number  Area Code or Country Code first, including 1, 211, and + dialing directions  
Postal Code   
Country

The following information will help us personalize your free trial experience.  
[blurred] respects and protects your privacy and will not share your information with outside companies for their promotional use.

Are you working with a Solution provider?

Solution Provider's Name (if known)   
Referral Code (if known)

Yes, I would like to receive information from [blurred]

Start Your Free Trial of [blurred]

FREE TRIAL

"We save \$1 Million by switching to [blurred] from [blurred], and reduced costs from 3% of revenue to 0.15%."   
DAVID STORER, CFO, RUSH KING

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."   
JIM WATSON, CEO, Full Source LLC

"[blurred] gives you unprecedented control of your company."   
[blurred]

*What was the compounding effect of the sequential gains?*

# Experiment: Original form



## 272% Increase in Overall Conversion

*The optimized path's conversion rate increased by 272.2%*

| Metric                        | Control      | Treatment    | Relative Difference |
|-------------------------------|--------------|--------------|---------------------|
| PPC Advertisement             | 0.89%        | 1.08         | 20.9%               |
| Landing Page Clickthrough     | 7.17%        | 11.06%       | 54.26%              |
| Form Completion               | 15.84%       | 31.25%       | 97.27%              |
| Impression-to-lead Conversion | <b>.009%</b> | <b>.033%</b> | <b>272.2%</b>       |



**What you need to understand:** In this experiment, a 272% increase in conversion led to 268% more projected revenue and, when combined with the corresponding 66% reduction in cost-per-acquisition, the optimized path produced more than 4 times the monthly profit (302% increase).