

# CONVERSION AND TESTING GROWTH TACTICS



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## 29 RED-HOT GROWTH TIPS

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eBook I of V from the  
100-Day Digital Growth Plan

*A publication of*



# HOW TO USE THIS EBOOK

## SO, HERE'S THE DEAL.

We developed a blog series called the 100-Day Digital Growth Plan. In case you missed those posts, we've collected them into a topically grouped series of 5 eBooks. Now, you can easily find what you need - when you need it. This first eBook is all about Conversion & Testing Growth Tactics, so if you're looking for tips, tricks, and tactics in this area, you've come to the right place!

## WHAT SHOULD YOU KEEP AN EYE OUT FOR?

If you see something bold and colorful (**like this!**) make sure to click!

And don't forget about the helpful links at the bottom of each Growth Tactic.

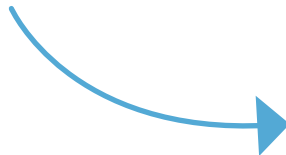


### RESOURCES AND TOOLS

**We're here to help you keep growing.**

Looking for something specific?

Click on a Growth Tactic in the Table of Contents and we'll take you right to it!



**62**

Brand Your  
Swag & Build  
Loyalty

And if you want to get back to the Table of Contents, click on this handy icon.

**LET'S GET STARTED!**



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# EXECUTIVE SUMMARY

## Conversion & Testing Growth Tactics

Welcome to the first in our **series of 5 new eBooks**, drawn from the **100-Day Digital Growth Plan**. Each book collects a set of **amazing Growth Tactics** we've actually used to skyrocket business for our clients. We want to share the many ways we've discovered to move growth over the line into a red-hot sales zone. These tactics should help you keep growth coming as the business environment evolves and changes.

We know your time is limited, but your goals only seem to expand. How can you achieve what's needed with the available resources? We have some answers for you: adopt a strategic mindset for growth optimizing, **and keep this eBook at your fingertips**. Turn to it for new ideas, with bite-sized steps you can quickly learn, research further and put to work.

## What's In This eBook

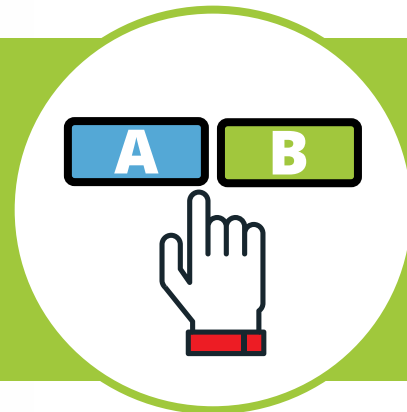
In **eBook I, Conversion & Testing Growth Tactics**, you'll find **29 Red-Hot Growth Tips from the 100-Day Digital Growth Plan**. Each one offers another step forward in the quest to jump-start your company's leads, conversions (sign-ups), customer retention, referrals and new sales—all the ingredients that add up to growth.

This first set of 29 Growth Tactics includes blog posts about the newest **Conversion & Testing** techniques. Each tactic includes:

- an Overview
- 3 clear How-to Steps
- a starter selection of Resources and Tools

Use these Growth Tactics to see your business grow in today's competitive, fast-changing digital space. Together with the 4 additional eBooks in the series, this one provides a handy, practical Growth Blueprint, filled with ideas for ongoing inspiration and innovation.

# 02 A/B Test for Better Calls-to-Action



Testing, testing... 1,2,3. You should be repeating, and following, this mantra every day when it comes to your calls-to-action. The more you test, the better results you'll see.

## OVERVIEW

One of the best ways to learn about your website visitors is by running A/B testing experiments on your call-to-action (CTA) buttons. Start with the home page, which is where most visitors arrive. It will always give you the best indication of who your site visitors are and what kinds of changes influence their choices.

Slight changes to the CTA, such as different wording—even one-word changes—colors, shapes, or placement on the page, have been shown to significantly increase or decrease conversion rates. Rather than reinventing the wheel, look up one of the many tools available for constructing useful, easy A/B tests, then track the results for each variation.

## THE HOW-TO

1

Decide on the best message to tweak your customers' interest. Think about the services you provide and the success you've had when targeting the right persona. Develop several different messages that convey the instruction to "click here." Try a different color or shape for each message you create.

2

It's important to keep all other elements the same when running tests, and only change one thing, such as color or wording. Why? Isolating the element you change is key to tracking how results differ with each version. Choose an A/B testing tool from one of the popular providers such as Optimizely (see more sources below).

3

It's important to keep all other elements the same when running tests, and only change one thing, such as color or wording. Why? Isolating the element you change is key to tracking how results differ with each version. Choose an A/B testing tool from one of the popular providers such as Optimizely (see more sources below).

## RESOURCES AND TOOLS

- [Optimizely.com](https://optimizely.com)
- [Unbounce.com](https://unbounce.com)
- [SharpSpring.com](https://sharpspring.com)
- [Google Analytics](https://analytics.google.com)

# 03 Customer Communication: Live Chat



Communication is the key to...well, pretty much everything. Learn how to communicate freely with your customers via live chat – thanks to your newest growth tactic.

## OVERVIEW

Your customers have a lot to tell you—it's your job to make sure you're there to listen. Although it's not a completely new concept, consumer feedback is still one of the most valuable tools in your marketing tool box. Think of your customer base as a giant survey group from which you can consistently pull data. They're right there, waiting to offer opinions (good and bad), and the easier you make it for them, the more likely they are to share.

Along with phone calls and in-person visits (if you have a brick-and-mortar location), one way to open up the lines of communication between your business and your customers is to install live chat on your website. This small addition makes contact easy and encourages customers to reach out to you on a more regular basis. From small comments to big concerns, you can use this information to improve your product, service, marketing strategy, customer service techniques—you name it. Don't assume you know what's best for your customers...let them tell you!

## THE HOW-TO

1

A few things to consider before setting up your live chat—create any guidelines you'd like your customers to follow when live chatting with your team. Next, decide when your live chat will be accessible to website visitors. Once you know your available hours, appoint a team member to be in charge of not only responding but also managing the live chat. At this stage, it's key to meet with your team to review goals, in order to collect the right kinds of helpful information and feedback.

2

Do a little research to decide which live chat product best fits your needs. You'll find a few suggestions to consider below in our Further Resources and Tools section.

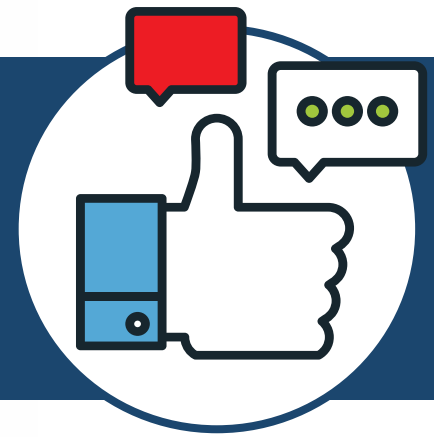
3

Launch your live chat and give it a trial run. Make sure to alert customers of your website's helpful new feature via social media, your mailing list, and directly on your site via a new blog post.

### RESOURCES AND TOOLS

- Zopim
- Pure Chat
- Olark

# 06 Fast Customer Feedback Request



*Tell me what you really think...* Online, it's difficult to communicate that idea to your customers, but we have some ways you can get the valuable feedback you need.

## OVERVIEW

There's a substantial difference between doing business online and doing business in person with your customers. Face-to-face, you can observe body language, see reactions, and get a feel for emotional responses. When you've got a boatload of technology and miles between you and your customers, it's much harder to get a grasp of how they're feeling about their experiences with you and your company. If you were standing in your brick-and-mortar location and sensed that a potential buyer was about to exit empty-handed, you'd start a conversation. Chances are, you might change the customer's mind or encourage him/her to provide you with honest feedback that would influence future choices for how to grow your brand.

Online, the challenge is to simulate that interaction via computer, tablet, or phone. You should still ask for opinions--in fact, many of your customers probably want to share--as long as doing so is quick and easy. We all love knowing that our thoughts and views count.

## THE HOW-TO

- 1 Take a look at your site. Are there things that you're not sure about? Do you want a user-experience opinion on some copy or images? Maybe you need a new way to find out why a customer is taking so long to decide about buying a product--is it price, color options, shipping? Make a list, check it twice, and pick a place to start.
- 2 You're going to need a little help for this one. Check out our Resources and Tools section, pick a site, create your account, and follow the instructions for building your form. HINT: Don't pick too many questions (stick with one or a few) and make sure they're simple. You want customers to be able to read and answer quickly for a higher response rate.
- 3 Make your form(s) live on your site. You can also share on social media to gather even more feedback. Continue to collect and analyze your results and then consider implementing any changes you feel could help improve user experience and customer satisfaction.

## RESOURCES AND TOOLS

- [Qualaroo.com](https://qualaroo.com)
- [Formstack.com](https://formstack.com)
- [SurveyPlanet.com](https://surveyplanet.com)

# 09 Testimonials-- Video or Written



Looking for a way to combine the power of video with the authority of a customer testimonial? Check out your quick guide to testimonials – video or written.

## OVERVIEW

The power of video in the digital environment continues to grow, and for good reason. Watching a video takes less time and concentration in today's overwhelming informational flow, at the same time as it makes your message more memorable. Associate a visual with sound and a personal testimonial, and you've made a real impression.

Now, imagine the impact of your happy customers sharing their authentic feedback in video testimonial format, and you see where we're going with this tactic. Don't be intimidated by what may seem like technical challenges, as there are more options all the time for quickly and easily producing your own videos. Read on.

## THE HOW-TO

1

Decide on 5 of your most loyal customers. Reach out to them with a request to participate in a video testimonial. If they're shy about going on camera, that's your cue to offer the option of a case study or blog post about their business success (and your role in it) instead.

2

Once you have your customers lined up, develop the interview outline with the kind of Q & A that will both elicit the specific feedback you want and give them a chance to self-promote. Keep it brief, and time out the likely discussion to limit your video's length to about a minute and-a-half (keep case studies and blog posts brief as well, to convey key facts before the visitor loses interest). Next, schedule a day and time to record their video comments.

3

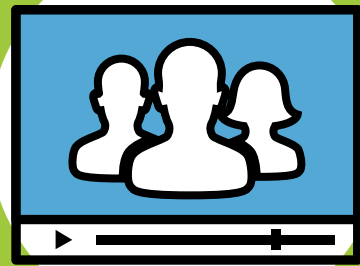
Add some screen graphics to properly brand and identify your video, using your choice of tools (see resources below for ideas). Be sure to post on your homepage in a prominent spot.

## RESOURCES AND TOOLS

- Sharpspring
- Campaigner
- MailChimp



# 12 Introductory Team Video



Show the world who you are, with an introductory team video. Here's the low-down.

## OVERVIEW

Goodbye John and Jane Doe! That's right. It's time to put faces to the names and really introduce your team to your current clients and future prospects. By filming a short video of your hardworking, brilliant staff and sharing it on your website – two wonderful things can happen. Number one: your employees feel acknowledged and valued. Number two: anyone who visits your website feels confident that you've got a staff of actual human beings! (in this day and age, you can never be too sure...)

It's true that you may automate certain aspects of your business for ease, but with this introductory team video, customers can rest assured that behind every project, product or service, there's a real person, with a real name and incredible talent.

## THE HOW-TO

1

Start brainstorming ideas for your video. Do you want to show your team in action? Having fun at a company gathering? Would you prefer shooting them all individually instead of collectively? The choice is yours! Consider choosing a theme that corresponds with your company culture.

2

Schedule a date, time, and place for filming. Places to consider: inside or outside your office, a park, or somewhere you tend to frequent as a team (as long as you have permission to film there).

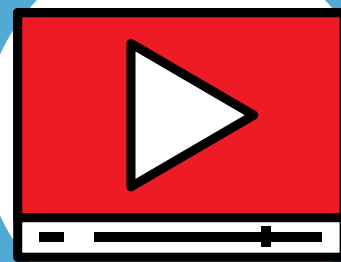
3

Edit, produce, and share the final cut with your staff. If everyone is happy with the outcome, it's time to go live! Consider placing your video on your "About Us" page or "Homepage". Last but not least, promote your new video on your social media platforms for additional exposure, and encourage your team members to share!

## RESOURCES AND TOOLS

- Youtube
- iPhone, Android Phone, or Camera
- iMovie, Android Editing Apps

# 17 The Pitch Video-- Your High-Speed Explainer



As soon as a potential customer lands on your site, you want to reel them in...with your sizzle reel: video content they just can't turn away from! That's the goal—but how do you achieve it?

## OVERVIEW

Who are you? Why is your brand #1? And how quickly and convincingly can you tell the rest of the world? With the right pitch video, you'll be able to do both in under two minutes flat.

There is an art to creating **the perfect pitch video** (also known as the explainer video, sizzle reel, promo video, etc.). It needs to be short, sweet and succinct, as well as entertaining, explanatory and emotionally appealing. That's a lot to squeeze into such a short film, but with a solid game plan, the correct tools and the proper assistance, it's more than possible. Think of it this way...you're creating a movie trailer for your brand—and you want all of your viewers to beg for the full feature (e.g. to contact you, buy your product/service, etc.). Review steps one through three below for a crash course in Pitch Video Creation 101. Welcome to the big leagues—you'll be a pitchin' pro in no time.

## THE HOW-TO

1

Review **other explainer videos** from your favorite companies and your competition. Do you want yours to feature humans? To be animated? What emotion are you looking to target?

2

Create your script and an outline for your video. The most important thing to keep in mind is that your video should be no longer than 90 seconds to 2 minutes. You want to keep your audience captivated the entire time. Share the who, what and why within your story (maybe even the when and where if there's time), and then close your video with a call-to-action of some kind (examples: contact for more information, purchase a product, sign up for a service, download a free gift).

3

Make your video. You can choose to create one yourself with your iPhone or Android phone or take the more professional route and hire it out. If you're planning to place this video on your homepage, consider how many views it will get. This just may be the time to splurge on a little expert assistance so that you don't just get it done...but you get it done right! You can also share your video on your About Us page (instead of your homepage), social media platforms, YouTube channel and perhaps via email to your leads.

## RESOURCES AND TOOLS

- iPhone or Android
- Fiverr
- Video Brewery

# 18 Use Your About Page to Convert



Find out how to turn one of your website's must-have pages (the About page) into a must-read page. Pick up easy ways to use your about page to convert visitors...

## OVERVIEW

Every site has an About page...which is why just having one isn't enough anymore. Your About page needs that little something extra--it's an opportunity to invite visitors into your company's world. Who are you? Who you are your employees? How did your business story begin and how has it gotten to where it is today? After your prospects witness the mix of personality, success and history that makes your company tick, they'll ache to become part of your brand family. Get ready to turn your standard About page into a fun and exciting conversion machine.

## THE HOW-TO

1

Do the research. Take a look at some of your favorite websites and especially, your main competitors' sites. What do their About pages have that yours is lacking? Need inspiration? [Here's one](#) striking example.

2

Make a list. What information do you absolutely want to include on your page, which items are negotiable and what do you want to avoid this time around? You could include: actual pictures of real employees (instead of stock photos), background information about your company (think: story, not facts), customer and/or employee testimonials, a short video of your team in action, brief employee bios, some copy specifically directed toward your future customers (this is us and what we can do for you), and don't forget your call-to-action (a button, form, etc.). Make it as easy as possible for prospects to turn themselves into customers once they see your new and improved page.

3

Take your list, narrow it down and create your new About page. How will you be able to tell if it's converting? Check your Google Analytics regularly to find out what's working, what's not and what your next step for further improvements should be.

## RESOURCES AND TOOLS

- Google Analytics
- Unbounce
- More About Page Examples

# 22 Your CTA—Make it Personal

GET YOUR FREE EBOOK



What does it take to get a response? Well, it might all depend on your call-to-action. Learn more about what makes the difference for great conversion growth. It's time to get personal.

## OVERVIEW

We talked about A/B Testing your calls-to-action for better response in **Growth Tactic #2**. Now, let's go a little deeper and look at your customer profile for ways to craft the ideal CTA. You're trying to understand what makes your customers take action, how to push their buttons, so they'll—yes—so they'll push your button. What do we mean by going a little deeper? You probably have run tests on the CTA size, location and colors, but perhaps you've overlooked the crucial factor of content. How you shape the very limited amount of copy in a CTA should take into account the personal factors that set you apart from the competition, those things your customers care about.

## THE HOW-TO

1

Take a strategic step and use one of the popular platforms that will help you understand what makes a strong CTA and how to set up your A/B tests. Two favorites are shown in our Resources & Tools section, including VWO (Visual Website Optimizer) and Optimizely.

2

The goal is to “make it personal,” so make sure you think about customer profiles. Knowing which products and services have worked for them and why, should help shape your CTA copy to increase response, thereby growing conversions and attracting new customers.

3

Now, you're ready to set up a carefully crafted A/B test, or several. The more data you gather—by letting tests run for an extended time—the more useful your results will be. You can keep experimenting over time, as new products or services are added to your mix, so you'll always be on top of the market, and well ahead of your conversion goals.

### RESOURCES AND TOOLS

- VWO
- Optimizely
- Canva

# 23 Optimize Conversion Forms



As a business owner or marketer, you live and breathe conversions—the kind that turn casual site visitors into leads, and leads into customers. If you're head-scratching about the lack of love, it could be you simply need to optimize conversion forms. Here's how.

## OVERVIEW

You know that successful conversion requires constant effort to keep generating new interest, new excitement and new sales. Besides, markets and trends are continually changing. In the middle of all this change, you have to rely on a conversion form to pull in much of your new business, so your main mission has to be—optimize! The fewer steps required of a visitor, the better your chances of conversion—but to be sure, you'll need to run a series of A/B tests to decide exactly what is working, or not. Try these simple steps to get started (and review our earlier post on the A/B basics, [Growth Tactic #2: A/B Test for Better Calls-to-Action](#)).

## THE HOW-TO

- 1 Identify your website's main sign-up or opt-in forms, and run an A/B test to see what's converting. Consider trimming your form to the least possible number of steps for your visitor and see if you generate an increased response.
- 2 Monitor your results in SharpSpring or your favorite tracking platform.
- 3 As you monitor performance and collect results, build a library of forms that have worked for you. If the trimmed-down form works best, make the permanent switch to using it throughout your site.

## RESOURCES AND TOOLS

- [SharpSpring](#)
- [Optimizely](#)
- [MailChimp](#)
- [More About Optimizing Sign-up Forms](#)

# 24 Unboxing Your Brand: The Video



Are you looking for a new way to get prospects excited about your products? You've come to the right place. Today's tactic unveils everything you need to know about creating a brand or consumer unboxing video.

## OVERVIEW

Few moments in life are filled with as much anticipation and excitement as the moment right before you open a gift. With an unboxing video, you can assure your new customers that the real thing is even better than the pictures. You have the power to give them a glimpse into their futures so they start thinking, "If we buy this – we will feel like THAT!" But first, which kind of unboxing video do you want to make? Your team can create a brand unboxing video or you can contact an industry influencer and work with him/her on creating a consumer unboxing video. If your product needs a little demonstration or assembly, go ahead, but keep your eye on the prize: make 'em feel something! (NOTE! Do you run a service instead of sell a product? Try a "metaphorical" unboxing of your brand by sharing a walkthrough video of your business, showing your employees and customers in action on film, or by inviting an influencer to come test your service on camera.)

## THE HOW-TO

1

Familiarize yourself with other brand and consumer unboxing videos. Decide which route you want to take. Do you want to produce the video in-house with your team or do you want to begin finding influencers to contact?

2

If you are creating the video yourself, start brainstorming the details (script, location, which products, the reveal, etc.) If you'd rather an influencer create one for you, use GroupHigh to generate a list of individuals to reach out to. Or, look into hiring someone on Fiverr who specializes in unique content creation and viral videos.

3

Now, it's time to begin filming or sending out your pitch emails. If you need a little refresher on the PR end of things, visit [Growth Tactic #16 PR Strategy– Target then Pitch](#). Once your video is live, you can share it on your site, YouTube channel and social media platforms. If you had an influencer create the video, check to make sure all necessary [FTC guidelines](#) are followed and confirm that you have approval to re-post the content on your site.

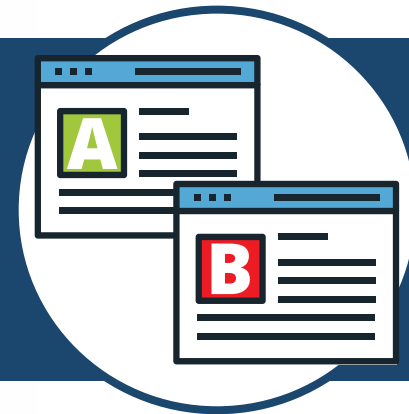
## RESOURCES AND TOOLS

- **iMovie** for iPhones or **Magisto** for Android phones
- Fiverr
- GroupHigh
- Video camera, iPhone or Android phone





# 29 A/B Test Your Home Page



It's so easy to get comfortable with your website. Once you have it up and running--whether it's a new entry or a long-established site—you might be tempted to leave it alone and turn your attention to other challenges. Below, we explain why that choice could be costing you money...

## OVERVIEW

There's a significant risk in leaving your homepage to fend for itself over time, while your competitors' sites are optimized to attract the lion's share of the market. If direct online sales are a key component of your business, it's especially crucial that you make time to learn how visitors actually use your site. The good news is, with readily available software, you'll be able to assess needed changes or repeat obvious successes! What's your reward? Just higher conversion rates, increased sales, and greater ROI. Use one of the many available tools that help you run A/B tests on your homepage (and throughout your site) to determine what's working—or not—and where you need to improve.

## THE HOW-TO

1

Isolate two or three key sections of the homepage that could influence visitors to convert, making them ideal for A/B testing. Commonly tested elements are the CTA button (vary the color, text, size, etc.), the page headline, the menu of navigation choices and others. Get more ideas on testing your CTA in our **previous Growth Tactic #2: A/B Test for Better Calls-to-Action**.

2

Familiarize yourself with one or more of the tools we've listed in the Resources and Tools section below. Choose the one you think most suited to your needs and your website, and set up several different tests—be sure to only vary one isolated element each time so it is easier to determine which changes have influenced the outcome.

3

Run your tests for a minimum of one week. Once you've collected enough results to show significant variations, use the information to make adjustments and changes where needed.

## RESOURCES AND TOOLS

- Optimizely
- SharpSpring
- Unbounce
- Leadpages

## 31

# Create Urgency with A Countdown Timer



After strolling the aisles of your store or surfing around on your website—or a combination of the two—consumers have had lots of chances to stop looking and thinking, and finally make the decision to buy! And yet...they aren't taking that step—at least, not enough of them are. You need to create a sense of urgency if you want to build site conversions and turn more visitors into users.

## OVERVIEW

Think about the times you've made a move online to grab that amazing deal you don't want to see slip away, on sites like eBay or Groupon. What did they do to hook you in? You can compete with your top rivals and convert more than your share of site visitors with a countdown timer, just the way these dominant sites do. Apply it to your low-converting pages to see an immediate boost. Now, read on for the step-by-step.

## THE HOW-TO

1

Locate countdown timers on a few other websites (see references in our Resources and Tools section below). It's a good idea to check your key competitors' websites as well, to see if and how they might be using this tool.

⋮

2

Review your website analytics to see which pages have a high bounce rate, or where in your shopping cycle you are losing visitors.

⋮

3

Set up your own countdown timer using one of the tools we've suggested below. Once it's in place, give it a week or more to run, then assess your rate of conversions for that page, and any change—up or down—that might be the result of the new timer. If it seems to be having a positive impact, try it on other pages that need some help, and keep tracking your data.

## RESOURCES AND TOOLS

- CountdownMonkey
- Crazy Egg
- Urgency Countdown Timer



# 32 Exclusive Q+A Post



Are you looking to boost blog engagement by adding a new type of post to your rotation? Turn a little interview into a big piece of video content for your site.

## OVERVIEW

In case you missed it, in **Growth Tactic #10** we reviewed how to create an influencer blog post. In **Growth Tactic #20** we discussed successful guest blogging & relationship-building on other sites. Now, we're adding a 3rd type of post to the mix – one that will help you boost your blog engagement using two key elements: the expertise of others and one of today's hottest marketing trends: video. When it comes to the Exclusive Q & A Post, your ultimate goal should be to score an interview with one extremely influential industry leader. For this tactic, you're shining the spotlight (and the camera) on a single trailblazer and his/her knowledge. It's time to break out your inner journalist – you're about to leak the trade secrets your fans have been waiting for...

## THE HOW-TO

1

Conduct some research, make a list and check it twice. Perhaps you already have some experts in mind, but if you need to expand your list or start from scratch, see our Resources and Tools section below for research/outreach platform examples. When you're compiling your list, make sure to take notes next to each name.

2

Find out how to get in touch. Contacting those on your list can be as easy as 1-2-3 if their email addresses are listed directly on their sites. If they're not, search their social platforms for contact information or import their URLs into GroupHigh. If all else fails, send a friendly message via Facebook or Twitter.

3

Refer back to the list you put together in Step One. When you create your emails, make sure to personalize each one of them by addressing contacts by name, referring to the specific reason you're reaching out, complimenting their work, etc. Suggest a topic, wait for replies, and set a date for an in-person or video interview. After filming, edit your video and showcase it on your blog. (Camera-shy interview? Turn the content into a blog post!)

## RESOURCES AND TOOLS

- **BuzzSumo** or **GroupHigh** for research and outreach
- **Facebook** or **Twitter** for connecting
- **Skype** or **Google Hangouts** for interviewing
- **ScreenFlow** or **Camtasia** for video recording, creation and editing

# 36 Prove Yourself: Online Social Proof



A little proof can go a long way. Guide your visitors from your homepage to your purchase page by proving yourself online with social proof. This strategy helps you turn prospects into customers and customers into repeat shoppers.

## OVERVIEW

***Prove it.*** How many times have you heard that demand? It's not enough these days to merely tell someone how great your product or service is...you need other people (and numbers) to do the talking for you. Once you have your social proof, it's time to share it loud and proud. This statement should be one of the first things people see when they get to your site. Think: flashing neon sign, giant arrows, impressive stats, charming reviews. Well, the first two are up for debate, depending on your target audience. But one thing is certain – make your proof impossible to ignore and you could find yourself with increased conversions.

## THE HOW-TO

1

What screams “social proof” to you? Some examples include: customer testimonials, facts and figures about your products (how many you’ve sold) or customers (**how many you have**), reviews, celebrity or influencer endorsements, expert approval, certifications or badges, etc. Decide which types of evidence might convince your visitors to buy.

2

How do you want your statement or image to look? If you have a designer in your corner, chat with him/her about creating this new addition for your site. If you’re on your own, consider using one of the options in our Resources and Tools section below. (You got this!)

3

Make it live and see what happens. Put your piece of social proof somewhere visible. You want to start welcoming (and influencing) prospects as soon as they open the door to your homepage. Try A/B testing your statements to see which version has the biggest impact on your site and sales.

## RESOURCES AND TOOLS

- **Canva** or **BeFunky** for statement/image creation

- **Optimizely** for A/B testing your social proof announcement

- **Pro Tips on Using Social Proof to Increase Conversions**

# 40 Multi-Device Responsive Design



You already know your website is inviting and workable on a desktop computer—after all, that is a must for any successful business—but, it's not the only must in 2017. If customers and prospects can't easily navigate your site from their mobile devices, they're likely to seek out one of your competitors--one whose site is responsive (unlike yours). It's time to get back in the race...

## OVERVIEW

IMPORTANT NEWS BULLETIN! Almost **60% of all online searches** are now conducted on mobile devices. Yep – that's more than HALF of all searches. So, it pretty much goes without saying that if your website isn't optimized for smartphones and tablets – you're no longer in the running for that "best website in your niche field" blue ribbon. When creating a new site, or optimizing your current one, make sure to test all pages from a variety of devices. Your homepage should be as easy to view on your iPad or Android phone as it is on your desktop or laptop. Make it effortless for visitors to find what they're looking for, without stretching and shrinking your pages. (Allow them to save their finger-tapping energy for purchases, not playing the resizing game.) With one (or a few) of the resources and tools below, you'll be able to get your site in tip-top shape for all screen sizes.

## THE HOW-TO

1

First things first. What is responsive design? [Click here](#) and check out the Resources and Tools section below. Once you understand a bit more about multi-device responsive design, it's time to move on to Step Two.

2

Do you need to optimize your current site, create a brand new one or design your first? Do you have a web developer ready to assist or are you on your own? Many of today's popular platforms make it easy – they offer themes that are already responsive. So, if you're working solo, make sure to do your research. If you're redoing your site completely or just giving it a little makeover, create a strategy and set goals (live date, launch details, etc.)

3

Once you have your plan in place, it's time to round up the rest of your team – anyone who wasn't involved in the prepping, but will be in the designing process (developer, freelancer, marketing team, etc.). Or, push forward with your personal Responsive Design 101 course (the one you've put together for yourself using the resources and tools below!). Then, you're ready to design, spread the word, launch, and brag some more!

## RESOURCES AND TOOLS

- Webflow
- FROONT
- 9 Responsive Design Mistakes You Don't Want to Make
- Edge Reflow

# 41 Build a Best Blogs Video Series



Tap into that valuable goldmine of information sitting in your archives and transform past blogs into a new, cost-effective video series. You know video is the hot up-and-coming format, but maybe you haven't yet figured out how to generate the new content needed to keep up with the trend. It's easier than you think.

## OVERVIEW

Yes, there are hidden resources on your blog page, just waiting to be rediscovered and given their moment in the spotlight. Look for posts that are fresh or that lend themselves to updating, especially those you created for a series. You can also decide on a new series theme and locate past blogs that covered topics relevant to your themed focus.

Give each blog a review and refresh to make sure the content is both current and valuable to your audience. Too many winning blogs to choose from? Lucky you---if that's your challenge, then narrow down your options by checking for stats on engagement, and pick those that generated the best response. Now, you're ready to create a series of videos from your best blogs and publish new, updated educational content on YouTube. Here's the "how-to."

## THE HOW-TO

1

Do some research in your own blog archive. Look for a series or identify some winners that produced engagement and that could be tied together for a new series. Check out an earlier **Growth Tactic post, #13-Best Posts Compilation**, for detailed ideas on choosing and compiling best blogs. If nothing appeals, outline key topics that have educational value for your audience (check your FAQs) and produce all-new content.

2

Write a script for each video in your series. Remember to be succinct for timing purposes and use action words to hold viewer interest. Create on-screen graphics or use a slideshow presentation format, such as PowerPoint.

3

Use **iMovie** or your in-house videographer to film your video. Edit using **ScreenFlow**, **Camtasia**, or **iMovie**. Upload your videos into a playlist. Decide on a schedule. Do you want to promote a series all at once? Or will you get more bang for your buck out of a slow drip, posting and promoting one at a time on a regular basis. Once that's decided, it's time to share—with all your followers, through any content outlets you use, and through a series of blog posts that link to each video.

## RESOURCES AND TOOLS

- ScreenFlow
- Camtasia
- iMovie
- PowerPoint
- Why Video Marketing Will Dominate in 2017

# 44 The Easy Product Demo Video



Whether you're a video wiz, or just getting comfortable behind (or in front of) the camera, Growth Tactic #44 is a must-have for your bag of marketing tricks. *The Easy Product Demo Video* is a great way to offer free assistance and connect with your customers.

## OVERVIEW

Maybe you've launched a brand new product. Maybe you're introducing an updated feature. Or maybe your inbox is overflowing with the same question from dozens of customers. How do I get your product to do this? What's that for? Am I doing it right? No matter your motivation - The Easy Product Demo Video is your solution. Answer inquiries, put your beloved item (or service) on display, share knowledge, and ensure that buyers experience your product the way you intended.

And... action!

## THE HOW-TO

1

Decide what you plan to show (or show off) in your easy product demo video. A quick once-over of the whole product? A tricky feature spotlight? New element update? If you're interested in a big reveal – consider an unboxing demo video. (Check out our earlier post, [Growth Tactic #24: Unboxing Your Brand: The Video.](#))

2

Dig deep to uncover your screenwriting skills – because it's time to create your video script. Make sure to include prompts along with dialogue, so you know when to show what as you speak. And remember to keep your video super short and extra sweet.

3

Review the resources and tools below, and decide which will help you achieve your demo video goals. Will you be filming using a smart phone or camera and in need of an editing tool? Or will you be taking a screen recording of an online demonstration? Choose your tools. Film. Make it live. After you upload your new recording, promote it to your email list and share with social media fans.

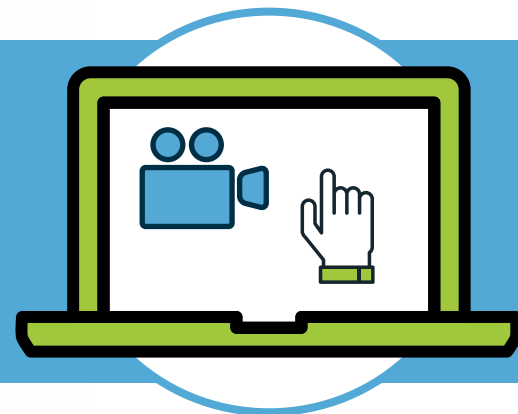
## RESOURCES AND TOOLS

- **ScreenFlow** (for capturing demonstrations of online products)

- **Camtasia** (video editor)

- **How to Create Your First Product Demo Video as a Total Newbie**

# 46 See and Record Visitor Movements Onsite



They made it to your site! But do you know what your visitors are doing, where they're clicking, and why they're running into trouble once they get there? In Growth Tactic #46 *See and Record Visitor Movements Onsite*, we explain how you can identify webpage issues and spot visitor patterns. Get ready to understand how your site can excel in user experience optimization.

## OVERVIEW

"Well, that was easy." These are the four words your customers should feel compelled to use when asked to describe the functionality and navigation of your site. Unfortunately, that's not always the case. Glitches, bugs, oversights and bad luck come with the territory when you own a website or run an online company. So, wouldn't it be nice if you had the ability to see and record visitor movements onsite, so you could witness real-time issues and make almost instant improvements? Thanks to Growth Tactic #46 and live analytics, now you can. The result? Better user experience optimization--in other words, increased leads, skyrocketing sales, happy customers, and a bigger book of business.

## THE HOW-TO

1

**Click here** to learn more about National Insights™ Conversion Growth Pack. Feature number one in this must-have tool kit, "Visitor Recordings" allows you to see and record guests' movements on your site.

2

Sign up to begin viewing and recording your visitors as they navigate your pages. You can replay keypresses, mouse movements, scrolls and other behaviors. As you watch the live viewings and playbacks, make note of any issues your visitors have and check your conversion funnel tool to see a bigger picture of user experience.

3

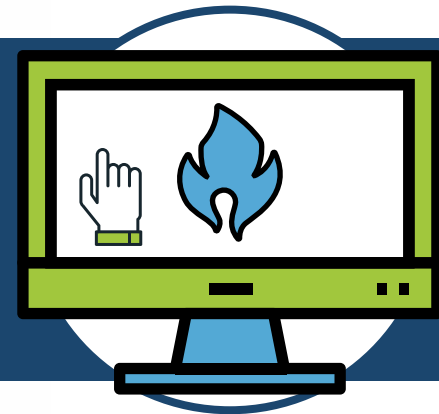
Start addressing problem areas on your site. You can also use this resource when a specific customer calls with a question or problem regarding their visit. You can reference his/her exact recording, assist, and then troubleshoot. Don't forget, this tool also provides great insight as to where visitors hang out, what links they click most, where they never visit, etc.

## RESOURCES AND TOOLS

- National Insights™ Conversion Growth Pack
- What Google Analytics Can't Tell You...
- Techniques 1–6 of "Tools for UX and CRO: The Ultimate Guide for 2017"



# 47 Map User Actions with Dynamic Heatmaps



*You can see clearly now*—how users interact with your website, that is. Get an actual map of where visitors travel around your site, and make more informed choices to improve user experience (UI/UX)..

## OVERVIEW

Feeling the heat from competitor websites? You may need new tools to stay several steps ahead in the race for market share. **Heatmaps** are a way to achieve better user experience and learn how to convert more visitors into customers. You'll observe users in real time to see how and where they interact with your site. Instead of wondering why they leave before taking any action, now you can have a clear view of what's working and what needs improvement. Read on to learn more.

## THE HOW-TO

1

Check your Google analytics to see which landing pages generate actions, and which seem to send users away. Once you identify key pages (starting with your homepage, of course), open your heat map app and put it to work. Our suggestion is the **National Insights™ Conversion Growth Pack**, with its Dynamic Heatmaps—one of the few programs available that offers real-time interactive views, along with a whole suite of other tools.

2

Customize your map to tell you exactly what's happening on your site, and to help interpret what it all means. You can segment data and drill down to analyze specific site elements. For example, check your homepage to see clicks, moves and scroll depth. You'll watch your heatmap take shape and change in real time as users move around the site or page. Grab a screenshot to save and share.

3

Then, decide what actions to take to improve your outcomes, and satisfy that all-important Google ranking factor—user experience. You might choose to rewrite content, relocate or cut information that gets overlooked, try different calls-to-action, and more. The goal is to increase time on-site and encourage response. Explore all the tools in your chosen program to achieve even greater site conversions.

## RESOURCES AND TOOLS

- National Insights™ Conversion Growth Pack
- Hotjar
- Crazy Egg
- The Ultimate Guide for Using Heatmaps to Increase Conversions

# 49 Simplify Your Landing Page



Who can afford to waste time online, wading through irrelevant details? It's a good bet that you can't, and neither can your site visitors. Spare them the effort and instead, let them see exactly what you have to offer, right up front.

## OVERVIEW

When your message is clear and uncluttered, with a value proposition right up front, chances improve that you'll attract the right kind of qualified leads and gain more conversions. Excess information can get in the way and demand too much of a time commitment from your visitors, so you lose them before they get to see how great your product is. How will you know which elements of your page are working and which aren't? Invest some of your time to set up A/B tests for alternate landing pages. Read on for a step-by-step plan you can use to get started.

## THE HOW-TO

1

Look through some of the most popular tools for creating winning landing pages (see our Resources & Tools section, below). Choose the one that fits your needs most closely.

2

Think it through first—what is your primary goal when visitors land on your site? Craft your page features to prompt the actions you need, whether activating a demo, signing up for a free trial or simply providing an email address.

3

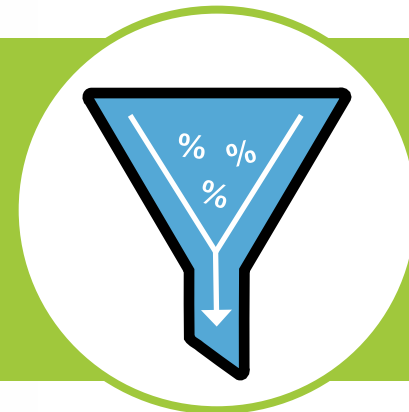
Using your choice of landing page creator, develop an alternate homepage and make sure there are some clear, easily measured distinctions between your A/B pages. Give the test plenty of time to run, in order to account for different traffic patterns (day of week, time of day, etc.). Evaluate the difference in response to the two pages, then decide which to keep. If you're not sure, try yet another version, and keep your comparison trial running until you achieve your ideal landing page.

## RESOURCES AND TOOLS

- Unbounce
- Leadpages
- Optimizely
- 12 Essentials of a High Converting Landing Page



# 50 Custom Conversion Funnels for Optimization



You can drive a whole herd of visitors to your website, but you can't make them convert—and it's *all* about conversion. Are you wondering why the great traffic you've generated is failing to produce more customers? We'll help you solve that mystery...

## OVERVIEW

As one of a suite of tools in your conversion optimization kit, custom conversion funnels give you the ability to see immediately where your website visitors drop off and tune out. After all the work you do to get them that far, you don't want to discourage them at the last stage--when they actually engage, make a commitment, or even make a payment. Could it be that your onsite process is getting in the way, rather than showing the way? Check your customized conversion funnel to discover the pain points and fix them quickly.

## THE HOW-TO

1

Evaluate and choose from the newer conversion optimization platforms mentioned below, such as the National Insights™ Conversion Growth Pack. Become familiar with the different tools in your program, to see how they all feed into the conversion funnel (for example, **Growth Tactic #46: See and Record Visitors Onsite**).

2

Customize a conversion funnel to view the steps you expect users to follow. Click on each one, then filter out traffic to see recorded visitor sessions and learn where users opt out.

3

Once you've isolated all the pain points, and updated your site to eliminate them, you can decide what to tackle first. Change content, visuals, or functions to optimize user experience and continue to monitor for improved conversions. This is not a one-and-done approach, but rather an ongoing process that helps you keep your site fresh and lets your business respond to an ever-changing marketplace.

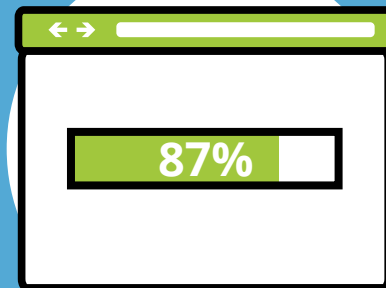
## RESOURCES AND TOOLS

- National Insights™ Conversion Growth Pack

- Hotjar

- Google Analytics Help – Custom Funnels

# 52 Add a Progress Bar



Here's a way to give site visitors the feeling of satisfaction that comes from knowing they've made progress in life, even if it's just in the context of buying a product from you. Ever notice how some websites let you see where you stand along the path to making a purchase or completing a survey? They've figured out that a progress bar—or completeness meter—works in their favor. Why is that? And how you can make it work for you?

## OVERVIEW

**Everyone needs feedback**, and when it comes to completing a set of tasks or steps, positive rewards are a great way to keep on track and moving forward. Even if the reward is a simple indicator of how many steps you've done, the psychological effect is to make you feel you've really accomplished something. Being the creatures we are, we then start to crave that “reward” again (yes, endorphins are involved), and we'll keep going to get the next payoff, and the next one after that. If this is starting to sound familiar, it may be because you've experienced this kind of “gamification” structure built into video games and other settings (check back for more on gamification in upcoming post, Growth Tactic #58!). Ready to start building a progress bar into your site, and inspire more visitors to keep moving toward goal completions? Just, um, complete the steps below!

## THE HOW-TO

- 1 Evaluate your app or your site structure and put yourself in the user's place. Where would a progress bar be a useful motivator to keep someone moving along--maybe in a key stage of setting up to use your app? If you happen to be an e-commerce site, a progress bar will help move purchasers all the way through and reduce the dreaded shopping cart abandonment syndrome.
- 2 Get to work designing and building your new progress bar feature. Be sure to involve your web developer so the progress bar encourages users to complete a purchase or implementation, quickly and without too much interference. Make sure it is fully functional and reflects—what else?—progress made by users as they move along your pathway.
- 3 When developing any part of a website or app, you're never done until you try your best—to break it. Test it yourself, have multiple people do the same, and keep a list of weaknesses or potential problems. Push your progress bar live when you're fully assured that it works as intended.

## RESOURCES AND TOOLS

- **Guru** (for website developers and other freelance talent)
- **UX Flows: How to Drive Deep User Engagement**
- **The Power of the Progress Bar**



# 54 Before You Leave--When Popups Work



Wait, Don't Go!

Sometimes people just need a reason – a reason to stay, a reason to go, a reason to keep hanging out on your site. So...give 'em one! With Growth Tactic #54: *Before You Leave--When Popups Work*, you'll learn how to keep visitors from waving goodbye with strategic, clever exit popups.

## OVERVIEW

"No don't go!" That may be what you're thinking when visitors make a move to leave your site. But try getting across this message instead, "Hey, hang on a second there friend! Don't forget about this amazing..." This comes off as much more casual (and a lot less desperate). Exit popups (or exit overlays or exit intent popups) can be a great, polite way to offer a prospect a last-minute discount, ask them to follow you on social media, alert them to the perks of signing up for your newsletter, or remind them about anything FREE they could be missing out on (shipping, consultation, eBook, etc.). But...there's a fine line between a harmless, helpful exit popup and a nuisance. The last thing you want people to think when leaving your site is, "Ok, not going back there." You're not trying to kidnap visitors, you're trying to encourage them to take a final action before they move along. No one likes a needy website. Find out how not to be needy, using the steps below, so you can turn prospects into customers with a single popup.

## THE HOW-TO

1

Channel your inner "toolman," because it's time to choose your tools. Check out our suggestions below, make a pro and con list, compare rates, and get ready to start creating your blueprint.

2

First, find out what everyone else is doing (**and how to do it better**). Visit your competitors' sites, Google search for examples, and head to your favorite places on the internet. What do you see? Now--what makes sense for your brand? A discount? Free gift? Reminder? You have the framework, so it's time to build your popup!

3

If you hadn't already guessed it--your next step is to make your non-annoying, totally awesome popup live on your site. Keep an eye on your analytics to determine if it has made a difference. Your goal? A sizeable increase in conversions.

## RESOURCES AND TOOLS

- **OptinMonster** (for creating popups)
- **SharpSpring** (marketing automation platform to connect to opt-in forms)
- **How Exit Overlays Can Make Your Landing Page Offer More Persuasive**

# 57 FOMO - When Fear Works



Do you know the code? The hidden meaning behind FOMO? Afraid you'll miss out (wink, wink)? It's really no secret, in fact, FOMO refers to the very common human reaction known as Fear of Missing Out. Find out how to build urgency when you use FOMO to grow your business.

## OVERVIEW

FOMO (fear of missing out)--it's that insecure feeling you get when everyone else seems to be in on a deal or a trend, and you're not...or, you're afraid you might not be. Savvy online marketers and business owners know that this particular human frailty can build urgency and work as a motivator to get visitors clicking and converting. Save your site visitors from missing out on your amazing products and services, when you learn how to apply this time-tested strategy.

## THE HOW-TO

1

Imagine what your particular audience might find inspirational—or fear-inducing. As with all marketing strategies, it starts with knowing some fundamentals about your users, then testing a few different approaches. Can you suggest future scarcity or immediate, limited availability of your products? Or, reference an emerging trend your visitors can become a part of if they take action?

2

Armed with a concept and content outline, it's time to get creative. Develop the visual aspect of your campaign with images that will appeal to your target groups and reinforce the message. Build in some structural pieces, too, to increase the rate of response. Consider some tools we've suggested in our earlier **Growth Tactic** blog posts, like Growth Tactic #31, **Create Urgency with A Countdown Timer**.

3

When your campaign is all ready to go, execute on your FOMO promotional strategy. You may rely on sharing across your multiple social media pages, sending an email to selected lists, or ideally, a combination of the two. Track responses, and try tweaking single elements (the call-to-action or the graphic image, for example), to see if results improve. Check out our resources below for additional background and ideas.

## RESOURCES AND TOOLS

- Canva
- Urgency Countdown Timer
- How to Use FOMO Marketing on Social Media
- SharpSpring (for email outreach)

# 58 Gamify Your Site for Better Engagement



Doing something right just feels good doesn't it? And getting a reward for it – well that feels *even* better. What if we told you that you have the power to make your customers and prospects experience excitement, joy, happiness and triumph? We'll teach you how to *Gamify your Site for Better Engagement*. By staying on top of **your** marketing game you can help consumers feel like **they're** on top of the world..

## OVERVIEW

"You did it! Well done!" Who doesn't like hearing that? The deep-seeded need to do a good job (and receive recognition for it) is a social pressure pain point that you can hit effortlessly with **Growth Tactic #58**. Grab your customers' attention and help them feel accomplished and rewarded when you gamify your site for better engagement. If you're unfamiliar with the term gamification as it applies to marketing, it's a technique that incorporates interactive game elements (prizes, point systems, quizzes, giveaways, contests, **progress bars**) to change and inspire behavior. Using this method, you can entice visitors, followers and fans to come back for more--more fun, more information, and most importantly, more engagement.

## THE HOW-TO

1

Check out how other brands have used gamification in their marketing strategies. Get inspired and then determine which approach will work best for promoting your product, increasing engagement and boosting brand recognition.

2

Meet with your team – your designer, developer, creatives, etc. and work together. If your current team is on the small side and you need a little extra help, use the Resources and Tools section below to hire a freelancer or for gamification platform suggestions.

3

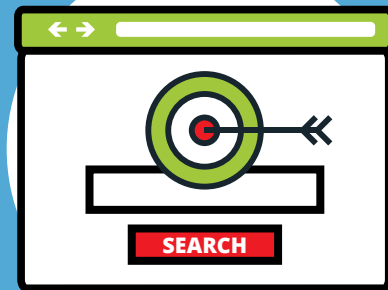
In most of our Growth Tactics, we suggest sharing your new knowledge with the world right away to assess its impact. With this tactic, it's best to do a little testing of the waters first, so you can troubleshoot if things aren't going as planned. Give a small sampling of your fans the opportunity to tell you if you've hit the nail on the head... or if you've missed the mark completely. Once you're confident that your gamification technique will excite and engage, it's time to officially launch. Pay special attention to your engagement right before and after you go live so that you can record and attribute improvements.

## RESOURCES AND TOOLS

- Upwork
- Freelancer
- Compare 107 Gamification Platforms
- 5 Ways Gamification Can Magnify Social Media Campaigns
- Your internal team (developer, designer, creatives)



# 59 Be a Keyword Master for Targeted Search



Right, you've been using keywords...let's just say, forever—but, are you really making the most of this essential element when you create content and build site pages? If your website is going to attract a bigger, more targeted search audience, you need to review Growth Tactic #59: *Be a Keyword Master for Targeted Search*. You can start by making a list—simple, right?

## OVERVIEW

Let's review the basics; call it Keyword 101. It seems like an intuitive process—finding the key terms that you already know are relevant for your business. They make a good starting place for your list, but that's just the beginning, and it's not quite enough. Keywords are the search terms your potential visitors and future customers will use to find sites like yours. Your first step in defining the right terms is knowing who your targeted search audience is, and how they will be searching. Then, you can start building out and using your powerful, comprehensive keyword list. Our steps below show you how to be a keyword master.

## THE HOW-TO

1

Take your preliminary list of keywords and start adding to it with some well-informed keyword research. There are lots of useful tools out there to help you with this task. Check out a few popular ones in our Resources & Tools section, below.

2

Here's where your core list of terms comes into play. **Think of additional niche topics**, related to the original keyword or term, that your customer should find interesting. These are search phrases that stay close to your topic, and have the great advantage of being less competitive. In other words, fewer competitors are likely to be using them, so your search volume and rankings should rise.

3

After you've read up on keywords and researched a healthy list, think about organizing your keyword list into groupings, like user intent terms and interest levels. When you feel ready, step up your keyword intensity and go full-on GKP—that's Google Keyword Planner—for the in-depth authority on how to really be a keyword master.

## RESOURCES AND TOOLS

- The Kissmetrics Guide to Keyword Research--Part I: Keyword Discovery
- Open Site Explorer
- Google Keyword Planner

# 62 Brand Your Swag & Build Loyalty



Why would someone turn down a free item? She wouldn't...because it's FREE. Keep reading for more about how you can brand your swag & build loyalty. This tool will teach you what's hot and what's not--when it comes to the type of swag and promo items you *should* be giving away.

## OVERVIEW

Every once in a while a growth tactic like this one jumps off the internet and out into the real world. Invite customers, prospects, friends and influencers, to snag some of your swag. The more places they use or wear your freebie, the more free exposure your brand receives (give a little, get a lot). Your goal is to create a branded something that's so good, people would buy it if you decided to charge a pretty penny. Do it right and experience the mother of all brand awareness campaigns.

Before we jump in...let's review. The concept of "complimentary" isn't new to your 100-Day Digital Growth Plan, which already includes the following tactics: **Try Us for Nothing – a Free-Trial Tactic**, **The eBook Giveaway**, **Create & Share Your Own Free Tool – Yes You Can!**

But for today...get ready to get your swag on.

## THE HOW-TO

1

Pick your swag. Which item will you start with? Some popular, totally not lame ideas: funky t-shirt, soft and cozy sweatshirt, metal water bottle, phone chargers. Keep in mind that wearable swag in particular, is not only free for them – it's priceless for you. Can you say, "Walking Billboard?" On the lookout for something even niftier for those tier 1 clients? Check out **these ideas**.

2

Design, order, and send your swag. Create a list of people who you think will rock or make use of your free promo item. Make sure your hunch is right--that these people will want your new BRANDtastic product. Pop your items in the mail and move on to Step Three a few weeks later.

3

Check on your swag recipients. Request that they email or upload pictures on social media wearing your t-shirt, filling your water bottle, or charging your...charger. Your swag in action! Repurpose the photos on your own social profiles, website, new landing pages--even in your conference room at the office.

## RESOURCES AND TOOLS

- **Google Forms** (make your list and check it twice)
- **Printfection** (automate your swag distribution process)
- 4 Amazing Sources for Customer Swag
- Get Your Swag On! Turn Your Customers into Brand Ambassadors with Promotional Gifts

# 64 The Exclusive Beta Test



Are you ready for the **ultimate FOMO tactic**? Make people feel like their worlds will crumble if they miss a chance to become part of the exclusive beta test you've engineered. Launch a new product, service, or even an entire business in such a way that anyone who's anyone will crave to be first in line.

## OVERVIEW

A key. A secret password. The flash of a badge. People are going to need something special to gain access to your exclusive beta test. Becoming part of the in-crowd shouldn't be an easy feat with a guaranteed outcome. It's for early birds, winners, the top 1%. At least that's what it should feel like to each person who sees your new landing page and the exclusive beta test you're offering. As a member of your elite squad, they'll build buzz for you, as they seek entry into your secret club that others will have to wait days, weeks, or months longer to join. You can apply this tactic to the launch of a new business, product or service to lure in new customers. Get all eyes on your brand--by only letting a few pairs get a **first** look.

## THE HOW-TO

1

When preparing for the exclusive beta test, you need to make sure that your i's are dotted and your t's are crossed before launching. Just how exclusive do you want to make your offer (the first 20 people? 100? 1,000?)? What are you testing (ideas: a product so new it barely has a name, a free trial, primary access, etc.)?

2

Create your landing page with an opt-in form and highlights about your exclusive beta test. **Check this out** for one example and a little inspiration.

3

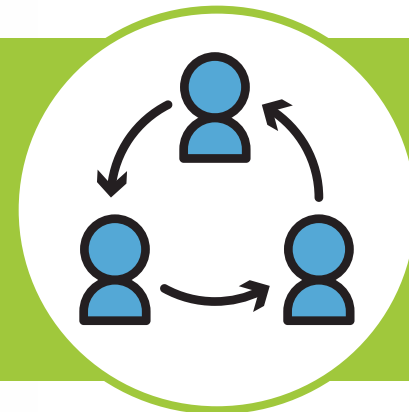
Promote, promote, promote. Newsletters, press releases, casual emails to friends, formal invites to prospects and customers, social media campaigns--flood the internet and alert your contacts with your exciting news.

## RESOURCES AND TOOLS

- **Unbounce** (build your landing page)
- **Prefinery** (customer acquisition for beta programs)
- How to get beta signups for your startup in 9 steps
- 4 Viral Sharing Tactics For Your Product Launch Strategy



# 68 Be Your Brand at Network Events



You can't hide behind that screen forever. Well, technically you could—but where's the fun in that? Break out, break free, and *Be Your Brand at Network Events*. Learn how and why you should employ branding and networking to represent your business in the flesh from time-to-time.

## OVERVIEW

Has it been a while since you last engaged in a firm handshake, read body language signs, or gave a spiel about your business in record time? These are all ways to brand at network events, as important and relevant today as in the past, pre-digital world. In fact, they're so few and far between in today's electronic environment that they have more impact. In this tactic, we're going to focus on pre-planned networking events, like industry happenings, trade shows and conferences. So, start practicing your pitch and smiling in the mirror. Say goodbye to your comfort zone and hello to a world of opportunities (and new prospects).

## THE HOW-TO

1

For the day-to-day, make sure to have business cards with you at all times—you know, just in case. But to plan for the bigger stuff, you'll need to do a little research. Find out what industry events (trade shows, conferences, etc.) are upcoming and suitable for your brand.

2

Now asking yourself, “do you want to vend or just attend?” If you're just going to scope and mingle, all you need to do is purchase your ticket and make travel arrangements/accommodations. If you're going the other route and securing a booth, guest speaking, presenting, etc., then you're not quite done. Once you reserve your space or timeslot, make sure you have everything you need to brand out loud at the event. See the tools below, review Growth Tactic **#62: Brand Your Swag & Build Loyalty** for some advertising ideas, and decide which lead capture app you want to use for securing email addresses. Explore the options they offer to attract users via surveys, or a contest on site while you network.

3

Pack up your promo items (and your charm) and hit the road. While you're at your networking event, make sure to... ahem...NETWORK! Don't be shy. Or, if you are shy by nature (shout out to ingenious introverts) make sure you bring a team member along who isn't afraid to get social. Hand out swag, trade info with potential partners, schedule calls with prospects—and don't forget to flash those pearly whites.

## RESOURCES AND TOOLS

- **MOO** (for business cards & promo materials)
- **Skyline** (for portable displays)
- Trade Show Exhibiting: The Only Checklist You Need
- **Top 100 USA Trade Shows** (Absolute Exhibits 2017-2018 Trade Show Calendar)

# 100-DAY DIGITAL GROWTH PLAN EBOOK SERIES I--V

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# CONCLUSION

## *100-Day Digital Growth Plan*

You're striving to keep your eye on the ball, stay focused on growth and out-think the competition—a tall order. We hope—we believe—it just got a little easier with these focused, practical Growth Tactics. As your industry and environment become more and more competitive, you have to up your game. We know the challenge, and that's why we're offering these hard-hitting tactics.

If you like this first collection of Digital Growth Tactics, be sure to watch for the next titles in the series, and get the benefit of all 5 eBooks! We invite you to share it with colleagues and friends, and let us know what you think.

Don't forget to check the **NP Blog page** for new Growth Tactics going live daily (up to the full 100-Day Plan). We're standing by to help you grow, with expert teams ready to implement these strategies and more.

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