

How to convert online

Quick wins in times of rapid change

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Context:

Our relationship to conversion



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Agenda

1. Context
2. Why is *your* membership important?
3. Know Feel Do model
4. Look at the evidence
5. Boost conversion
6. A vs B exercises
7. What good looks like

Why is *your* membership important?

Poll!

Are your member benefits:

- Mainly online?
- Mainly offline?
- Blended?
- Not sure?

Poll!

Since remote working began, how would you rate your member *digital* engagement:

- More engaged?
- Less engaged?
- Don't know yet?

Let's think broad

01 Know

- You are relevant and valuable
- Joining will make a difference

02 Feel

- Inspired
- Supported
- Empowered

03 Do

- Something!

Look at the evidence

What are conversions?

- Desired actions
- Conversion rate metric
- CRO
- Track over time
- Macro vs micro conversions

Become a member, a supporter or sign me up to email



An easy to follow CRO process

- Good process = good results
- How to maintain & fast-track
- Provides routine for efficiency



Sequence of always-on conversion



Deliver effective, highly targeted content with strong calls to action to deliver the best ROI

Consider - what is under strain right now?

Added value *right now*

Professional membership

Support and connection; developing skills; career focus and pertinent resources.

Corporate membership

Promoting teamwork; loyalty, new ways of collaborating and creative thinking

Cultural membership

Member benefits; first to see online events; members Q&A or behind the scenes; socials can work too

Wildlife Trusts: Bringing the outdoors indoors *with* a membership programme

Watch the Wild in Action

Ospreys, puffins, peregrines, owls...and more! Watch wildlife on webcams provided by Wildlife Trusts across the British Isles. Webcams allow an unrivalled view of intriguing behaviours: from courtship, nesting, and hatching to a peep into the first few weeks of a chick's life. Be warned - it's addictive viewing!

Please be aware that webcams may not be live year-round.

[Join your local Wildlife Trust](#)



Leamington Town Hall's
peregrine



Dorset's barn owls

Boost conversion

Top tips

- Know your top 3 benefits
- Focus on top 5 pages
- Consider your most popular online resources
- Gain new testimonials - this is what membership means to me *right now*
- Pricing options - trial membership? Digital only membership?
- Test, and again, and again

Top tips: Copy

What feels right to you? Empathy; moving forward; options; connectivity

CIM The Chartered Institute of Marketing

Help Search Jobs MyCIM

Membership Qualifications Training Partnerships Events Content hub

Join the world's leading professional marketing body

Video:
Bringing special places to you

When you can't get to visit National Trust places for the time being, our assistant will continue to bring nature, history and history into your homes. We'll bring you our days with things to do and be inspired by on our website. And we'll be looking after all these special places for when they're open again.



At a glance

Welcome to Plan C

We hope this finds you well as we all continue to operate in restricted circumstances. While lockdown continues, **Plan C** brings you a short weekly update signposting key information and sharing selected ideas. If you've found (or created) any useful resources you'd like to share with other makers, please give us a shout.

What our members say

“...they're there for you every step of the way.”

Colin Reeder
The Win Hemp Company

Why join?

SAMSUNG

We'll get through this, **together**

From all of us at Samsung

Special report: Coronavirus, curated by LinkedIn Editors. [Click here.](#)

Welcome to your professional community

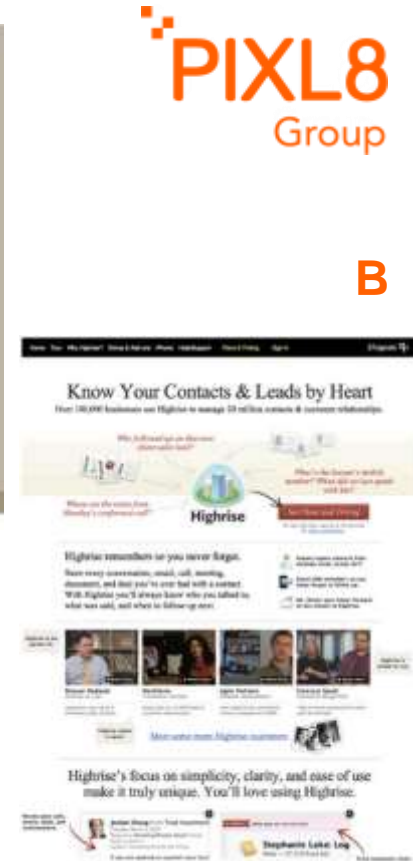
Top tips: Imagery

- Maintain sufficient quality and size
- Emotions rule
- A human touch creates empathy
- Avoid stock, or at least edit these



A

VS



B

Top tips: CTAs

- Position
- Copy
- Size
- Colour
- Number



A

VS

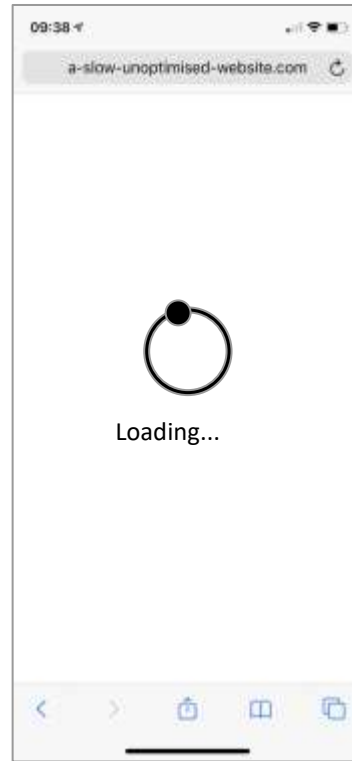


B



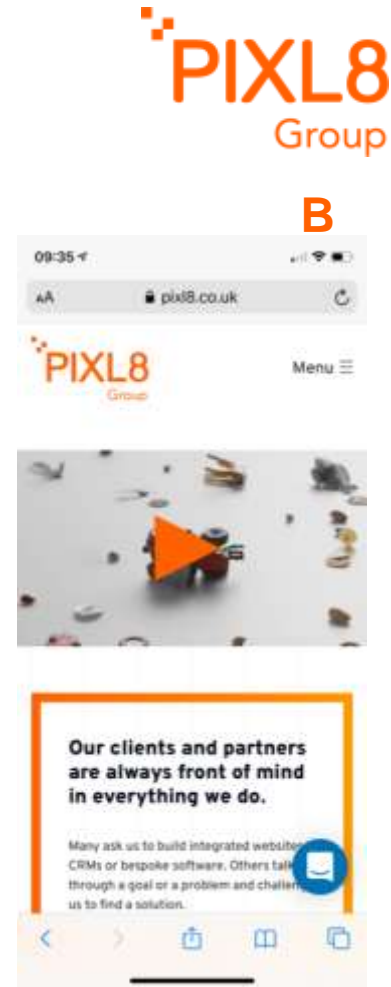
Top tips: Page speed

- Speed hugely impacts conversion
- Optimise imagery
- Use video streaming platforms
- Technical side: talk to your agency
- Free, easy to use tools to test



A

VS



Top tips: Decluttering

- Keep pages short
- Less is more > copy / imagery
- Consider hiding navigation
- Remove competing CTAs



A

VS



B

PIXL8
Group

What good looks like

Immediate uplift in membership in December

Twins trust. We support twins, triplets and more...

Let us help – Membership – Get involved – Who we are – [Join](#) [Donate](#)

We support twins, triplets and more...

[Find out more](#)

We're here to help

We're here to help

Whenever you are on your twins, triplets or more journey, we're here for you.

[Register with Twins Trust today.](#)



Pregnancy and Birth

The best of the support you need throughout your pregnancy and the wonderful moment you welcome your new bundle.

[Read more >>](#)



Parenting

Receiving those triplets or more from day one through to secondary school and beyond. We're here for you every step of the way.

[Read more >>](#)



Find a club

Joining a club and making it a success is a great source of support for parents of twins, triplets and multiples that you'll love to be part of.

[Read more >>](#)



Join Twins Trust

Why become a Twin Trust member? As well as being a member for free, discover your other additional online resources and our quarterly magazine.

[Read more >>](#)

Try your luck in the Twins Trust Lottery

That only could you win big, by entering you'll also be supporting us, with 50p from every £1 coming directly to Twins Trust to help improve the lives and lives of families with twins, triplets or more.

[Enter the Lottery](#)

With your generosity we have achieved great things

650

Estimated

babies' lives saved by working in partnership to raise awareness, undertake research and improve expertise care (since 2014)

5,000

of our parent babies and children protected from additional financial hardship thanks to our campaigning (since 2017)

7,200

expectant and new parents of twins, triplets or more have been able to attend one of our specifically designed parenting classes (since 2017)

93,000

multiple specific support resources were accessed via videos, guides, downloads and helpline calls and emails (since 2017)

A “free” webinar follow up

[The Institute of Leadership and Management](#)

We have plenty more to offer:

How do you lead?

Inspiring great leadership. Everywhere.

GO FURTHER.



Your leadership journey
instlab.co.uk

Sam, we hope you enjoyed our webinar!

Did you know...

Every Wednesday, we host lunchtime live webinars from 12:30-13:00 with different speakers from around the world.

Each webinar is centered around a different topic related to leadership, everything from the Unlocking Happiness at Work to Mindful Leadership.



Learn, grow and develop from the comfort of your desk.

Take a look at our upcoming webinars and events and see which ones inspire you

NEXT
STEP.



Your leadership journey
instlab.co.uk

Sam, how do you lead?

Assess your leadership skills for FREE with MyLeadership.

Through our research, we've discovered 49 components of leadership - are you sure you excel in all of them?

Test yourself on one component, Self Awareness, and see how you stack up.



TEST YOURSELF FOR FREE

pixl8.co.uk

GET
MORE.



Your leadership journey
instlab.co.uk

Sam, get more with membership!

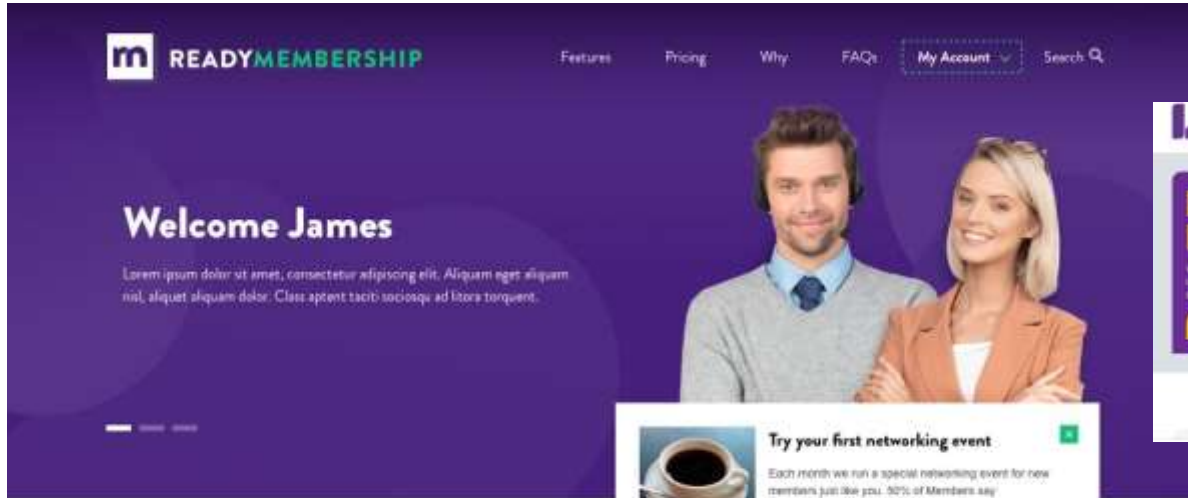
Becoming a leader is a journey so it's important that you continue to develop your skills and keep ahead of the curve, to enhance your career opportunities.

Membership will give you this and more...

- Enhance your reputation with prestigious letters after your name
- Find out where you need support with our award winning e-learning tool, MyLeadership.
- Network with like-minded people at our exclusive Webinars & Events
- Keep informed of best practice and thought-provoking discussion with our quarterly EDGE leadership journal
- Stay up to date with weekly News & Views, podcasts and practical research.

JOIN US

Tailored announcements



Try your first networking event

Each month we run a special networking event for new members just like you. 80% of Members say networking is the main benefit of membership.

[Find out more](#)

Access to member only resources



ReadyMembership can accelerate your digital set-up

Tailored announcements



Try your first networking event



Each month we run a special networking event for new members just like you. 50% of Members say networking is the main benefit of membership.



Early access to latest report



You have priority access to a new report published by Ready Membership. Get your copy now.



Invite a friend to membership



Save a friend 15% in membership by referring them today.



Free member only webinar



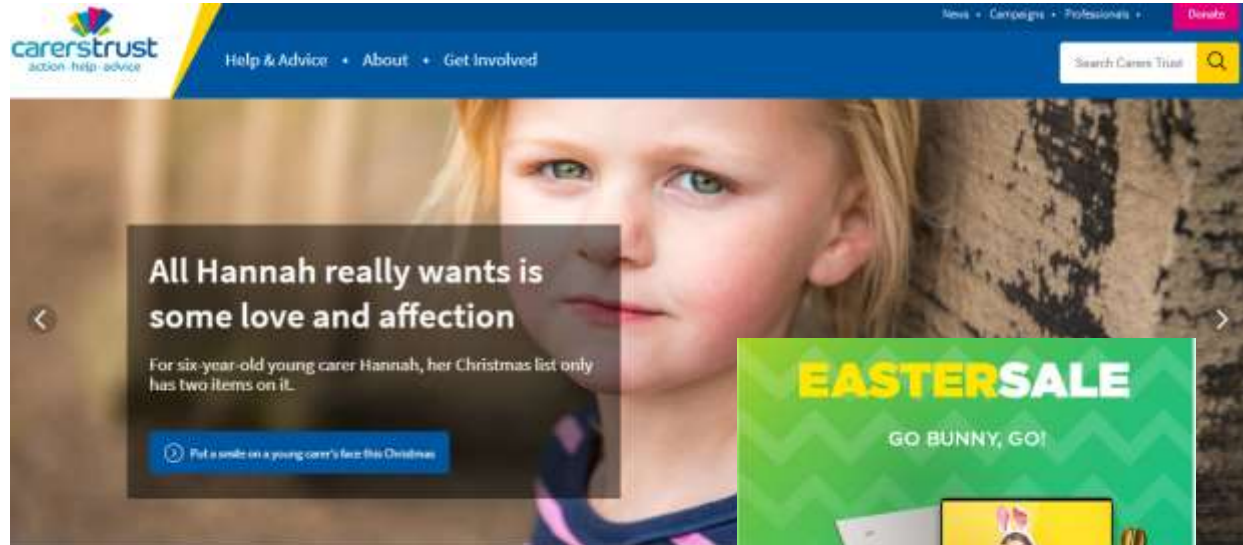
Sign up now and reserve your place for one of the upcoming member only webinars

Think big: Boost loyalty with a support message or add value with what you can give



Classic conversion techniques

- Powerful image
- Eye contact
- Named person
- Emotive CTA



Up to 20% savings on selected non-chocolatey treats for flexible working, entertainment and more...

BUY NOW

Even more:

- Added value example - **community**
- Value them; *As a member...*
- **Show** them value; members are using this time to up their skills



Top 5 takeouts

1. Know what your most valued benefits are and translate them digitally
2. Focus on priority pages and metrics
3. Use empathetic, upbeat tones and people-focused imagery
4. Experiments can be quick & easy
5. Don't assume; test, or ask experts



Useful tools

- [Optimize.google.com](https://optimize.google.com)
- [Effectiveexperiments.com](https://effectiveexperiments.com)
- [Conversion.com](https://conversion.com)
- [Optimalworkshop.com](https://optimalworkshop.com)



Further reading

- pixl8.co.uk/resources
- smartinsights.com
- conversion-rate-experts.com
- nngroup.com
- effectiveexperiments.com
- neilpatel.com



Want to hear more?



The Forward

[Sign up now](#)

pixl8.co.uk/forward

Packed full of digital tips, tricks, and insight



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Talk to us about ...



ReadyMembership
Digital strategy
UI & UX design
Bespoke development
Systems integration
Cybersecurity