

Introduction to Conversion Rate Optimization

Conversion Rate Optimization (CRO) is a method for increasing the percentage of users (potential customers) that take a desired action.

In online marketing, potential customer opportunities include website visitors, social profile viewers, email recipients, etc.

CRO can also be applied to offline marketing such as direct mail, radio ads, newspapers, television, and any other kind of traditional marketing channel/effort.

The desired action is typically converting an anonymous/unknown potential customer into a tangible contact -- a name, email, and phone number.

Note: the more information you can get, the easier it will be to communicate with and qualify leads.

CRO is a crucial element in marketing because it generates more sales out of the marketing you're already doing.

Here's a key formula to remember about CRO:

Double your conversion rates and you cut your CPA (cost per acquisition) in half.



Conversion Rate Optimization

To generate a higher ROI from your marketing efforts, you can do two things –

1. you could spend more money on marketing and hope more leads and sales result from it.
2. you can focus on the effectiveness of your marketing by patching holes – fine tuning, testing, and tweaking it to get more business out of the marketing dollars you're already spending.

For the same reason you wouldn't run your air conditioner with the windows down, you don't want to do any marketing without first optimizing to convert opportunities into customers at the highest rate possible.

Marketing without optimizing to convert leads is literally throwing money out the window. When's the last time you sold something to a click?

The leadPops Team is here to help you stop the bleeding.

The good news is that in many cases, conversion optimization can be a relatively easy fix. The beauty of CRO is it helps you take advantage of low hanging fruit -- fruit that's usually more prevalent and closer within reach than you might think.



Conversion Rate Optimization

Understanding where to start and what to test can be difficult for those new to CRO, so let's make it easy.

One of the most basic CRO questions that you can ask is, "what am I trying to get people to do here?" Let's use a mortgage website as an example...

Is the goal for people to...?

- a. read a bunch of stuff
- b. play with your calculators
- c. fill out your loan application

If the ultimate goal is to make sales – people reading stuff, playing with calculators, and a loan application aren't going to do the trick. At least not by themselves.

Content is good for educating people, but if you haven't optimized the content to drive visitors into effective lead generation tools, and people are just skimming through it and bouncing, what good is it?

Same with calculators... even fancy ones with charts and graphs. They might be fun to play with, but without CRO, what good is someone you're never going to speak with playing with your mortgage calculator?

How about an application...? Think about it: do people typically just jump into those? How often do you receive a totally random, completed online loan application? Even a referral isn't a slam dunk.

The purpose of CRO is to evaluate your marketing efforts and come up with tests to implement to increase conversion rates.

Drastic improvements to your conversion rates can come from the most basic of tests, such as: changes to copy, layout, design, call-to-action messaging, button color, copy length, and placement of call-to-action buttons.



Conversion Rate Optimization

These are just a few basic test ideas that come into play when optimizing a website or landing page for any number of marketing campaigns.

Spoiler Alert - leadPops Experts have been testing and tweaking websites, landing pages, squeeze pages, micro-sites, and just about any type of online and offline advertisements you can think of in the mortgage and real estate industry for a combined 30+ years and counting.

Needless to say, we've learned a ton about what changes make the biggest impact on conversion rates when it comes to the mortgage industry.

Whether you're sending out email blasts, running radio ads, driving traffic with pay per click or search engine optimization, or even working with referral partners, like Realtors and builders, CRO is guaranteed to help you get the most out of your time and money.



Let's Get Started!

We've created a database of leadPops Marketing Action Plans (MAPs) for you to get started implementing Conversion Rate Optimization in every aspect of your marketing.

These Marketing Action Plans go over everything from the most basic of things like optimizing your voicemail message, all the way to more advanced strategies like retargeting and pay-per-click advertising.

Once you put Conversion Rate Optimization at the heart of all of your efforts, you'll be able to measure and scale your successful campaigns for maximum ROI and trim the fat on the less lucrative ones.

To book a consultation on this topic (or other), go to:

www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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