Task #3
Conversion Copywriting Challenge

The goal is to inspire more visitors to create a free trial account from lemlist.com website. What type of copy optimizations and changes would you introduce on our website to boost conversions?

A Note

As a CRO person, I truly believe in data-backed, strategic and systematic approach to raising conversions.
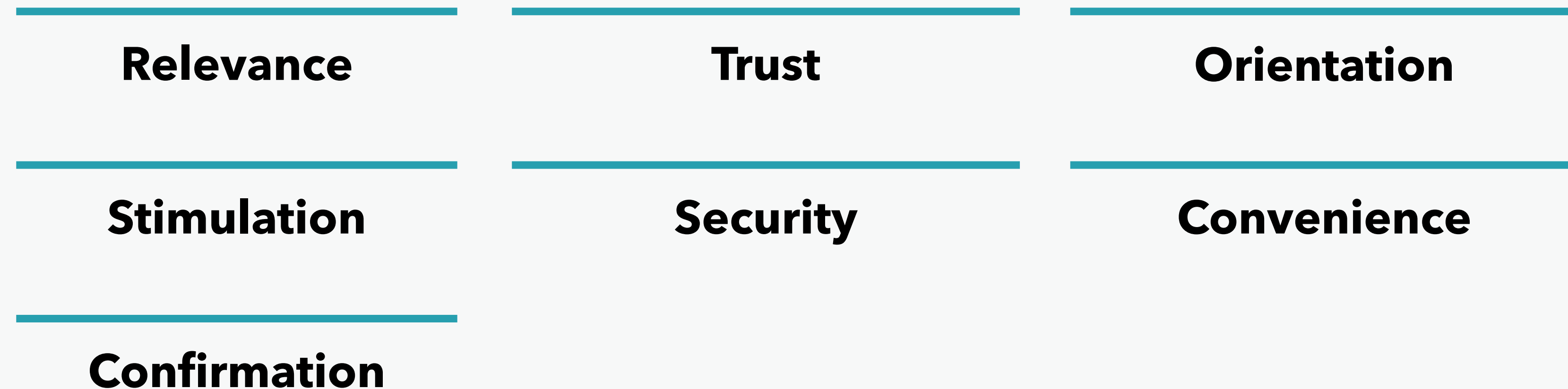
That's why the idea of me suggesting improvements, even in a test like this, without any data points is very hard on me.

Mostly because at the end of the day they are mere opinions. Very rarely it may work, but in most cases it won't. Or at least in the long term, what matters the most, it won't.
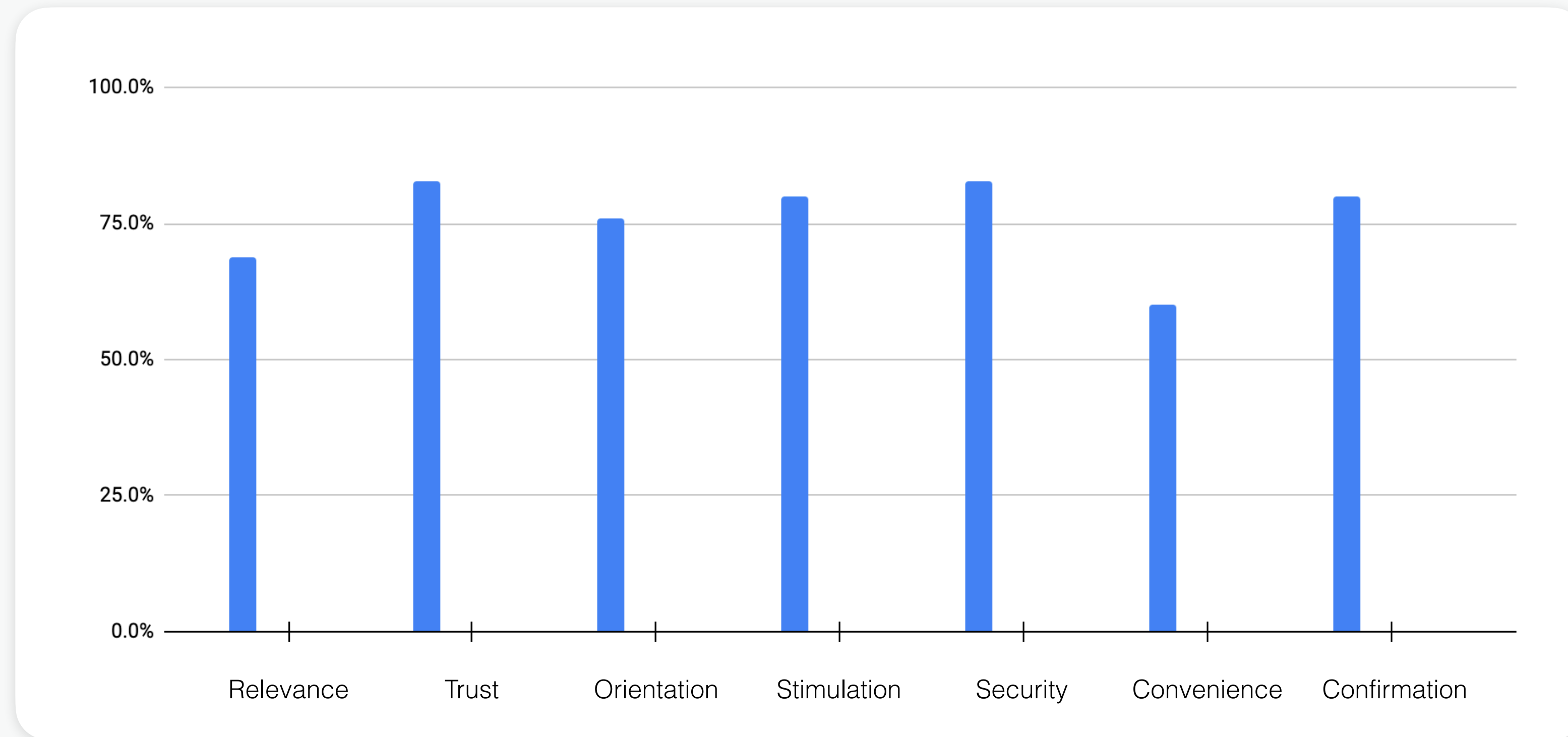
It's easy to make 20-30 suggestions that could improve your conversion rate, but they wouldn't matter if they are not backed by data.

Conversion Challenge - Part 1

When analysing copy, I try to be as thorough as possible and focus on 7 levels of conversion. This is part of a Heuristic analysis.

Relevance	**Trust**	**Orientation**
Stimulation	**Security**	**Convenience**
Confirmation		

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Conversion Challenge - Part 1

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- Relevance

  - Utilize storytelling to create emotional resonance

  - The experience can be more coherent with other pages

  - Value propositions can be utilized better to fit emotional values

  - Copy could be altered to create emotional resonance

- Trust

  - Industry experts who use Lemlist could be more featured as testimonials

  - On sign up page, I would add a short testimonial with company logos to create reassurance

  - Secondary CTAs through the pages could be more clear and action based.

  - With some UI edits you could help visitors overcome paradox of choice.

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Conversion Challenge - Part 1

- Stimulation

  - Price/risk perception could use a design update

- Convenience

  - FAQ can be utilized better. Now it's just a long list of items.

  - Chat is available, but not on a Sign up page where is needed the most

  - Forms can be more convenient

  - There is almost none positive UX / interaction (e.g. inline validation)

  - Present good sign up reasons on a thank you page

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Conversion Challenge - Part 2

Now that we have 7 levels of conversion covered, we can step in a conversion copy deep dive. I will cover following sections.

Orient Upon Entrance

Appeal to User Motivation

Convey Unique Value

Credibility

Addressing Objections and Fears

Presenting the Offer

Form Design

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Conversion Challenge - Part 2

- **Orient Upon Entrance**

  - The copy could do a better job calling out WHO lemlist is for.

- **Appeal to User Motivation**

  - Focus more on elimination of pain points

  - User's desires and pain points could be more specific and vivid.

- **Convey Unique Value**

  - More clearly explain adventages of the product over competitors

- **Credibility**

  - Include endorsments from high-profile media

  - Include impressive metrics

- **Objections/Fears**

  - Offer sort of guarantee or other reassurance to minimize perceived risk

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Conversion Challenge - Part 2

- **Presenting the offer**

  - Secondary CTAs through the pages could be more clear and action based.

  - The offer could consciously maximize value and minimize cost, both visually and verbally

  - There are no time-sensitive incentives to increase urgency to act

- **Form Design (Sign Up)**

  - Ask for less amount of information

  - Page doesn't include any trust icons/logos

  - There is no chat function - if visitors have a problem there is no way of getting help

  - Include some copy that helps bolster the confidence & interest of the user at the moment of registration

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Conversion Challenge - Part 3

In an ideal scenario where I have access to data, I would also perform:

Technical Analysis

Help you discover the most effective ways to speed up your website and fix any other technical issue that could have an impact on conversions.

Data Analysis

Transform your customer data into valuable insights. Through our in-depth analysis, we can find relationships between variables and identify problems with your website experience

UX Analysis

Helps you discover your user's perceptions relating to loyalty, credibility, appearance, usability, and clarity of your website.

Eye-Tracking & Heatmap Analysis

Understand where your users are focusing and make changes to direct that attention to the most important parts of your site

Qualitative Research

Understand your target market and visitors using qualitative data and usability studies. That includes doing: Customer Surveys, On-Site Surveys, Session Recordings, User Testing

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Thank You!