



GENIUS

WE WORK FOR YOU

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WHAT WERE WE TRYING TO UNDERSTAND?

- If Better Conversations is a saleable product
- What messaging worked best to sell Better Conversations
- How different platforms, ad formats and buyer journeys influenced our conversion rates and marketing costs

WHO LISTENS BEST TO OUR MESSAGES?

In order of responsiveness:

- HR
- Business owners/senior business leaders
e.g. MD/CEO
- Sales, marketing and business
development leaders

WHICH MESSAGES WORK BEST?

- Behaviours with the greatest impact in order of priority from our market research:
 - Poor communication
 - Distraction from core focus
 - Poor listening
- Pain points in order of responsiveness from our ads:
 - Communication stress/frustration
 - Stop conflict/poor communication
 - Improved productivity/focus (markedly less than the other two)

WHICH PLATFORMS WORK BEST FOR WHAT?

Facebook

- Traffic volume
- Lead volume
- Ad pricing (lowest cost per click by a significant margin)

LinkedIn

- Gathering business email addresses
- Lead quality (corporate sales)
- Niche targeting and testing of audiences and messages



WHICH AD FORMATS WORK BEST FOR WHICH PLATFORM?

Facebook

- Video gets best response for least cost
- Carousels come a close second
- Lead gen ads are more expensive but effective generation of leads to follow up

LinkedIn

- Single image ads perform best
- Lead gen ads are expensive and ineffective



WHAT IS THE EFFECT OF ALTERING THE BUYER JOURNEY?

We tested a landing page offering a free tip sheet against our main website and discovered that we got more on-site conversions of leads from the landing page, but less than when we were generating leads directly on social platforms.

We tested two versions of the landing page and discovered that the offer of “8 tips” performed better than a generic offer of a “guide”.

CAMPAIGN RESULTS

Result from	Impressions	Visits	Leads	Cost per lead	Conversions	Cost per conversion
Facebook	41,547	479	12	£18.91	5	£34.08
LinkedIn	32,420	93	2	£83.22	1	£433.57
Total	73,967	572	14	£28.10	6	£100.66

CAMPAIGN RESULTS

- Assuming 30% conversion of leads to sale, leading to a total of 10 individual bookings and a £300 course price we'd realise a total revenue of £3000 from spend of £1000 or a 300% ROI.
- This is a conservative estimate assuming only a single place booked per person and does not include any multi-person/team/corporate sales.
- These metrics would be assumed to be worst case scenario as they are our first attempts with multiple eliminable failures and executed over a limited range of time which still leaves a lot of scope for additional optimisations.