

Applying Prospect Experience Design™ to Your Website

NEWFANGLED

**Own your marketing,
control your future.**

An ideal **Smart CTA** has three key attributes.

1

Learn from Us

Sign up to receive our monthly insights directly to your inbox!

FIRST NAME *

LAST NAME *

EMAIL ADDRESS *

SUBMIT

2

Core Form Fields

Always require first name, last name email and country fields on “smart CTA” forms in order to keep your contacts database organized, automated programs personalized, and GDPR compliant. Also display this information after it has been collected to make clear to prospects that your website recognizes them personally.

3

Upcoming Webinar

“A webinar about how we solve your problems”

REGISTER NOW

Progressive Engagement

The goal of a “smart CTA” system is to ensure that visitors are always shown the next best engagement opportunity for them. A “smart CTA” will always display forms and content opportunities a prospect has not yet acted upon and require fields a prospect has not yet submitted.


Recommended Progressive Engagement Behavior

The Newfangled plugins are configured by default to maximize prospect engagement.

Aggregate data show that right-fit prospects tend to progress through the buy-cycle in a predictable manner, elevating to buyer actions after 2-3 form submissions. Larger numbers of form submissions — particularly from accessing gated content — that are *not* interrupted by buyer-friendly form submissions tend to be associated with competitor or peer sessions.

1.


Subscription Form



2.

Upcoming or Latest Webinar


In sidebars, this CTA is static, meaning that it displays information (e.g. Webinar Title, Description, Image) and a button to register on the webinar’s page.



3.

Latest Gated Content


In sidebars, this CTA is static, meaning that it displays information (e.g. Article Title, Description, Image) and a button to register on the article’s page.



4.

Buyer-Friendly CTA


This could either be an exposed form (e.g. “Let’s Talk”) or a static CTA that directs visitors to a landing page/Contact Us page where they can complete a form.



5.

All Other Gated Content

Once a prospect has completed the previous four form types, the smart CTAs will cycle through all remaining gated content in the database.



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Marketing Empowerment for Experts

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An ideal **Content Gate** has three key attributes.

The diagram shows a content gate form with the following fields and attributes:

- Core Form Fields (2):** Always require first name, last name and email fields on “smart CTA” forms in order to keep your contacts database organized and automated programs personalized. Also display this information after it has been collected to make clear to prospects that your website recognizes them personally.
- Clarity (1):** Language and placement of this form should enable readers to recognize this form’s purpose and encourage them to make use of it in order to gain access to content in its full form.
- Progressive Engagement (3):** Like “smart CTAs,” content gates should also require fields a prospect has not yet submitted.

The form itself includes the following fields:

- COUNTRY *
- FIRST NAME *
- LAST NAME *
- EMAIL *
- TITLE *
- BUSINESS TYPE *
- NUMBER OF EMPLOYEES *
- SUBMIT

A **content gate** is your best opportunity to gain repeated form submissions and learn more about qualified prospects.

An ideal **Opportunity Form** has two key attributes.

The diagram shows a form titled "Let's Talk!" with the following fields:

- FIRST NAME *
- LAST NAME *
- EMAIL *
- TITLE *
- MESSAGE *
- SUBMIT

Callout 1 points to the form's position on the page. Callout 2 points to the form's layout.

Positioned to Filter

Instead of placing opportunity forms in sidebars, forms on positioning pages should be arranged according to the flow of the page's content.

Opportunity forms operate as *filters*, which means that reading the page's content should be considered a prerequisite of completing the form.

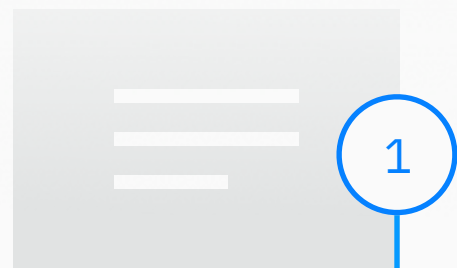
This is why positioning pages can follow single-column layouts with opportunity forms positioned without concern for above-the-fold visibility.

Consistent Display

Opportunity forms should display on positioning pages in a persistent manner, regardless of previous actions in a prospect's session. While they should auto-fill known prospect data, they should have specific fields always required for submission, rather than defaulting to uncaptured fields for progressive engagement.

An **opportunity form** enables prospects to express direct interest in becoming customers.

An ideal **Inline CTA** has two key attributes.



Repetition

We recommend displaying inline CTAs within the content list on this landing page, repeating at an interval of every 3-5 articles.



These CTAs will repeat in as many cycles as your content repository will allow.

For example, if your archive contains 100 articles and 3 unique inline CTAs loading at an interval of every 3 articles, each one will repeat at least 10 times *for a prospect who scrolls through every one*. A prospect who scrolls through 30 articles will see these CTAs repeat at least twice.



Evergreen

Cycling CTAs should display evergreen engagement opportunities and content experiences that can be acted upon on other pages or in form overlays. This frees these CTAs from the technical complexity of integrating with your smart CTAs.

An **inline CTA** promotes a wide range of engagement opportunities for prospects vertically orienting through your content archive.

Your engagement forms could also include **calculators** or **assessments**.

FIRST NAME *	LAST NAME *
<input type="text"/>	<input type="text"/>
EMAIL *	TITLE *
<input type="text"/>	<input type="text"/>
BUSINESS TYPE *	NUMBER OF EMPLOYEES *
<input type="text"/>	<input type="text"/>

1 How much do you spend on your marketing each year?

select answer

▼

2 How many people spend more than 25% of their time on marketing at your firm?

select answer

▼

3 How often are you measuring marketing results?

select answer

▼

4 How many new opportunities do you need each quarter?

Consistent Display

Calculators and assessments should display on pages in a persistent manner, regardless of previous actions in a prospect’s session. While they should auto-fill known prospect data, they should have specific fields always required for submission, rather than defaulting to uncaptured fields for progressive engagement.

A **calculator or assessment** can enable prospects to directly analyze their own fit for your services.

These **websites** are well-equipped with the right engagement points.

RATTLEBACK



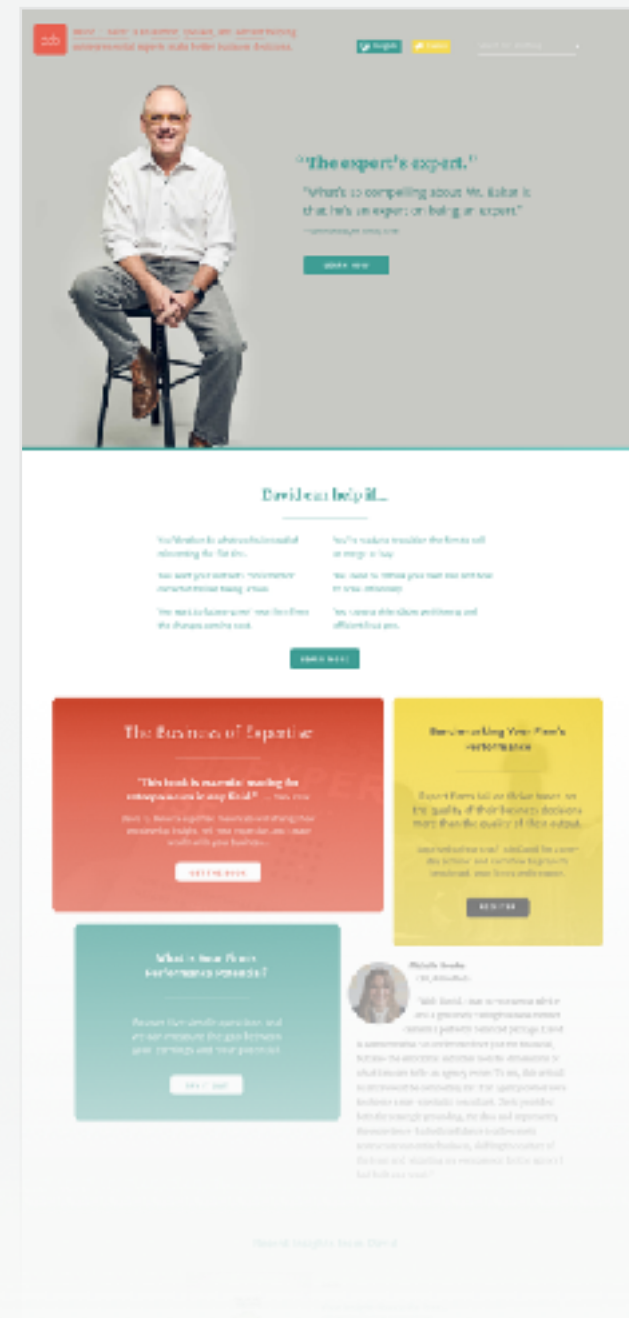
NEW KIND



CALLAHAN



DAVID C. BAKER



Each of these firms dramatically increased the effectiveness of their engagement points after enrolling in Newfangled's Digital Marketing Program.