

NEWFANGLED

Applying Prospect Experience Design

A mini-guide to creating more engaging and
effective results on your website

Results

An effective result sample answers a predictable prospect question: “How has this worked for organizations like mine?” It should be easy to read, and easy to act upon.

Your results need:

1. Proof

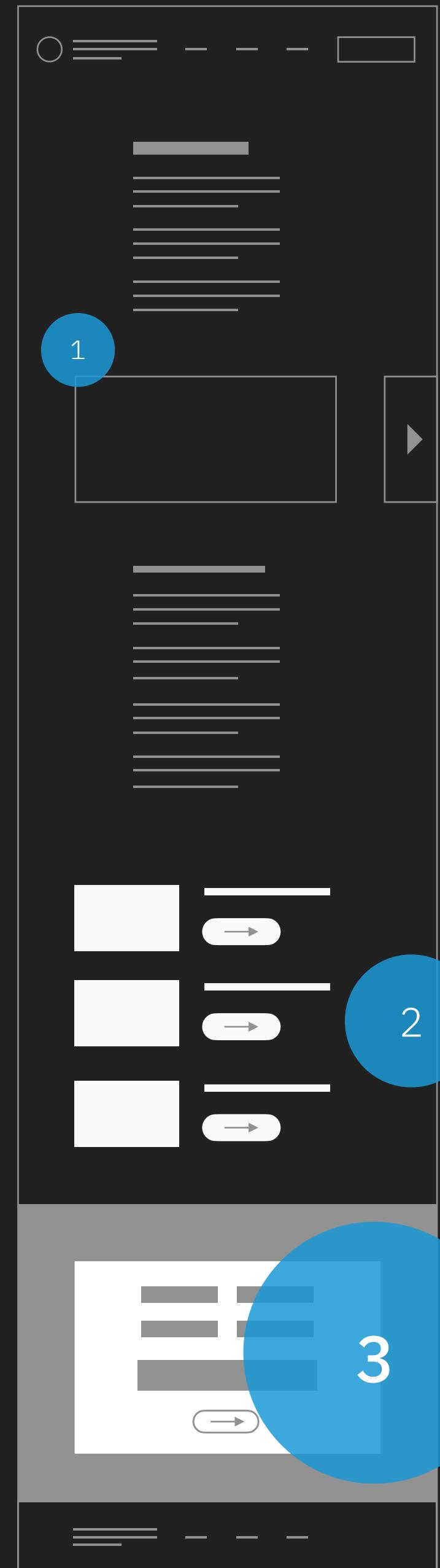
Prospects need proof of *results* (quantitative or qualitative), proof of *fit*, and proof of *quality*. Representing how you measure success is critical, as is providing testimonials and samples of what you produce.

2. Structure

Always connect results back to the service(s) which made them possible. For first-time visitors to your site, these will represent the primary action they should take after reading this content.

3. A Way to Engage

Once a prospect has read about what you do and how you’ve put it to use, the most valuable action they can take next is to get in touch with you to discuss working together.



Optimize for Scanners

A good prospect session is likely several pages deep by the time this content is reached. Make the best use of your prospects’ attention by designing this page for scanning.

Use headlines that stand alone and provide specific elements of the narrative that can inform even prospects who don’t read what is beneath them (e.g. “Optimizing Conversion Rate” vs. “The Solution”).

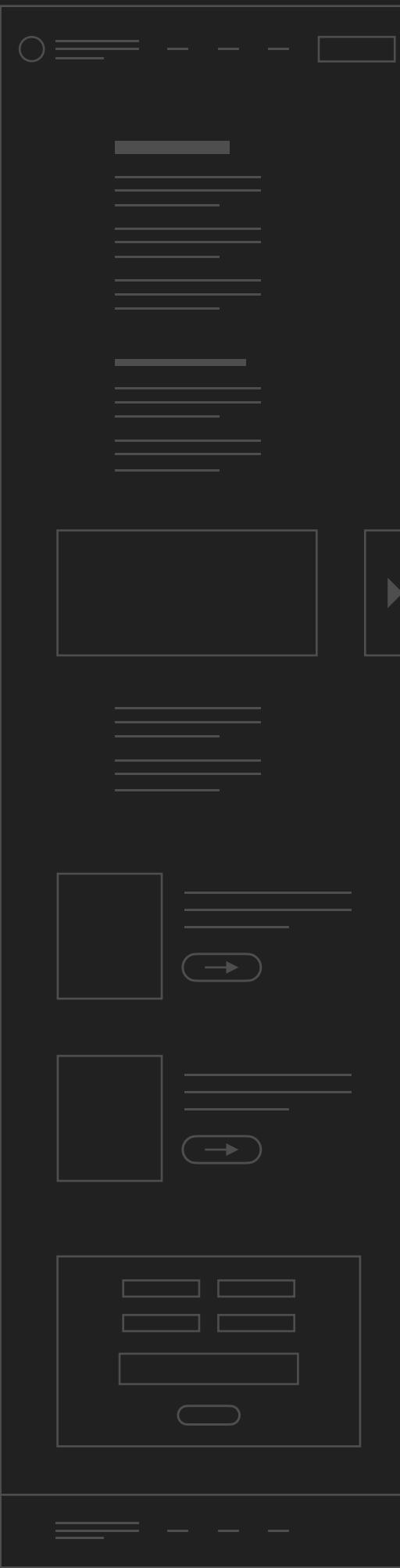
Maintain a balance between text and imagery. While it may be tempting to fill this page with images of creative output, keep in mind that any detail on this page is a draw upon your prospect’s cognitive supply – images and text alike.

Some Prospects

Prospects beginning their sessions on a results page need to connect the outcomes described to the services that made them possible. Link to service pages, not other results.

Most Prospects

The majority of prospects that visit a results page will now be equipped with everything they need to know in order to self-identify as a right fit prospect, and should get in touch with you.



A Good Example

Position has dramatically increased the effectiveness of their results pages after completing the Newfangled Digital Marketing Program.

Their results pages prioritize:

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How a Brand Refresh Helped a Membership Organization Triple Event Sponsorship

For over 100 years, the Associated General Contractors of California (AGC-CA) has shaped policy, improved industry relationships within construction, and developed the construction workforce. AGC-CA knew its brand was severely outdated and didn't reflect the legacy it was building.

Actively preserving the beauty of AGC-CA's history while reimagining its future, we designed a full suite of branding that helped more than triple event sponsorships.

Here's how we did it:



CLIENT
AGC OF CALIFORNIA

Results

TESTIMONIAL



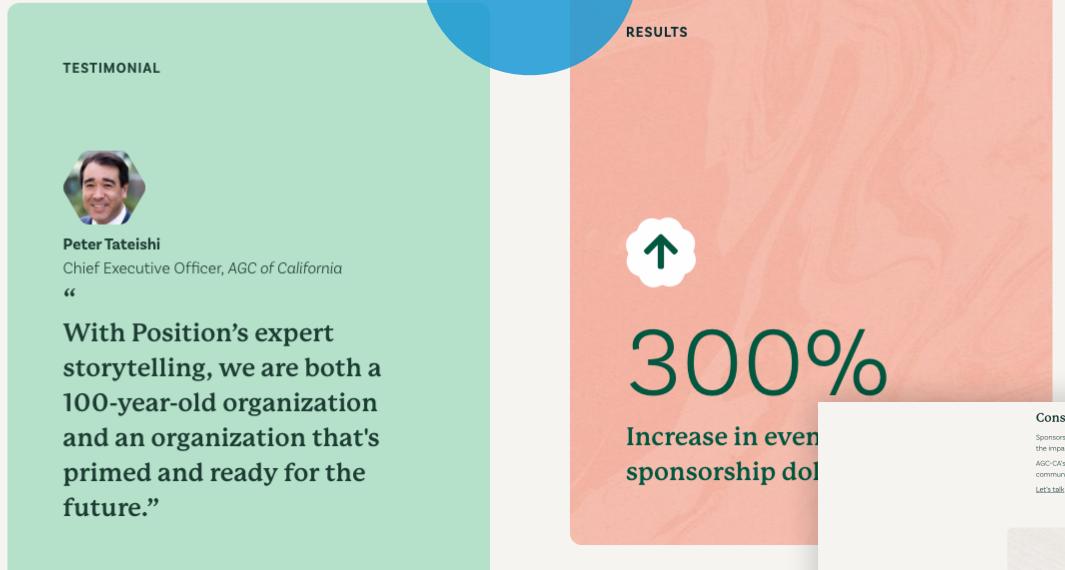
Peter Tateishi

Chief Executive Officer, AGC of California

"

With Position's expert storytelling, we are both a 100-year-old organization and an organization that's primed and ready for the future."

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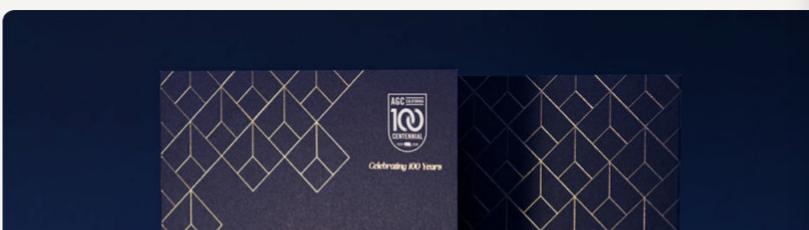
A New Face for a Long-respected Membership Organization

AGC-CA asked us to help breathe new life into their brand in preparation for their 2020 centennial. We needed to refresh the organization to celebrate a moment in time and signal a new direction – without abandoning their revered history. The rebranding was an iterative process. We preserved and evolved the most beloved elements, like the iconic blue and white color palette, and updated them to reflect the needs of the modern organization – logo variations, color palette, typography, photography style, image treatments, patterns, and icons. This evolution contributed to a sense of energy and forward movement.

With the brand system in place, we infused AGC-CA's 2019 fall conference with a new look, feel, and energy. The annual event took on a more sophisticated feel with new design, colors, and language.

Construct 2019 paved the way for an even more important event: the Centennial Installation & Awards Gala at the Fairmont in San Francisco. The event needed to tell a special story. The invitation, social media graphics, and banners reflected an understanding and respect for the past and a vision for the future.

The centennial year not only made a lasting impression on AGC-CA members but also increased the entire industry's confidence in the organization's ability to lead.



Position

This case study provides measured results, a testimonial, examples of the work itself, clear links to the services that made this outcome possible, and an easy way for prospects to get in touch.

Proof 100%

Proof can take a variety of forms. This example uses measured statistics, testimonials, and work samples to provide proof of results, fit, and quality.

Structure 100%

This case study makes it easy to see which services were employed to make this outcome possible.

A Way to Engage 100%

Most prospects that read a case study should be encouraged to get in touch with you.

More Examples to Consider

Each of these firms dramatically increased the effectiveness of their results pages after completing the Newfangled Digital Marketing Program.

webuild

We utilized analytics and iterative testing to simplify and improve the process of managing loan debt.

CHALLENGE
Student loans are fraught with complexity and difficult to manage as borrowers often have multiple loans with several loan providers, making repayments a frustrating experience.

SOLUTION
Design an easy-to-use, intuitive interface that organizes all student loans under one roof and simplifies the complexity of understanding various repayment options.

FORMS
We built a complex form for loan consolidation that required multiple steps and validation rules. We used A/B testing to identify the most effective layout and messaging.

WIDGETS & TABLES
We created a comparison table for different loan consolidation options, including rates, terms, and fees. We used data from our own database to provide accurate information.

MODAL
We added a modal for users to enter their loan details, which was triggered by a button on the main page. This improved the user flow and reduced friction.

25% FIRST MONTH BOOST
Increased revenue in the first month by 25% through a significant overhaul of the blog.

5X MONTHLY REVENUE
Increased monthly revenue 5x over the course of the partnership through rigorous A/B testing.

ACQUIRED BY NASDAQ
Helped grow a very profitable business that was acquired in July 2018 by Lending Tree.

Andrew Joswell
CEO & Co-founder, Student Loan Hero

O'Rourke

Winvian Farm Yields 58% Increase in PPC Revenue

THE BACKGROUND
A uniquely luxurious getaway in the Litchfield Hills of Connecticut, Winvian Farm is widely regarded as one of the country's most renowned, most distinctive, and most one-of-a-kind properties. Set into 113 acres of bucolic countryside and home to 18 well-appointed cottages, no two alike, the boutique resort promises luxury amenities and a secluded atmosphere. They have an on-site spa, five-star restaurant, and much more.

THE CHALLENGE
When we first connected with Winvian Farm, their goals included increasing their previous paid search campaign efficiency and, ultimately, capturing more clicks and revenue with the same spend level as the previous year.

THE SOLUTION
Leveraging our experience and PPC expertise, the team at O'Rourke worked to construct a paid search plan specifically targeted to increase ad clicks across the board.

Hotel SEO Checklist: 10 Items to Complete a Hotel Website Checkup

If you're not sure where your hotel stands in the eyes of search engines, use this SEO checklist to complete a site checkup and see if there are areas that improvement.

READ NOW

Imagination

Rethinking media engagement during a pandemic

Value for the brand

"Briefing our latest portfolio of products during a time when travel and in-person meetings are restricted was a real challenge, but working together with Imagination we were able to adapt our approach to not only deliver an immersive experience but also our best ever results."

Interested in learning more?

Everyday Industries

GAINFUL

DATA-Backed Design Helped a Personalized Supplement Service to Boost Conversions and Order Value

GAINFUL is a subscription service that creates custom protein blends and supplements that are tailored to customers' unique needs. To create a personalized blend, consumers answer several questions including their athlete goals, dietary needs, and type of fitness they engage in. While the product was appealing, potential customers were abandoning the site without converting. The quiz and results were underperforming and didn't demonstrate how the product was personalized. GAINFUL's product differentiators were buried within the flow and weren't well understood by their potential customers. To add complexity, GAINFUL was introducing new products to their offering and needed a design solution that could grow with them.

Gainful's Website

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Thanks for downloading!

We hope this short guide helps you in creating case studies that will enhance your prospects' experience on your website and elevate the right-fit opportunity to you.

And there's more where this came from! Follow the link to the right to discover **how you can more easily and regularly meet your prospects' need for proof by creating micro-results**.

How To Provide Proof with Micro-Results

We need more ways of showing the results of our expertise that can work **on their own** to give prospects the assurances they need..



[Learn More About Micro Results](#)