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00:00:32.369 --> 00:00:57.189

Alex Cooper: That is incredible. He is bringing the heat already. Welcome in, guys. We'll give it a minute for everyone else to join. Then we'll get started with Chase, who will be talking about funnel congruence with AI today? Thank you guys for joining the relatively last minute. Invite. We're just coordinating this with chase and welcome. If you're watching the replay back as well, I'll start off with a couple of logistics

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00:00:57.459 --> 00:01:17.739

Alex Cooper: everyone will have seen in teachable, or many of you will have seen teachable the replay from Thursday's session go into there. All of the resources and links are in there as well, and you may have seen on the calendar for this week. This Thursday session is actually another bonus session. It's with Iran from Gumloop

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00:01:17.739 --> 00:01:31.049

Alex Cooper: as like an introduction to Gumloop for those of you who have not yet used the platform. That's not replacing the like weekly session that Jimmy and I are doing. We're just putting that back by a week. So session 6 will be next Thursday.

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00:01:31.294 --> 00:01:55.979

Alex Cooper: We just wanted to do this session similarly to Poppy, with how we had Amanath come in and introduce Poppy before we actually did the session on Poppy. Just so. Those of you who are less familiar with Gumloop and how to use it can go to this Thursday session, and then next week we don't have to spend time explaining like how to use the platform and like how to go about it. We can just dive straight into some live Demos with creative strategy. So if you're not familiar with Gumloop, I would recommend coming to this Thursday session

11

00:01:55.979 --> 00:02:08.489

Alex Cooper: if you are, and you're already like a user, then it might be worth your time just to come to the next Thursday session. But this Thursday will not be a Jimmy and me session. It will be another bonus session. We'll carry on with week, 6

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00:02:08.489 --> 00:02:09.879

Alex Cooper: next week.

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00:02:09.959 --> 00:02:31.239

Alex Cooper: as always. Guys, if you have questions, please put them in the Q, and a function at the bottom should be along the bottom bar. If you can't see it click the 3 dots, which is more should be Q. And a. Rather than doing that in the chat, because questions can

easily get lost in the chat. Chase will be getting to these questions. We'll do an ama like after Chase has gone through his deck

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00:02:31.499 --> 00:02:53.939

Alex Cooper: at the end, and if you ask your questions in the in the Q. And a function. We'll try and get through as many of those as we can. But without further ado I want to introduce everyone, a man that you've probably seen around on social. You're probably subscribed to his newsletter. If you're not, you absolutely should be. Chase is my good friend, and the founder at Creativeos.

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00:02:53.969 --> 00:03:11.499

Alex Cooper: And today Chase is going to be talking about funnel congruence with AI, and how to make sure there's good congruence between the ads that we create and our landing pages with the help of AI. So Chase. Thank you so much, man, for for coming on and and speaking to everyone today I'm super pumped for what you'll be going through.

16

00:03:12.780 --> 00:03:22.757

Chase Mohseni: 100%. Well, I appreciate you all. See some faces and names that I know a lot that I don't so excited to share some share some learnings here with everybody, I think. The

17

00:03:23.220 --> 00:03:32.989

Chase Mohseni: the big takeaway here is that you can. You can do the things that I'm going to share on your own. You don't need any tools. There are tools that can do these things for you. And I'm not going to really talk

18

00:03:33.110 --> 00:03:57.489

Chase Mohseni: too much about creative OS, except for the things that we've learned that I can share here. Across. Having worked with, you know, tens of thousands of a brand. So I'm going to give a little bit about myself before I go into the deck. And why kind of this intersection between creative whether it's an ad landing page or or any other traffic source, and the landing experience or the post click. Experience is something. I'm uniquely qualified to talk about. So

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00:03:57.830 --> 00:04:22.099

Chase Mohseni: before creative OS, which is a which is a creative library for for people who are running ads, emails and landing pages where we provide templates, and we have over 10,000 pre-made templates for everybody. I worked as Vp. Of growth at a company called Pencil. So think of Icon before it was icon we got acquired in 2023, and I dealt with again tens of thousands of brands, trying

to figure out how to make their creative better.

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00:04:22.100 --> 00:04:51.490

Chase Mohseni: After that I was Cmo of a company called Heatmap. So if you're an e-commerce, you know, heatmap@heatmap.com. And I analyzed, you know, trillions of data points around what's actually driving conversion. So this connection between traffic source and landing experience and the delta between the 2 is really close to my heart. And so as we went into building the next set of technology for creative us, we started doing a lot of research around this. And what we found is, and I'm going to go through this in the deck. About 20% of your actual conversion rate

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00:04:51.490 --> 00:04:55.159

Chase Mohseni: is predicated on the connection between the 2 things.

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00:04:55.491 --> 00:05:19.849

Chase Mohseni: And so I'm talking to you about some practical ways that you can go about it. But I want to give you some facts. So before we do that, if anyone wants to give me a plus one, or a thumbs up, or whatever how many people are actually running some sort of paid traffic? To a landing page right now is that kind of everyone here? Is that the like bra the table stakes of everything. Alex. With this, with this crew, everyone. Okay, we got, we got a lot of folks

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00:05:20.020 --> 00:05:26.420

Chase Mohseni: that's great. Okay? So creating landing pages is incredibly difficult.

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00:05:26.840 --> 00:05:35.179

Chase Mohseni: You can iterate on ads a lot faster. There's less amount of coding and and special things necessary, and tools necessary to do it? And so

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00:05:35.350 --> 00:05:49.270

Chase Mohseni: why we're talking about this is, how do you take those ads and try to match them up with the landing pages that you have on hand, or how can you make those landing pages and iterate on them? More quickly? So 1st thing we want to talk about, and I'm gonna share my screen now is

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00:05:50.020 --> 00:05:51.549

Chase Mohseni: let's see, where is this

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00:05:54.770 --> 00:05:59.149

Chase Mohseni: go here? Okay, can you guys see this?

28

00:06:00.237 --> 00:06:04.716

Chase Mohseni: Okay? So obviously, I talked about this.

29

00:06:05.340 --> 00:06:20.259

Chase Mohseni: really the biggest, the biggest thing is where you're losing revenue in plain sight. So you have your attract. This is where you're using social media to attract your visitors. You're converting people on your website. And this is your mid funnel stuff, and then you're selling them and turning them into an actual purchaser.

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00:06:20.400 --> 00:06:23.369

Chase Mohseni: Your landing page is where you're converting them into a sale.

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00:06:23.510 --> 00:06:29.949

Chase Mohseni: The Delta that you're having is right here in between that. How much are people missing out

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00:06:30.290 --> 00:06:39.490

Chase Mohseni: because they're not converting properly here. So I'm gonna give you a an example before we go into the tactical portions of this. And then I'm gonna talk to you about how you actually can action this in real time.

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00:06:40.830 --> 00:07:09.169

Chase Mohseni: so you're a you're a 10 million dollar brand. You lift that conversion rate 1%. Again, you can see this here on traffic 10 million at 85 Aov at a point 2 conversion rate 5. It's like 505.8 million visits per year. You boost that to 3 per 3%, just a 1% bump. You're adding almost 90,000 more orders. You go from a 10 million Dollar Revenue Company to 17 million Dollar Revenue Company, like the Math Maths

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00:07:09.560 --> 00:07:14.030

Chase Mohseni: and people aren't focused on it. And this is where you can actually find that alpha right now.

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00:07:15.430 --> 00:07:22.560

Chase Mohseni: So what are the main drivers of this? So what are the main drivers, I think, where drive your actual conversion. So there's ad creative.

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00:07:22.630 --> 00:07:49.029

Chase Mohseni: There is your landing page. And then there is the message match between those 2 things and what we're trying to do is make sure that the you have a lot of speed, clarity, trust, and alignment of promise and visual tone, because the thing is, most people, and I'll give some stats around this. Most people. And I have done it. Everyone here, I think, is gonna be able to not is when you go from an ad on A on Instagram or Tiktok, and then you go to the landing experience like, Oh, I don't. This doesn't make sense. This is not the company that I was interacting with.

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00:07:49.400 --> 00:07:58.909

Chase Mohseni: These things leave a lot of data on table. So what we're gonna look at here. Some data around this is 70% of ads actually match the landing page. This is bananas.

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00:07:58.910 --> 00:08:20.460

Chase Mohseni: right? And you're gonna say, well, but it's the same brand, and it's the same product. But if you have an offer on your ad, and you don't have it on the product, you have a Cta that you have there, and it doesn't match that. You have an image in the ad, and it's not the same image. You have a model in the ad, and it's not the same model or person in there. These things must match. Emails usually match a little bit better, which I found surprising.

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00:08:20.460 --> 00:08:24.289

Chase Mohseni: And visuals are the kind of biggest culprit of incongruence.

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00:08:24.860 --> 00:08:48.799

Chase Mohseni: Now, the macro data is, you know, 60 about 65% of these campaigns actually come from your creative quality and adding a relevant landing page lifted conversions by like a total of 54%. And these these message matches between add and lp, also boosted conversion, 66%. So like focusing on just a few small things can actually deliver a lot of value.

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00:08:49.030 --> 00:09:11.130

Chase Mohseni: What we're trying to do. And what I'm going to abstract a little bit more is how with AI, you can figure out what actually makes sense for your icps, etc. As well, so that you can find both who the people are, what they need, and then what you can do really, simply to be able to actually deliver value for them. So that you can do this in a in a really tactical way, like you could go and actually apply it today without anyone else's help but your own.

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00:09:12.700 --> 00:09:41.379

Chase Mohseni: So I want to talk about websites and why this is such an important one. And I'm really drilling down into the data so that we can actually get into practical examples afterwards, but that we understand kind of at the ground floor. Why this makes sense. So the data that I pulled from heat map and worked with Dylan on with founder over there is you have 50 ms before someone decides to bounce. So that that is like quicker than the snap of a finger. Right? 70% of all bounces that happen are under 3 seconds.

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00:09:41.650 --> 00:10:07.209

Chase Mohseni: which means they're not actually getting to anywhere below the fold, which is really the game. If you can get them below the fold, you already are in a place where you're getting them to sell. And you could, you know, drive, purchase, velocity, 80% of all the traffic that we have seen and that we have done. All the research on is coming from paid media. Which means that funnel congruence is the biggest thing that you should be focused on outside of kind of is the creative really hitting? And is the website set up properly?

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00:10:07.680 --> 00:10:36.119

Chase Mohseni: And less than 50% of brands use unique landing pages. Now, a unique landing page. You're gonna say, well, it's hard to do this. There's creative. There's this. A unique landing page is just something that matches what you're sending the traffic from. So you know, if you're a bigger brand, you're using something like for bot to to kind of do this for you in real time. A lot of people don't have access to capital or people who can instrument this for them. So they're gonna have to do little things that they can do on their own. We're gonna talk about that

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00:10:36.380 --> 00:10:46.110

Chase Mohseni: And then the average site wide Cvr that we've seen across everything is about 3%. So we can drive that up pretty meaningfully with a couple of small changes. And then this is the big one, right?

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00:10:46.390 --> 00:10:51.429

Chase Mohseni: 75% of your traffic doesn't go below 30% of your page. The scroll depth, right?

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00:10:51.710 --> 00:11:08.139

Chase Mohseni: So that means that you have only 30% of your page maximum to get people to understand that they should be trusting you. And so that means that the congruence of. And again, this is not on a desktop. Right? Like, okay, let's say, Aov, above 99. You might be getting desktop

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00:11:08.451 --> 00:11:31.168

Chase Mohseni: interactions when it comes to purchase. But anything that's below that 1st purchase Aov is gonna be on a form factor that is mobile, that is mobile, native. So you have less. You have less room that you can actually get people to understand what your creative is trying to sell, and then what you're doing to get them from that attention phase to the actual purchase intent. At the bottom. So,

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00:11:31.510 --> 00:11:52.679

Chase Mohseni: that's the data around websites. These are a few different things that you can do and what users actually see. These are some. These are some best practices that I think every single person should be leading on. I'll give this. I'll give this Alex, so he can give give it to you as a takeaway. You can go and apply these and go and do an audit of your pages, but like 2 big ones that I think are really important is you shouldn't have paragraphs

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00:11:52.730 --> 00:12:20.559

Chase Mohseni: on your on your websites. I go to every website I go to almost all the time, has these, especially because they've they've designed on desktop. And when it goes into mobile native. Yes, it's responsive. But the responsiveness pushes that 2 lines that you had on desktop into 4 to 6 lines, audit, automatic, cognitive dissonance. Right? So 2 lines staccato, something that you can read. Think of the way that Ogilvy wrote lines. The next one is no font. That's less than 14 P.

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00:12:20.730 --> 00:12:22.369

Chase Mohseni: The idea is again

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00:12:22.470 --> 00:12:49.999

Chase Mohseni: on your, on your phone. How hard is it to read? 9 9 font. It's impossible. And so like these things are simple. But we're usually designing on a desktop, or if a lot of us have huge screens in my in my office. I have a 48 inch curved monitor. I should not be designing a mobile experience on my 48 inch curved monitor. There's going to be a lot of distance between the the traffic source and the actual form factor that it's received in in the in the post click experience.

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00:12:50.080 --> 00:13:16.729

Chase Mohseni: And then last one. And this is, please just do this. Pop ups delayed to scroll A B test. This. You're gonna lose a shitload of people by not actually by. By keeping your pop up right away. People say, well, I get these sign ups. Well, what happens to the quality of your purchase intent. If you don't have people bouncing because they're like, Oh, dude! Another another person pushing me to pushing me to do this. But if you get an intent signal

from someone that they're scrolling.

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00:13:16.890 --> 00:13:24.889

Chase Mohseni: You're gonna be able to then go and get them to sign up for whatever offer that you have. So ab test that that's a that's a quick one. That's a quick one there.

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00:13:25.600 --> 00:13:52.370

Chase Mohseni: So I don't. I don't think of creative as art in a funnel. I think of it like an Api. It it is the. It is the thing that is helping you pass information from one place to another.

Right? So you unlock people and the kind of data source that's coming from customers through that ad channel by your creative. It drives conversion into the landing page, which is really where all the where all the benefit comes to you. And so you're trying to make your your creative, that you're pushing

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00:13:52.670 --> 00:14:21.599

Chase Mohseni: with your like that. You're pushing all of your traffic to that. You're trying to make congruent, consistent, predictable, fast, elegant, and invisible in its function. You go to creative. Know what to think about it. Right? They're just like, okay, let's go to the landing page. A landing page also needs to be invisible in terms of the conversion from those things. Right again. I'm saying a lot of stuff here, Dude. I don't have the ability to do all of this. It is so hard, right? So we're gonna talk about how you understand? Your customers a bit better upstream.

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00:14:21.981 --> 00:14:35.519

Chase Mohseni: And I'll have a takeaway. There's a i i created a Gpt of this when I was when before. And I updated it. So you guys will have it. So you guys can use it on on getting messaging clarity with your Icp, so that will be in a document. Takeaway. After this.

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00:14:36.473 --> 00:14:51.750

Chase Mohseni: So there's there's 4. There's 5 ways that you measure funnel congruence with yourself. There's message match, there's visual continuity. There's Cta alignment. There's cognitive clarity. And then there's emotional consistency. So does the Lp reinforce the ads hook or offer?

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00:14:52.310 --> 00:14:58.049

Chase Mohseni: This is the 1st place where there is dissonance between the 2 things. Right? You want your offer always. So there's a lot of

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00:14:59.520 --> 00:15:04.981

Chase Mohseni: And I I have done this. So I'm I'm a card carrying member of a person who's gotten this message match wrong.

61

00:15:05.580 --> 00:15:07.163

Chase Mohseni: you will be able to

62

00:15:07.800 --> 00:15:24.510

Chase Mohseni: notice a drop off if you have 30% off on a on an ad, and then that's not the 1st thing that they see in bold, in some sort of big icon in the above the fold, on your on your website, visual continuity, Ct, alignment, cognitive clarity, etc. You could literally screenshot this.

63

00:15:24.630 --> 00:15:38.330

Chase Mohseni: put it into chat gpt, and then say, Hey, this is my ad, and this is my, this is my this is my landing page. Just take a screenshot of both and say, do they match based off of these 5 based off of these 5? And it will give you a pretty good sense of what to do.

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00:15:39.290 --> 00:15:42.008

Chase Mohseni: So I'm gonna show you what breakage looks like.

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00:15:42.900 --> 00:15:45.359

Chase Mohseni: this is a great brand bite.

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00:15:45.950 --> 00:15:50.800

Chase Mohseni: this is the landing page and the above the fold, that is from this ad creative.

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00:15:50.910 --> 00:15:58.110

Chase Mohseni: So let's talk about kind of all of the breakage that's here. Coffee doesn't match

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00:15:58.220 --> 00:16:01.290

Chase Mohseni: models. Don't match offer doesn't match

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00:16:01.842 --> 00:16:18.790

Chase Mohseni: the product and toothpaste do. But I don't see a toothbrush anywhere, and the ad was sent to the homepage. Right? So a lot of people are sending stuff to their homepage. And it's it's getting good quality traffic. The thing is, it's pretty easy, especially in shopify, to duplicate this.

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00:16:19.230 --> 00:16:20.110

Chase Mohseni: it just

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00:16:20.270 --> 00:16:48.009

Chase Mohseni: add this, add this copy here right here, even if you keep all of these things the same. Say, I can't change all of these things. You can add this icon, and you can add this copy to this exact same thing, and you will at least have some level of congruence. You can't have 3 to 4 pieces of breakage, you can have one, and if it's just the model. But you're saying, Okay, well, now, this shows me that there is a diversity of people who use this totally fine right? But you can have copy

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00:16:48.539 --> 00:16:55.280

Chase Mohseni: you can't have offer. You can't have all products, not match. So that's 1

73

00:16:55.844 --> 00:17:23.609

Chase Mohseni: and again, if you guys have questions, please drop them in the chat. I'm happy to answer them. But this is where like a conversion would actually come from. I'm not going to go through all this because it's a lot, but you can. You can take a look at this, but you can see message match offer continuity, aesthetic visual harmony, journey, alignment, urgency and momentum, carryover and segmentation relevance. You will see that each one of these will drive value. When you pop these all together, you'll be able to find a few recommendations, and usually it's around copy.

74

00:17:23.640 --> 00:17:35.249

Chase Mohseni: image and offer are the 3 kind of main levers that you can pull on this, that that will make sure that you have a higher than 50% continuity between the 2 things and congruence.

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00:17:36.050 --> 00:17:44.009

Chase Mohseni: So I have a couple more examples here. We'll do one more, and then I can. I'll pause for this, and then I'll move on to the kind of tactical the tactical document that I have.

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00:17:44.780 --> 00:17:59.390

Chase Mohseni: So what breakage looks like again for your main man. This is a father's day, one there's no mention of Dad in this ad for your main man, this who? Who's your main man? Is it your husband is your boyfriend? Is it your dad? Is it your grandpa, who's the main man?

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00:17:59.520 --> 00:18:14.169

Chase Mohseni: Don't know anything? You're depending on a lot for me

to get here. Oh, it's father's day gifts. I wasn't shopping for Father's Day gifts. I was shopping for my husband. That's my main man. I was shopping for my son. That's my main man the assets on his hand aren't actually anywhere above the fold on this product. Page.

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00:18:15.810 --> 00:18:23.209

Chase Mohseni: the the Lander doesn't mention the main man. Right? Father's day gift. Okay? So I'm I'm supposed to assume. Well.

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00:18:23.330 --> 00:18:37.030

Chase Mohseni: let's say someone is not close to their father, or you know there are other things that have happened in their lives. You're you're causing unnecessary friction between them that let's say someone's. You know, they're not close to their father. They click this ad.

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00:18:37.140 --> 00:18:50.056

Chase Mohseni: They go there automatic drop where you could have converted them if you that, or saved them, so that the next time they saw an ad that was about a main man, and it went to that kind of thing. They didn't have a negative feeling about your business.

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00:18:50.630 --> 00:19:09.224

Chase Mohseni: and then there's no image until 8 products. So you're seeing 3 products. This is 4 5. There's about 6 other ones that are below this that I could not show in a deck. And you don't get it until like 60% down the page before you before you go to the next page. All these things don't make sense.

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00:19:10.170 --> 00:19:16.969

Chase Mohseni: so another one, this one I'll I'll let you look at this on your own. It's horrible. But this is perfect example.

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00:19:17.140 --> 00:19:22.360

Chase Mohseni: This is someone optimizing for SEO in a mobile experience. Here

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00:19:22.850 --> 00:19:45.259

Chase Mohseni: you see 0 rugs. This is not how this is gonna work. Not great. So this is your checklist. Again, you can screenshot this. Now you'll have this as a takeaway. But you could literally put this into chat and say, Hey, I want to grade these things just based off of this and be able to do it. This does a great job of it. Claude also does a great job of it, and Gemini can even do a pretty good job of it, because they have good

85

00:19:46.034 --> 00:20:03.179

Chase Mohseni: they have a very good image recognition. But you'll have to prompt it a little bit more to understand that Chat and Claude do a better job of just like out of the box. Being able to do this for you. So if you have, I'm sure everyone here has subscriptions to those things. You can literally do this on your own while we're on this call.

86

00:20:04.300 --> 00:20:08.220

Chase Mohseni: Okay? So I'm gonna stop sharing now.

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00:20:08.707 --> 00:20:13.260

Chase Mohseni: And I'll go to the next slide. But is there any questions anyone has right now?

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00:20:14.940 --> 00:20:16.729

Chase Mohseni: Wow! Let's see.

89

00:20:16.870 --> 00:20:24.209

Alex Cooper: I I think I think George is gonna just transfer ownership over. So I can go for the QA. Chase. And I can. I can read out a couple of.

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00:20:24.210 --> 00:20:24.840

Chase Mohseni: Let's do.

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00:20:24.840 --> 00:20:42.019

Alex Cooper: Or guys, if you have any questions, feel free to put them in the chat as well, and Chase can just read them out and address them as such. I love the idea of like kind of the scorecard of, you know, uploading your and your landing page, and then getting gpt to work out like how many of those breakage points you have?

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00:20:42.663 --> 00:20:45.669

Alex Cooper: To see how how good the congruency is out of that.

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00:20:47.970 --> 00:20:54.380

Chase Mohseni: It's it's not a everyone talks about the ad creative. And again, I'm I'm a purveyor of ad creative but

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00:20:55.020 --> 00:21:02.600

Chase Mohseni: the biggest 2 things can be true. Your ad creative is incredibly important, but it will never rise above the quality of the landing experience.

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00:21:03.053 --> 00:21:18.486

Chase Mohseni: It is kind of the in like. It is an invisible glass ceiling that you have on your business, that no one is paying attention to the kind of 2 to 3 things that I would share with everyone is like what I talked about with that by dad, which is, if you have this, you can look very directly into

96

00:21:18.960 --> 00:21:30.410

Chase Mohseni: what are the 2 to 3 things that matter for my Icp based on this creative? And how can I just make them exist on that landing experience. Even if I'm copying the homepage and just simply changing the headline.

97

00:21:30.420 --> 00:21:50.479

Chase Mohseni: Right? People say, Oh, that's not that big of a difference. If someone sees 2 headlines automatically. They're they're thinking, Well, is this for me? Is this the same brand? Are they? What are they selling the minute they go to start thinking? What are they selling? You're toast right? You're gonna have to win them back through emails. You're gonna have to retarget them online. It just becomes

98

00:21:50.910 --> 00:21:53.998

Chase Mohseni: orders of magnitude more expensive. And so,

99

00:21:54.640 --> 00:22:14.200

Chase Mohseni: Alex, you and I have talked about this but a lot of the upstream work that you do make sure that the velocity and scale that which you can go downstream. And so my, my big push is like everyone, spend as much time as you can upstream, so that when people get to your website, it is just you know. As the kids say to the moon.

100

00:22:15.020 --> 00:22:22.429

Chase Mohseni: let's see, most of my traffic goes to a standard product page, would you consider a product page optimized with more context based on that?

101

00:22:22.720 --> 00:22:26.479

Chase Mohseni: So yeah, I I it's a great question.

102

00:22:26.940 --> 00:22:50.856

Chase Mohseni: My, my big one is what is the ad that you're sending? And if you a B test, having even an image, an image there, or a piece of copy, either right above those that 1st set of your collections, or right below the 1st couple of products that you

have. Just so that there's something because you do want them to get into thinking about your product and what you sell

103

00:22:53.280 --> 00:23:01.230

Chase Mohseni: do you have a link? I can look at we can do a couple of these in real time together. Alex, I don't know if there's any questions also you want to ask, but it is

104

00:23:01.680 --> 00:23:05.585

Chase Mohseni: it? It is not a problem to go to a product page as long as

105

00:23:06.190 --> 00:23:16.860

Chase Mohseni: this, as long as the ad is not like a an ad for a for a host of products. But I've seen a lot that people do is they will. They'll use a creative that has a kind of

106

00:23:16.970 --> 00:23:26.200

Chase Mohseni: a suite of products, and then they'll sell. Send to a product page of a single product, not the actual suite of products. And, like, I know people are running. It's very difficult. They're just trying to do what they can do.

107

00:23:26.440 --> 00:23:47.789

Chase Mohseni: But just even as a consumer forget that we all do this for a living. If you saw 5 products. You're like, Oh, okay, I want to go check out this suite of products, for I don't know helping me, helping me sleep, and then you go to one and you have to go find the rest of them dude. You're making my life harder, like I'm trying to give you money that I work for. I don't need to spend time. I don't need to spend time doing this.

108

00:23:48.800 --> 00:23:50.330

Chase Mohseni: Okay, let's see.

109

00:23:50.330 --> 00:23:53.119

Alex Cooper: We do have a a link in the chat. If you can see that Jason.

110

00:23:53.120 --> 00:23:54.639

Chase Mohseni: Yeah, I'm seeing that right now. Yeah.

111

00:23:59.340 --> 00:24:00.280

Chase Mohseni: loading.

112

00:24:02.900 --> 00:24:11.929

Chase Mohseni: Okay. I'm also gonna drop a link in the in the chat of the doc. That. I'm gonna look at. But there's a couple of takeaways in there for people to look at.

113

00:24:13.206 --> 00:24:16.560

Chase Mohseni: See this recently come through

114

00:24:17.860 --> 00:24:27.470

Chase Mohseni: still loading. Okay, I'm gonna I'm gonna pause on that because it's loading on my side. If there's any other questions I will go through this, doc, that I've just shared with you guys as well.

115

00:24:28.250 --> 00:24:32.450

Alex Cooper: Yeah, I mean, I can. I've got the document I can share. If that would help, or or you can just.

116

00:24:32.450 --> 00:24:33.320

Chase Mohseni: Sure, sure.

117

00:24:34.980 --> 00:24:37.220

Alex Cooper: The the link that Jansen.

118

00:24:37.220 --> 00:24:39.550

Chase Mohseni: Yeah, I just dropped it, and I just dropped it in the chat.

119

00:24:39.550 --> 00:24:42.689

Chase Mohseni: Well, I mean the link that you answered. I mean, I can. If you can't load that like, I I

120

00:24:42.690 --> 00:24:45.180

Chase Mohseni: oh, yeah, yeah, I can't. I can't open it right now.

121

00:24:45.180 --> 00:24:49.780

Alex Cooper: Okay? Well, maybe just go through the doc, and then we can come back to Jan's Link if we get time.

122

00:24:50.320 --> 00:24:53.529

Chase Mohseni: Sounds good. I will, I will pop over.

123

00:24:53.720 --> 00:25:13.719

Alex Cooper: Yeah. And one thing else, while Chase, that is loading that up like, I think it's like so important to go through this stuff, because, especially as like advertisers, sometimes we we like over obsess on, like the numbers on the front inside the ad account, like what ads get the most spend, or what ad has the like, the most efficient Cpa. Without thinking about the fact that, like

124

00:25:13.770 --> 00:25:27.119

Alex Cooper: what you say in that ad, like the ad, we use completely dictates the kind of person that's going to resonate with that ad and the kind of person that you're bringing into your funnel. And there are multiple different ways that you can sell every single product. So it's important to consider.

125

00:25:27.240 --> 00:25:46.859

Alex Cooper: like, what type of people are we bringing in? If we say something about father's day, like we're gonna be likely bringing people in and resonating with people who are looking for a gift for their father. And that's completely different to the, to the woman who wants to buy one for their husband. So like we can often just look at the numbers and think, Oh, this ad is doing better than this ad without thinking about okay, like.

126

00:25:47.540 --> 00:26:00.889

Alex Cooper: what type of people this ad actually bring into my funnel and like, how can I tailor the rest of my funnel experience to account for that person that we're bringing in, or those types of people that we're bringing in.

127

00:26:00.890 --> 00:26:01.450

Chase Mohseni: Yep.

128

00:26:01.680 --> 00:26:11.869

Alex Cooper: So that's something that I have definitely found myself falling into the trap of, because I spend so much time thinking about ad creative. But like definitely a good reminder for me, even for myself, going through this.

129

00:26:12.690 --> 00:26:14.623

Chase Mohseni: So 1 1 thing. So

130

00:26:15.820 --> 00:26:24.795

Chase Mohseni: Dara Denny, maybe 6 months ago her and I were on a we're chatting. And she talked to me about this idea of road mapping. And so it pushed me down this obsession with

131

00:26:25.290 --> 00:26:53.679

Chase Mohseni: like Icp mapping against creative. And I think one thing that I have seen mo. A lot of people fall into is you say I have. This is my Icp, and this is the only one it's like. No, no, you have micro icps that actually dictate all the things downstream that you're gonna do. So if you think of your funnel congruence and the ability to convert as like a 3rd or 4th order effect of how you actually map things in your funnel. You? Said Chase. You're getting. You're you're lost in the sauce.

132

00:26:53.690 --> 00:27:00.289

Chase Mohseni: I'm not. This is this is proven facts that have been handed down from generations of marketers down to generations of marketers.

133

00:27:00.796 --> 00:27:06.449

Chase Mohseni: And the idea is let's just say I I am serving. You know.

134

00:27:06.630 --> 00:27:25.110

Chase Mohseni: fathers right well, you know there's a father who's 25, and there's a father who's 75. Right? Who are the different segments of those people? And then what do they think about? And then, does my product actually serve that 50 year gamut of people that might be interacting with, you know, with the algorithm that I'm going to be trying to push people into.

135

00:27:25.240 --> 00:27:31.099

Chase Mohseni: No, it doesn't. Okay? So now, I'm segmented 25 to 55. Okay, now, let's just say 25,

136

00:27:31.530 --> 00:27:37.030

Chase Mohseni: 34, and kind of you do the segment targeting that that Facebook does or Meta does for you.

137

00:27:37.360 --> 00:27:59.720

Chase Mohseni: Within that you can figure out a couple of things, and I put them here. So the worksheet you can play around with. There's also Gpt that will just ask you questions. It's actually a lot a lot more fun to use. But it's like, what is their problem? What is their desired outcome? What is their self image? What is their obsession? And then what is their objection? And the idea is, you can just build a very quick map for yourself of understanding. Okay, well, I made this creative.

138

00:27:59.910 --> 00:28:22.239

Chase Mohseni: I know this about my Icp, so now, when you're using one of these. One of these Llms you can then have, hey? I'm making this ad for this Icp. All you have to do is upload a quick sheet that you have there and say, this is my Icp map. I'm doing. Icp 3. For this creative with this landing page experience. Now tell me how the Ad. And landing page maps against my Icp.

139

00:28:22.240 --> 00:28:34.689

Chase Mohseni: Where are the Delta? Between both Icp and add Icp and landing page, and then landing page and and add, and you now get a map of like, okay. And now I have these 4 things that I can go work on to lift

140

00:28:34.790 --> 00:28:55.686

Chase Mohseni: the the expected conversions called 10 even, but 10% stacked over. Time changes the course of your business right? So again, this worksheet has a couple of tabs where you can go and use and find different different messaging strategies. And and Icp finding strategies. Same thing with this. Gpt.

141

00:28:56.210 --> 00:29:21.269

Chase Mohseni: again, this is copy. This is like a copy alignment engine, and there's a there is a prompt in here as well for you to play around with either Chat Gpt or chat Gpt or Claude? But it's you're always asking, does this headline directly address the problem or desire in the Icp grid. And does the Cta relieve the pain or fill an obsession? Why, I believe obsession is really important. Here is

142

00:29:22.290 --> 00:29:34.980

Chase Mohseni: you you want to get to. So there's this, forgive me for going a little down into the weeds on this. So I come from a filmmaking background originally. So study screenwriting and like, and customer psychology, etc. From there.

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00:29:35.240 --> 00:29:36.380

Chase Mohseni: What I

144

00:29:36.470 --> 00:29:59.480

Chase Mohseni: what I understand that a lot of people don't talk about is there is a want and a need. What you want is the thing you're saying, hey, you know I want to convert more. What I need is to make my business incredible, so that I can take care of my family, for instance. Right? Like, let's just use that. So, hey, I want to convert more. Okay, fine. You're going and looking at Sas. But like, what's the actual underlying need? And that's that's actually usually the obsession that people have.

145

00:29:59.500 --> 00:30:25.849

Chase Mohseni: and they don't diverge too much. But there's usually a more personal thing that's going on in the need. And that's where you actually want to associate with your creative, because the the want is usually the surface level thing that everyone is trading on right. So going underneath that a layer deeper into kind of the the permafrost, if you will of a, of a person's, of a person's true desires where their obsession is, you'll actually find it, because if people are shopping with you, there is something underlying

146

00:30:26.100 --> 00:30:41.250

Chase Mohseni: that that want that you'll be able to find there, and that's usually you'll be able to find something like that in a quick Icp grid and then you go image to Icp match landing page checker. And here's a here's a little here's a little prompt

147

00:30:42.973 --> 00:30:44.220

Chase Mohseni: now, obviously.

148

00:30:44.420 --> 00:31:13.719

Chase Mohseni: would it be the founder if I didn't sell that? We we actually have this because I'm obsessed with this, we actually built something into the product. But you could literally do this on your own. This will just do it faster and have more regions where it is analyzing again. So where I'm giving you kind of 5 things or 6 things that you should be asking on funnel congruence creative West does 15 different things that is checking on so it allows you to do this at scale where you can go and throw, you know 15 of these in, and then you'll have a history of them. But again, you can be using chat

149

00:31:13.720 --> 00:31:19.410

Chase Mohseni: or chat, or Claude. One of the things that I I think is really actually super impactful

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00:31:19.690 --> 00:31:39.150

Chase Mohseni: when you do this is to go and record your own walkthrough of an ad to a landing page. Whether you're doing an audit of someone else's. If you're an agency or you're looking at your you're looking at your own that you have been given by someone who's working for you, or you're going to share with it. You can put the visuals, and then you can take that transcript and

151

00:31:39.150 --> 00:31:53.310

Chase Mohseni: upload and say, This is my understanding of it. Am I missing something here based off the Icp checker based off of a few of the other things, a few of the other primitives that we're

talking about here, the the artifact you can build, and what it will do is it will challenge you

152

00:31:53.490 --> 00:32:01.780

Chase Mohseni: to think one thing, Alex. I haven't told you this, but sometimes I will. I will. Prompt chat to think like Alex Cooper.

153

00:32:01.970 --> 00:32:11.459

Chase Mohseni: and it says, Oh, to be a to be a world class creative strategist like Alex Cooper. This is how you would think about things. So I definitely do that when I when I work through when I work through this stuff.

154

00:32:11.460 --> 00:32:12.569

Alex Cooper: Licensing for that.

155

00:32:13.150 --> 00:32:16.168

Chase Mohseni: Yeah, yeah, you should just just call. Just call Sam.

156

00:32:16.869 --> 00:32:22.170

Chase Mohseni: tag him, tag him in a clip and tell him that that chase is stealing from me.

157

00:32:22.670 --> 00:32:23.640

Chase Mohseni: so

158

00:32:24.050 --> 00:32:33.189

Chase Mohseni: again, this is kind of where your count area is. I'll give you one quick. Another quick example. This is an armor ad and this is their landing page.

159

00:32:33.610 --> 00:32:35.540

Chase Mohseni: This is this is the above the fold.

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00:32:36.110 --> 00:33:02.180

Chase Mohseni: So you have 30% off 30% office. Here I can barely see it. It's not even bolded. Now, I'm glad they did this, but they don't have any hyperlinking here. So if someone want to click here because they're already convinced they don't need to read the ad. That's great. But you're the landing page benefit zone. So this is a 5 reasons why, coming from your health's new power move this is already a mismatch. I'm I'm a little bit off there, and yes, there's the 30% off armor here.

161

00:33:02.558 --> 00:33:25.380

Chase Mohseni: So I do like that. They have the offer sandwich. But I'm kind of off here with this specifically and then the images are completely different. This is a product image with someone else. This is like just a lot of different things going on. And so there's some good stuff here. So I didn't want to show you something that's completely off. But there is definitely some opportunity to make it even to make it even better.

162

00:33:26.005 --> 00:33:35.264

Chase Mohseni: So this is the score. They got a 17 out of 25 on this so definitely needs a bit of work.

163

00:33:35.650 --> 00:33:59.577

Chase Mohseni: I would change the headline to ditch the crash fuel calm energy with 400 natural nutrients. So this is this is one that I I felt pretty strongly about and again I built these with with AI based off the Icp match and the images. And then I maybe I changed 2 words in this, but it essentially got me 80% of the way there. So you're able to build all of this and

164

00:34:00.120 --> 00:34:12.810

Chase Mohseni: what you can do if you do use that Gpt again that's linked is, once you go through the Icp match you can put it is tuned to be able to take the images and then give you copy based off of that as well. So you can go through that if you want to just play around with it.

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00:34:13.916 --> 00:34:19.553

Chase Mohseni: And so like my final reminder to you before we like we talk ama style. Here is

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00:34:20.300 --> 00:34:43.430

Chase Mohseni: Your best ad will fail if your landing page forgets who clicked it. So your landing page needs to remember who the actual person that you're interacting with is, and that is simply something that you need to do upstream when you're road mapping. What your creative needs to look like your creative is not just. It is not your. It is not your ad, and it's not your landing page. Your creative is the engine that turns

167

00:34:43.580 --> 00:35:05.989

Chase Mohseni: people who are just prospects into ether, into customers in your database, that then you can go and collect and push to interact with you more and help you grow your business through email, through SMS, through brand activations, etc. So treat them like humans by meeting them where they are and delivering an incredible experience for them. And they will do the thing that you

want, which is, give you money.

168

00:35:06.372 --> 00:35:14.390

Chase Mohseni: So that's all I got. I hope there was some useful tools in here, and I'm happy to dive deeper into the actual implementation of this, and how people think it will be useful for them.

169

00:35:15.320 --> 00:35:39.710

Alex Cooper: Love it. Wow! I have so many notes and things I want to look into myself. I actually didn't know the creep West did that which is stupid of me. But I now really want to try it for some of our brands and the ads that we're running guys. Keep your questions coming. We have a couple in the Q. And A. At the moment, if there's anything you want, Chase to expand on anything you want to have a look into. It's not every day that you have

170

00:35:39.710 --> 00:35:54.370

Alex Cooper: some of the level of and breadth of knowledge that Chase has who's doing an ama in these sessions. So yeah, keep them coming. I've got a couple of questions I want to go through here, Chase. Gabrielle has asked a 2 part question, so I'll do them one time.

171

00:35:54.370 --> 00:35:55.240

Alex Cooper: Okay.

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00:35:55.480 --> 00:36:03.110

Alex Cooper: the 1st part is, how many different landing page should a brand be running? Which I guess is a tough question to answer. And like, basically

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00:36:03.230 --> 00:36:17.350

Alex Cooper: how nuance is too nonce like, how specific of a landing page is too specific. Do you do them at like ad level? Do you do them for different icps like, how do you think about constructing different landing pages? If you're working on a brand.

174

00:36:18.713 --> 00:36:26.710

Chase Mohseni: Okay. So first, st I can either confirm nor deny how much you should be running. So this is not investment advice. However.

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00:36:27.294 --> 00:36:44.839

Chase Mohseni: The big, the big one is first, st how many pieces of creative are you running? Right? So if you're running 10, I wouldn't

say run 10, because you're insert like, you don't have the resources to be doing that. So this is all resource allocation. What I would say is, a B testing

176

00:36:45.210 --> 00:36:47.029

Chase Mohseni: 3 to 4 options.

177

00:36:47.442 --> 00:36:54.407

Chase Mohseni: And them not having to be fully reconstructed. I think the one thing that gets people really caught up in this is

178

00:36:55.130 --> 00:37:00.150

Chase Mohseni: They? They get a cold start problem, which is, I have to start and go and build a whole new landing page.

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00:37:00.430 --> 00:37:01.399

Chase Mohseni: No, you don't.

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00:37:01.570 --> 00:37:26.679

Chase Mohseni: What you need is to think about the things that the ad is providing to the customer, ie. Does this? Does this customer want to understand this messaging? Is this image the thing that I think is actually gonna convert them and then test into those things right? You could run a split test on, hey? I'm gonna run this same ad, and I'm gonna do one that is just my homepage standard homepage. And then I'm gonna do one that has the same image and the same copy.

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00:37:26.740 --> 00:37:34.839

Chase Mohseni: and then it's the rest of the homepage, right? So just the above the full essentially is a match for that. So there's no right way to do it.

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00:37:35.251 --> 00:37:47.929

Chase Mohseni: Obviously being as specific as you can, for your customers is never gonna hurt you. Now, the the one argument I hear regularly is, well, I send people to my homepage and they get into different products, and they have bigger baskets.

183

00:37:48.670 --> 00:37:59.910

Chase Mohseni: The question to ask yourself is, okay, so sure they have bigger baskets. And that's how you're justifying, losing the losing the mass like the the majority of your traffic.

184

00:37:59.910 --> 00:38:25.780

Chase Mohseni: What happens if you specify, you know, say, 60% of

that traffic, and it's not a homepage. But it is landing pages that eventually, because they're just permutations of that homepage, they eventually get them into the rest of the products, because you're just essentially specifying the above the fold. For to be specific to that ad, and then they get into the rest of the suite of products. Right? Because the kind of big thing is you either want 2 things. You want one of 2 things to happen.

185

00:38:26.190 --> 00:38:34.800

Chase Mohseni: But you want a lot. You just want them to purchase just one thing, but like there is a couple of steps that go along with it. You want them to either click from that above the fold into your product page.

186

00:38:35.620 --> 00:38:53.669

Chase Mohseni: And one of the big one I want everyone to go look at for themselves is in your product. Page is your add to cart or your purchase now visible on your iphone screen. Right? If it's not, you're screwing yourself like it needs to be high enough where people can see it. You want people to imagine the purchase before they've even done it

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00:38:53.770 --> 00:39:19.359

Chase Mohseni: right. The second one is they scroll. Right? So one of the 1st facts that I threw at you is like 75% of people don't make it past 30% of your page. Right? So if they're taking scroll, there is intent to interact right? So let's just say you've done the permutation I'm talking about which is homepage, with just a little bit of a customization in the above the fold. If they scroll your suite of products now exist. Now they're saying, Oh, product, A that I was interested in relates to product B and C.

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00:39:19.480 --> 00:39:26.316

Chase Mohseni: Oh, now, I'm gonna now I'm gonna go interact with that. I had a experience recently. There's a company called Anima Mundi, which sells

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00:39:26.740 --> 00:39:33.130

Chase Mohseni: like tonics and elixirs. My wife sent it to me, and I went, and I looked at the homepage. Well, then, I got retargeted on that I went back.

190

00:39:33.210 --> 00:39:59.640

Chase Mohseni: I end up buying like 4 things like 3 teas or something. Great great company. By the way, everyone should check them out. It's pretty cool stuff. But it's because I got a an ad that was specified for the landing experience. But then I said, Okay, there's a suite of things. And I ended up buying from that one

thing end up buying 3 things. So my basket went from \$50 to \$175 pretty quickly, like within a within a 6 min span.

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00:39:59.690 --> 00:40:22.920

Chase Mohseni: right? Because I was ready and I kept scrolling. Okay, I'm interested in this. Let me dig a little bit deeper, so you don't want to stop people from being able to move quickly with velocity. But you also don't want to stop people from being able to get depth and breadth within your experience. It sounds really complicated. You already have all the tools with you. It's about making some very specific changes. So I didn't fully answer your question. I'm kind of dancing around it.

192

00:40:23.240 --> 00:40:32.220

Chase Mohseni: There is no right answer. There are just versions of truth about what makes sense for your context. So I want to be very transparent about that. I hope that was helpful.

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00:40:32.560 --> 00:40:35.860

Alex Cooper: Yeah, absolutely just out of curiosity. Are there any other like

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00:40:36.090 --> 00:40:54.300

Alex Cooper: obvious but non obvious kind of mistakes that people like make like, for example, not putting the purchase button like. Not make it visible on Mobile when someone clicks through to the landing page. Any other like things you've picked up over the years chase that, like you see, people make the mistake more than they should.

195

00:40:55.440 --> 00:41:18.820

Chase Mohseni: I mean the offer not being visible like the Armra example, is pretty good. I still think the colors they chose were wrong in terms of the offer, because on the like the ad the offer was like a neon yellow, and then it was in like the Cta. Was black, right? So like I lost it. I didn't even like I did the presentation. And I kind of realized while I was talking like, Oh, shit! I'm talking shit about this page, and it's right there

196

00:41:18.910 --> 00:41:44.940

Chase Mohseni: if I'm the person who's like the kind of telling you all this information sharing all this, and I can't catch it. The customer who's in the scroll is absolutely not gonna catch it. So the other one is, make sure that your if you have an offer that is very visible. That is a reason that people are interacting with you, and deciding to click that they will be able to then go that they would be able to go into their

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00:41:45.270 --> 00:41:49.439

Chase Mohseni: into like, have the same thing on the landing page and have that above the fold.

198

00:41:49.878 --> 00:41:55.980

Chase Mohseni: Another one another one that I see a lot of people don't lean into as much

199

00:41:56.280 --> 00:42:23.570

Chase Mohseni: is having their social proof, even like a hint of social proof above the fold. Once they get to a landing page, because the idea is you've gotten someone to be interested. There's an intent signal based off the creative that you have, whether there's an offer or not based off of them clicking okay? Intent signal what you want them to do is there's the whole you heard that framework, know you like you trust you so they know you now, because you have gotten them to look at your ad.

200

00:42:24.860 --> 00:42:33.569

Chase Mohseni: they we don't know if they like you yet, so maybe you can jump the like you and get them to trust you, and that trust can then turn into like you. And so, people.

201

00:42:33.970 --> 00:42:35.280

Chase Mohseni: we all do this.

202

00:42:35.440 --> 00:42:41.639

Chase Mohseni: We go on Amazon, and we just click the stars. And we go read. And I, I actually personally always go read the one star reviews 1st

203

00:42:42.213 --> 00:42:54.406

Chase Mohseni: toxic trade part sorry guys. Just to see like, are these just people who are having a bad experience? Because, 200,000 people have purchased this product is just bound to be 200 people who are not happy.

204

00:42:54.800 --> 00:43:10.320

Chase Mohseni: Or is this like a real, consistent kind of thing? And whether the companies are juicing those reviews or not, like we all pay attention. And so you could again just have a badge. And again, this is all Aov dependent. Right? If you're selling something that's \$900, and it's a luxury. Good.

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00:43:10.440 --> 00:43:33.719

Chase Mohseni: you know, anti marketing, marketing don't follow any of these rules. Just go look at the Hermes website and do what they do. But if you're if you're like the rest of us, you're selling kind of below. \$500 or 4 99 you're gonna have to follow some of these kind of standard operating procedure stuff, and most people will keep their will keep their stuff. Besides, a little bit of star, you know the the kind of review stars

206

00:43:33.720 --> 00:43:58.549

Chase Mohseni: they'll keep the rest of the stuff below the fold with people being effusive and exuberant and just a badge. If you're especially on a product page. This is one that I think is really important, a badge on a product page that says product loved by, you know, 10,000 10,000 happy customers. There's 1 i saw recently. I can't remember the brand but but I was shopping for something for my daughter, and it said, You know, loved by a hundred 1,000 moms. I was like.

207

00:43:58.550 --> 00:44:04.919

Alex Cooper: I'm not going to argue with 100,000 moms. What kind of moron would I be to argue with 100,000 moms? What do I know.

208

00:44:05.130 --> 00:44:32.850

Chase Mohseni: Which is the dad? So I think those are kind of a couple of the big ones. And it again, it is just you're trying to get people to know you with your ad to like you based off the what the messaging and everything you put out there, which is kind of the funnel congruence to be honest with you and trust you and like, if you can just go through that kind of very simple matrix and think about it as a customer first, st rather than thinking about it as the orchestrator of a funnel, because they're they're 2 different mindsets.

209

00:44:33.160 --> 00:44:49.020

Chase Mohseni: But if you come with the customer empathy first, st and understanding their their needs and their obsessions. You will very easily start finding just the little things you can do that actually pop your business a lot more that then you could start applying. So this is actually the biggest portion of this that is really important.

210

00:44:49.250 --> 00:44:58.890

Chase Mohseni: creative, even though you find a kind of angle that works. Alex, you know this better than anyone you're you're always trying to. You're always finding new stuff with a website.

211

00:44:59.110 --> 00:45:11.310

Chase Mohseni: you can start finding through lines that just work

for everything. So you find, hey, I'm gonna put this 100,000 mom thing. It's just gonna be on every page. And now it's a through line that you pulled. And you say, Okay, well, that's helping every page convert

212

00:45:11.520 --> 00:45:16.329

Chase Mohseni: half a percent better. Well, dude, I got 27 pages that I'm sending traffic to.

213

00:45:16.500 --> 00:45:31.859

Chase Mohseni: What is that number? What does that mean for us as a business? And it's just because I said, okay, I found this one thing, and now I'm pulling it through. You can't do that necessarily with ads all the time, because you're always trying to find something new because it's you're you're dancing with the algorithm post click. You're the boss.

214

00:45:32.140 --> 00:45:46.139

Chase Mohseni: right? So you've gotten them there. Now, it's your show. If you can find things that are your through line that you know that you can test and put into. You have a really big opportunity to make a lot more money. By just helping customers figure out what they want faster.

215

00:45:47.520 --> 00:46:04.329

Alex Cooper: Yeah, absolutely. I love that. 7 has a more tactical question here. About tools. Where do you run a B tests in meta ad level on the landing page platform like a replo when and why, at those level of the funnel.

216

00:46:07.540 --> 00:46:28.380

Chase Mohseni: I think you do both. You just should not do them like the treatments should be done at different times. So 1st you want to test your ads. Because it's where the traffic sources. And then you want to test your landing pages. So once you figure out angles that are working for you. You can start testing landing pages now, people would go and say you should test your landing pages first, st so you know which ones are working, and then you can iterate on ads.

217

00:46:28.600 --> 00:46:44.470

Chase Mohseni: It really depends on actually your team more than anything. So like, I take back my previous statement. It really depends on what you have in your hands as a team. If you have a team that can instrument the rep flow stuff, even though it's very simple, but like just making sure you have those people on board.

218

00:46:44.610 --> 00:46:50.059

Chase Mohseni: Then I would say, test the landing pages. If you have ads, if you have both well, then, I would say, which one?

219

00:46:50.520 --> 00:47:12.778

Chase Mohseni: Which one are you want? Which one do you want to invest in the most? If it's hey? We don't have the ad funnel set up properly. Right now we need to just get ads moving. Then I would test into there and then. Once you feel good about that. Then you can start testing treatments on the website. And I would do those things. In rep flow and intelligents. Shameless plug. I would be measuring all of this stuff on heat map.

220

00:47:14.910 --> 00:47:36.740

Chase Mohseni: But those are. Those are the places that I would. That I would. Shoplift is also another good one that you can. You can test some of these things on but just based off of my interactions, a lot of people have really great experiences. With intelligent and and replo with this and I think firm also has a mid market offering now at about \$500 a month where you can start doing this at scale as well.

221

00:47:37.010 --> 00:47:37.660

Alex Cooper: Interesting.

222

00:47:37.990 --> 00:47:38.560

Chase Mohseni: Yeah.

223

00:47:38.870 --> 00:47:55.459

Alex Cooper: Interesting. Okay, guys, before we wrap up. If you have any more questions put them in the chat or in the Q. And a another question from Gabrielle Chase. Any brands that you look to for inspiration, for landing pages, any brands you look to and think they do a great job with their landing pages.

224

00:47:56.422 --> 00:48:06.384

Chase Mohseni: Grooms has been doing a really good job. I've been. I've been very happy. Seeing stuff that they do armored usually does a good job. I I shared that with you.

225

00:48:07.260 --> 00:48:28.955

Chase Mohseni: One of the companies that just they're an incredible scale. Considering kind of like the Dtc segment that we're in. Is a true classic does a really nice job. Now, one thing I'll share with them. I think some of their pages are a little over rock with all the stuff that they do. But if you look at the kind of the alignment between stuff it is it is pretty. It is pretty spectacular.

226

00:48:29.660 --> 00:48:38.080

Chase Mohseni: what I my general thesis on a lot of this stuff is simple is always gonna help you. So you're gonna find a lot of these pages that they just keep adding

227

00:48:38.250 --> 00:48:45.409

Chase Mohseni: video. And the and it's like they've got 7 different systems running together. And no one is actually thinking about how

228

00:48:45.570 --> 00:48:48.282

Chase Mohseni: a person interacts with that. And so

229

00:48:49.840 --> 00:48:53.755

Chase Mohseni: those are a couple of brands that are doing that are doing quite a good job.

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00:48:55.600 --> 00:48:59.939

Chase Mohseni: one thing again. Sorry, shameless plug, but you could probably find some pretty interesting stuff.

231

00:49:00.265 --> 00:49:28.460

Chase Mohseni: Gabrielle, on so creative West, we have a feed of a of landing pages outside of the templates we have a feed of about. I don't know 30,000 landing pages where you can go and find a bunch of stuff, and it's curated curated by our team. So that, that is there. It's part of the free plan, so you can go. And you can go and do that and scroll through there and find some stuff as well that I think you find pretty interesting, but those are a couple of brands that I've been really happy with what they've been doing over there.

232

00:49:29.220 --> 00:49:47.950

Alex Cooper: Love it, love it! We'll we'll do one more question from Bryan, and then we'll wrap up. This is a bit of a meaty one. So we should have some fun with this. Brett asked, what kind of traffic volume do you typically need to confidently validate a landing page test for context, we've run 4, 2 week tests with consistent messaging

233

00:49:47.960 --> 00:50:02.650

Alex Cooper: and strong congruency. But in every in every case our collections page outperform our dedicated Lander on conversion rate. At what point do you consider it? A traffic issue versus a sign that Lander concept just isn't landing.

234

00:50:03.870 --> 00:50:13.359

Chase Mohseni: Okay, so Lander isn't landing. I like that. So marketing, dad, joke?

235

00:50:17.560 --> 00:50:22.879

Chase Mohseni: I would ask first, st what is the creative that's running to that landing page.

236

00:50:23.400 --> 00:50:33.089

Chase Mohseni: If it's something that is like a it's like an ad that is dedicated to that landing page, or a set of ads that's dedicated that landing page. But if it's a ad that feels like it should be

237

00:50:33.340 --> 00:50:38.299

Chase Mohseni: being sent to a collections page, then it makes sense that the collections page is winning.

238

00:50:38.480 --> 00:50:42.510

Chase Mohseni: There's also a question you asked about about traffic.

239

00:50:43.820 --> 00:50:56.479

Chase Mohseni: There are traffic sources. And again, you know, we live. And you know, we would just worship the the algorithm gods where they're sending you traffic that is more browsy and wants to kind of interact with the collections. Page.

240

00:50:56.850 --> 00:51:05.590

Chase Mohseni: It all depends on your business. So like just use breeze as an example. By the way they do, they do pretty good landing pages. They do pretty good landing pages as well.

241

00:51:06.590 --> 00:51:07.279

Chase Mohseni: they

242

00:51:08.210 --> 00:51:15.770

Chase Mohseni: They have like 4 or 5 products, right? So they're not. Gonna the collections page is not gonna be something that's super meaningful for them. But if you have

243

00:51:16.110 --> 00:51:35.569

Chase Mohseni: 400 products, what was the website was on Keen says website, they have a shitload of stuff right? So I'm gonna go. And they're gonna show me a linen shirt that I can wear on my vacation. What else can I get? They just send me to the linen shirt, but they sent me in this ad to the summer collection right?

244

00:51:35.710 --> 00:51:55.199

Chase Mohseni: Oh, shit, man! Now I can see. So this is I'm gonna look sweet on my trip. So it really is all dependent on what your, what time of year it is, what your customers are expecting during that period. And then what are the kind of ancillary or adjacent things that your customers would be interacting with with your product? If you have a single product or 2 or 3 products

245

00:51:55.736 --> 00:52:14.103

Chase Mohseni: the dedicated Lander generally works better because there's nowhere else. There's no other show in town. But if there's more stuff and they want to interact with that stuff, and they can build a bundle if you will forgive the terminology that will probably always perform better because you're not sending them into a single single place. Also, it's the whole

246

00:52:14.610 --> 00:52:16.110

Chase Mohseni: or not also. And

247

00:52:16.290 --> 00:52:37.480

Chase Mohseni: is the whole you get more swings. So you're saying, Oh, it converts better. Well, if your landing page is dedicated to one product, you have one opportunity to convert them on one thing, if you're on a collections page, there's 1520, 3,000 products. You have an opportunity to get them. So even if you say, Okay, well, we're converting at, you know, 5% 6% on the

248

00:52:37.480 --> 00:53:06.756

Chase Mohseni: on the dedicated land. We're converting at 3 and a half percent on the collections page for people that are going there. More people are converting. They're going to have higher Aovs, and I mean, like click through rate. Excuse me, the click through rate is at 5 versus 3, 3 and a half percent. You have more swings for people and higher Aovs that you can go that you can go after because people are going to be bundling versus them, saying, Oh, I don't like that product, you know. I'm out. And again, the data around. Most people are at 50 ms, and they're out. Most people are.

249

00:53:07.020 --> 00:53:15.039

Chase Mohseni: are not scrolling, but below 30% of your page. You don't have much opportunity to sell them. So it really is like, what is my ad doing?

250

00:53:15.120 --> 00:53:23.099

Chase Mohseni: And then what is and how does that deal with the post

experience? And then what kind of what kind of product am I selling?

251

00:53:23.560 --> 00:53:29.509

Chase Mohseni: This is really the whole thing. Is the ad selling something meaningful in the in in the

252

00:53:30.180 --> 00:53:36.270

Chase Mohseni: is the ad selling me something meaningful that's on the landing page. Does the landing page? Live up to the promise?

253

00:53:36.768 --> 00:53:47.270

Chase Mohseni: If it does not, or I'm not really that interested. I'm not. Gonna go dive deeper to find something, you know. You don't deserve my business if you don't. You don't convince me that you deserve my business. I hope that was a helpful answer.

254

00:53:47.980 --> 00:54:04.550

Alex Cooper: Yeah, great love it. I think we're on there, guys. There's a couple more questions. But I think we have time to hit them today. I just want to say, thank you so much to chase. That was one of my favorite sessions. I really enjoyed that. And I got a lot of value from it. So thank you so much for coming in. Dude Chase does.

255

00:54:04.550 --> 00:54:05.700

Chase Mohseni: Appreciate you.

256

00:54:05.700 --> 00:54:16.306

Alex Cooper: This doesn't pitch himself too hard. But I will say that like we use creative OS at create and are big proponents of it. It's very useful for

257

00:54:16.800 --> 00:54:23.450

Alex Cooper: creative and landing page Inspo in it and helping us build them. And I'm a big proponent of the way that chase thinks about

258

00:54:23.450 --> 00:54:46.939

Alex Cooper: business in that. A lot of the you know, the ad related tools or the funnel related tools that you can find our industry today are built by developers, or like people from outside of our kind of small little bubble. And when we see, or when I see, people who like really know what they're talking about, who also have the the chops or the access to devs to be able to spin up like their vision.

259

00:54:46.940 --> 00:55:07.060

Alex Cooper: I just think it's incredible when Chase somehow managed to correct both sides. As you guys have seen today, he has a lot of knowledge on the ad side, but also can turn it into a software as well. So I love that you focused on kind of like the fundamentals 1st and then the second, which is the inverse to a lot of the tools that you see going viral on Twitter

260

00:55:07.230 --> 00:55:20.989

Alex Cooper: at the moment in our space, as we we've had conversations about Chase. So I'm actually proponent what he does check out creative West. If you haven't already check out heat map and yeah, chase anything. Anything that you want to say, to close.

261

00:55:22.098 --> 00:55:35.199

Chase Mohseni: If you guys have follow up questions just my twitters, I'm Jason and then Linkedin. So just send me questions, happy to happy to jam and dive deeper. And I appreciate all your questions. This was a lot of fun, thank you.

262

00:55:36.080 --> 00:55:55.800

Alex Cooper: Perfect. I'm just going to put Chase's twitter in the chat now, if anyone wants to connect with him. Thank you so much. Everyone for jumping on on this Tuesday, Thursday session is with a ron from Gumloop again. If you are already a user of gumloop, I actually think it's a better use of your time to just come to next Thursday session.

263

00:55:55.800 --> 00:56:17.119

Alex Cooper: If you have not used Garm loop, and you're interested in using it to build workflows. Then I think you'll get value out of this Thursday session next week. Thursday. Jimmy and I will get into actual practical creative strategy examples. We'll start screen sharing as we did on the Poppy session last week. So thank you once again. Chase. Thanks everyone for jumping on, and we'll see you on Thursday.

264

00:56:17.640 --> 00:56:18.410

Chase Mohseni: Thank you.

265

00:56:18.780 --> 00:56:19.410

Alex Cooper: Bye, bye.