How we make conversion happen

Quick wins to boost your online presence

Luke Holderness

Tweet: @pixl8 Visit: www.pixl8.co.uk

Meet the speaker

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Agenda

1. Goal setting
2. Identifying problems
3. Key barriers to conversion
4. How to improve conversion
5. Testing

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How we make conversion happen

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Goal setting

Common organisational goals

- Increase membership uptake
- Improve membership retention
- Improving event and training uptake
- Increase community engagement
- Increase exposure and reach

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How do you know you have a problem?

Measure

Choose key journeys which align with your goals and look at the Web Analytics

- Overall conversion rates
- Funnel performance
- Bounce rates
- Error logs

Observe

Here we have a user in their natural habitat,

set up a study

- Heatmaps
- Session replays
- Field Studies & Remote Usability testing

Feedback

Listen to feedback from users

- Qualitative feedback
- Moderated usability testing
- Intime feedback loops
- Surveys

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Look at the evidence

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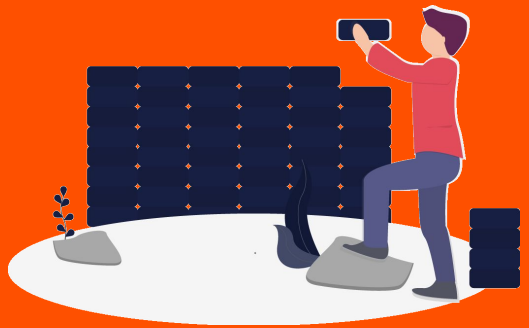
Key barriers to conversion



Key barriers to conversion

Don’t understand

Lack of trust

Wrong time

Became distracted

Don’t see value

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How to improve conversion

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Understanding

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Problem

Users don't understand your offering, don’t think it’s right for them

Hypothesis

- Simplify offering
- Design content for conversion
- One page, one purpose
- Show people like them
- Use video
- Inline guidance and FAQs

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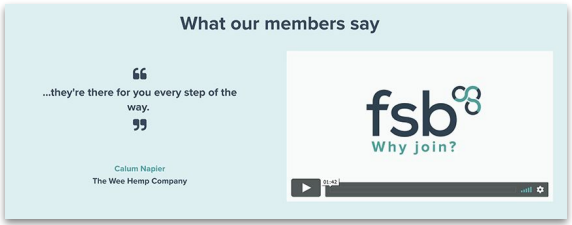
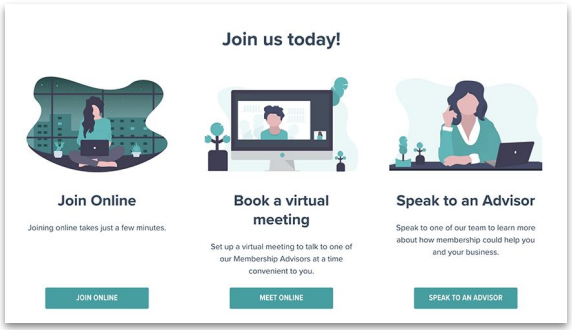
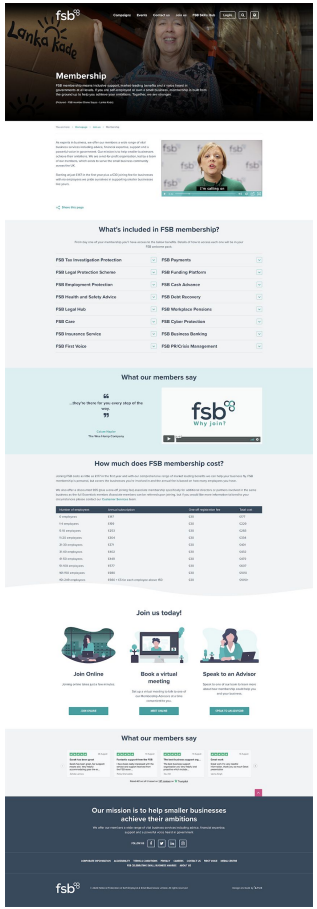
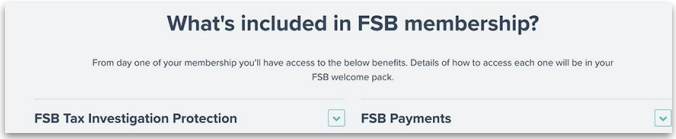
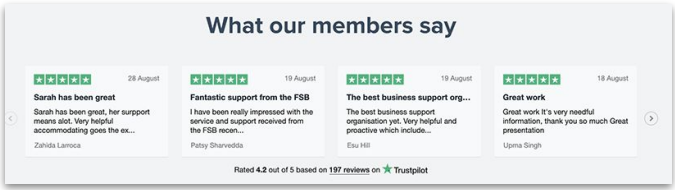

What our members say
...they're there for you every step of the way.
Calum Napier
The Wee Hemp Company
fsb
Why join?


Join us today!
Join Online
Joining online takes just a few minutes.
JOIN ONLINE
Book a virtual meeting
Set up a virtual meeting to talk to one of our Membership Advisors at a time convenient to you.
MEET ONLINE
Speak to an Advisor
Speak to one of our team to learn more about how membership could help you and your business.
SPEAK TO AN ADVISOR


Membership
What's included in FSB membership?
What our members say
How much does FSB membership cost?
Join us today!
Join Online
Book a virtual meeting
Speak to an Advisor
What our members say
Our mission is to help smaller businesses achieve their ambitions


What's included in FSB membership?
From day one of your membership you'll have access to the below benefits. Details of how to access each one will be in your FSB welcome pack.
FSB Tax Investigation Protection
FSB Payments


What our members say
28 August
Sarah has been great
Sarah has been great, her surpport means alot. Very helpful accommodating goes the ex...
Zahida Larroca
19 August
Fantastic support from the FSB
I have been really impressed with the service and support received from the FSB recen...
Patsy Sharvedda
19 August
The best business support org...
The best business support organisation yet. Very helpful and proactive which include...
Esu Hill
18 August
Great work
Great work It's very needful information, thank you so much Great presentation
Upma Singh
Rated 4.2 out of 5 based on 197 reviews on Trustpilot

Timing

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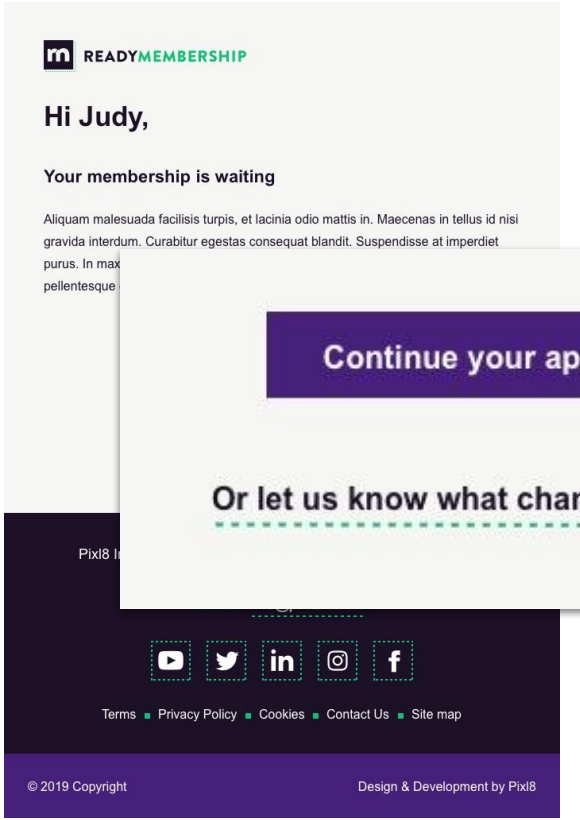
Problem

It’s not the right time, will take too long, its too much effort.

Hypothesis

- Use urgency & scarcity
- Use nudges
- Automate reminders
- Make it quick and easy
- Say how quick and easy it is


READYMEMBERSHIP
Hi Judy,
Your membership is waiting
Aliquam malesuada facilisis turpis, et lacinia odio mattis in. Maecenas in tellus id nisi gravida interdum. Curabitur egestas consequat blandit. Suspendisse at imperdiet purus. In max
pellentesque
Continue your application
Or let us know what changed your mind?
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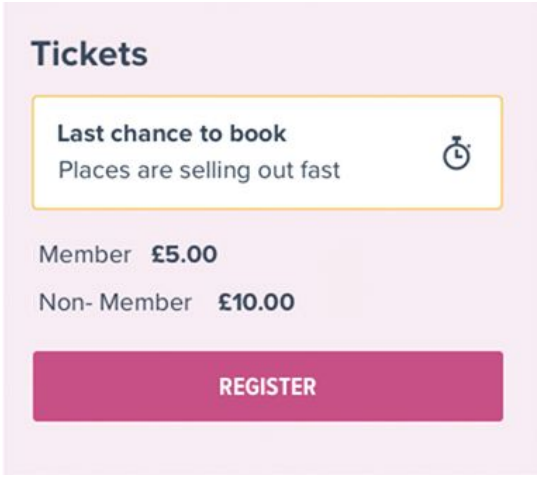
Tickets
Last chance to book
Places are selling out fast
Member £5.00
Non- Member £10.00
REGISTER

EARLY BIRD
RATE CLOSES
SEPTEMBER 2ND
REGISTER NOW

Trust

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Problem

This seems too good to be true... I haven't heard of this brand before

Hypothesis

- Use social proof testimonials
- Build trust by association
- Transparent ratings and reviews

Nikki Roberts, Head of Communications
Twins Trust

“We could see from Pixl8’s presentation the difference they could make to our charity. The first workshop was insightful and led by a friendly welcoming team. We left feeling excited about the transformation we're embarking on. ”

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VeriSign Secured

Norton SECURED powered by VeriSign

MasterCard SecureCode

VERIFIED by VISA

Powering innovation at 170,000+ companies worldwide

airbnb cisco ebay

Value

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Problem

Users don't see the value, Too expensive, Don’t have the money

Hypothesis

- Show comparable costing
- Show value and savings
- Offer ways to spread payments

Save with direct debit

Members who pay by direct debit save us administration and card fees. We would like to pass on this saving to our members.

Monthly - Standard

£ 2.80

Best value!

Join now

Distraction

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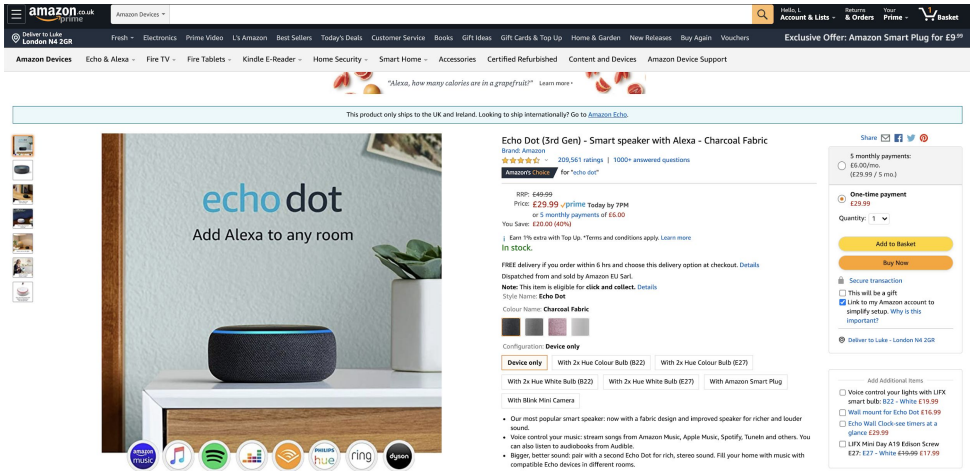
Problem

User became distracted, checked competition

Hypothesis

- Don’t give users no reason to leave the page
- Limit distractions by design
- Include competitor comparison if appropriate
- Keep it snappy, no waiting time.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Amazon Devices
Hello, L
Account & Lists
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& Orders
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Prime Video
L's Amazon
Best Sellers
Today's Deals
Customer Service
Books
Gift Ideas
Gift Cards & Top Up
Home & Garden
New Releases
Buy Again
Vouchers
Exclusive Offer: Amazon Smart Plug for £9.99
Amazon Devices
Echo & Alexa
Fire TV
Fire Tablets
Kindle E-Reader
Home Security
Smart Home
Accessories
Certified Refurbished
Content and Devices
Amazon Device Support
"Alexa, how many calories are in a grapefruit?" Learn more
This product only ships to the UK and Ireland. Looking to ship internationally? Go to Amazon Echo.
echo dot
Add Alexa to any room
Echo Dot (3rd Gen) - Smart speaker with Alexa - Charcoal Fabric
Brand: Amazon
209,561 ratings | 1000+ answered questions
Amazon's Choice for "echo dot"
RRP: £49.99
Price: £29.99 prime Today by 7PM
or 5 monthly payments of £6.00
You Save: £20.00 (40%)
Earn 1% extra with Top Up. *Terms and conditions apply. Learn more
In stock.
FREE delivery if you order within 6 hrs and choose this delivery option at checkout. Details
Dispatched from and sold by Amazon EU Sarl.
Note: This item is eligible for click and collect. Details
Style Name: Echo Dot
Colour Name: Charcoal Fabric
Configuration: Device only
Device only
With 2x Hue Colour Bulb (B22)
With 2x Hue Colour Bulb (E27)
With 2x Hue White Bulb (B22)
With 2x Hue White Bulb (E27)
With Amazon Smart Plug
With Blink Mini Camera
Our most popular smart speaker: now with a fabric design and improved speaker for richer and louder sound.
Voice control your music: stream songs from Amazon Music, Apple Music, Spotify, TuneIn and others. You can also listen to audiobooks from Audible.
Bigger, better sound: pair with a second Echo Dot for rich, stereo sound. Fill your home with music with compatible Echo devices in different rooms.
Share
5 monthly payments: £6.00/mo. (£29.99 / 5 mo.)
One-time payment £29.99
Quantity: 1
Add to Basket
Buy Now
Secure transaction
This will be a gift
Link to my Amazon account to simplify setup. Why is this important?
Deliver to Luke - London N4 2GR
Add Additional Items
Voice control your lights with LIFX smart bulb: B22 - White £19.99
Wall mount for Echo Dot £16.99
Echo Wall Clock-see timers at a glance £29.99
LIFX Mini Day A19 Edison Screw E27: E27 - White £19.99 £17.99

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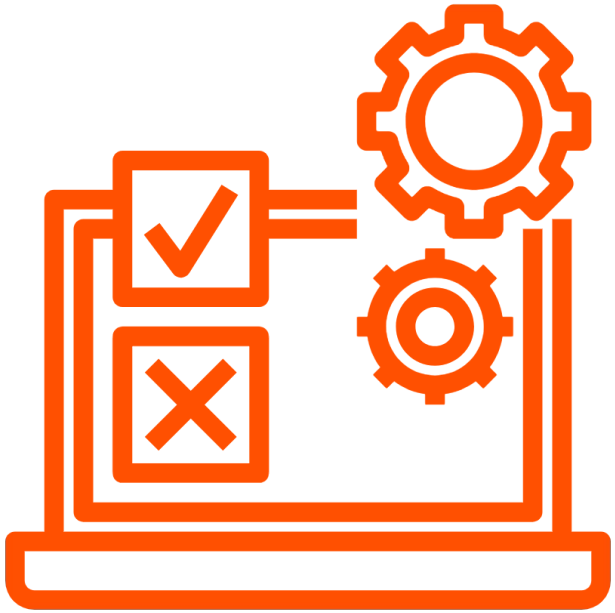
Testing

Testing

Experiment before implementing

- A/B test
- Qualitative user testing / field studies
- Beta test for new functionality
- Segmented testing



A recap on how to make conversion happen

- Know your goals
- Identify problems
- Look at the evidence
- Form hypotheses
- Experiment
- Implement

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Useful tools

- Optimize.google.com
- Effectiveexperiments.com
- Conversion.com
- Optimalworkshop.com

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Further reading

- pixl8.co.uk/resources

- smartinsights.com
- conversion-rate-experts.com
- nngroup.com
- effectiveexperiments.com
- neilpatel.com

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Systems integration
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