Next-Generation List Building Tactics

COMPLEMENTARY DOCUMENT TO THE THRIVE LEADS TRAINING WEBINAR

This training is about moving beyond basic list-building, which usually consists of displaying the same opt-in offer across your entire site. While that's a good way to get started, the next-generation tactics discussed here can easily multiply the effectiveness of your site for lead generation.

There are 3 main tactics we cover here:

1. Relevance
2. A/B Testing
3. Rapid Implementation

Relevance

Relevance is perhaps the most important factor in marketing and much of any marketing campaign's effectiveness comes down to how relevant the messages are to the audience.

Making a relevant offer means showing someone something that they are highly interested in at a time when they are most receptive to it.

On your website, there are 3 levels of relevance to the opt-in offers you can make:

Level 1: The Catch-All Offer

At the top level, we have an offer that is your default offer, shown across your entire site. Typically, this would be shown in one static position (e.g. your sidebar) and perhaps also in the form of a lightbox or slide-in form.

Relevance on this level means that you create an offer that matches the overall theme of your website.

Level 2: Segmentation

The next level is to start segmenting different parts of your site. In WordPress, the sorting for this kind of segmentation is done by using categories and tags.

With Thrive Leads, you can create specific offers and opt-in forms and show them only on specific posts or pages, in specific categories or tags (or groups of categories and tags) etc.

You should take a look at your site's analytics to figure out which segments on your site get the most traffic. The highest-traffic segments are the ones most worth creating new opt-in incentives for.

Level 3: The Content Upgrade

A content upgrade is an opt-in incentive that you create for one specific, individual post. It is the most highly relevant offer you can make, because it ties in directly with the content your reader is currently consuming.

An example of a content upgrade is the very document you're reading right now. It's a downloadable text-summary of a video. In this case, the document doesn't expand upon the content, but it makes it more suitable for future reference (since it's difficult to find a specific spot in a long video, but easy to scan through a text).

So, this would be a complementary upgrade. Another type of upgrade is one that extends your existing content. E.g. on a post with "10 Traffic Generation Strategies", the upgrade could be "Get 3 Additional Traffic Generation Strategies".

A/B Testing

A dangerous mistake to make in marketing is to assume you already have all the answers. There are two things that happen when you start testing a lot:

1. Your conversion rates go up, your business becomes more profitable and you're happy.
2. You're amazed at how counter-intuitive the results often are.

Even the most experienced conversion experts will tell you that they aren't good at predicting results in advance – which is why they're all still A/B testing.

What to Test

You're already getting ahead of the curve by doing any testing at all. Even better if you know what to test, for maximum effect. Here are the elements you can test for your site's lead generation:

1. Test different offers (different opt-in incentives).
2. Test different value propositions for the same offer.
3. Test different form types and form placements.
4. Test the copy (headline, content) of your form.
5. Test different triggers (determines how/when the form appears).
6. Test different design and different images.

This list is sorted by an estimate of how effective each type of test can be, meaning that you generally get a greater payoff from testing different offers than from testing different designs.

Rapid Implementation

Rapid implementation is a principle that is designed to counter-act one of the most common mistakes entrepreneurs make: spending a lot of time planning, thinking and tweaking, but not shipping anything.

The principle of rapid implementation simply states that it is far more valuable to your business to publish something that's "okay" today than it is to publish something that's "perfect" next week… or next month… or maybe next year?

The reason I mention rapid implementation here is that the two points discussed above are likely to induce "procrastination by planning". You can spend a lot of time thinking about how to best segment your traffic, what offers you want to create, how to set up the perfect A/B test and so on.

What you should do instead is follow this recipe, which is designed to get you going quickly and balances the time investment needed against the potential payoff of each step of the way:
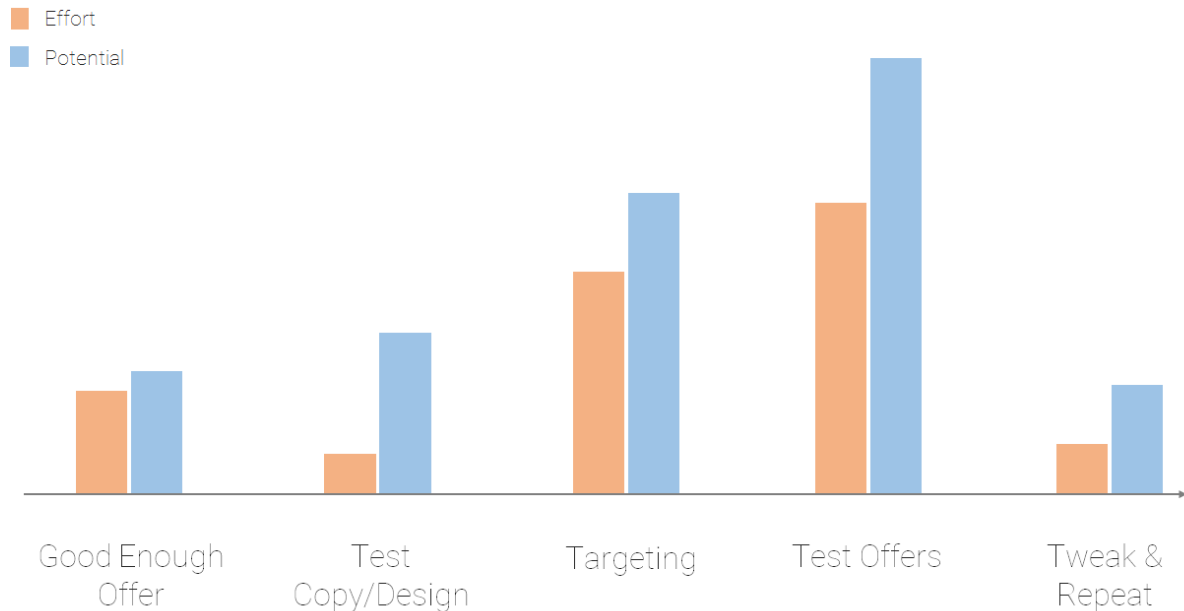
Step 1: Create a "Good Enough" Offer

This offer is whatever you can publish today. The deadline is what really matters here, so even if the best you can do is create a signup form with no offer other than "get on my mailing list", that's fine.

Ideally, you create some very simple opt-in incentive and publish a lightbox form or something similar for it, to be shown across your entire site.

Step 2: Test a Few Form Variations

Right away, you should test a few variations of the form with your initial offer. It's very easy to create a variation where all you change is the headline or button text.

These tests won't lead to a massive increase in conversions, but they will be running along, collecting data for you while you work on the next steps.

Step 3: Start Segmenting Your Visitors

Look for your most important visitor segments. These could be segments based on different topics, different areas of interest, different experience levels of your audience etc.

Create offers that are made to appeal specifically to the largest and/or most profitable segments of visitors (check your analytics to find out which ones those are).

Also look for the posts or pages on your site that get the most long-term traffic and create content upgrades for them.

Step 4: Test Different Offers

The next step is to start creating new offers to test against your existing ones. Do this especially for the opt-in forms that generate the most revenue per visitor, since that's where you get the greatest potential ROI.

Step 5: Tweak & Keep Testing

At this point, your website is already a lead-generation machine beyond what most bloggers and website owners could ever dream of. But that doesn't mean it stops here. You can keep tweaking designs, copy and value propositions and keep improving your conversion rate.

You can also always continue with the segmentation and create new, targeted offers and content upgrades.

Follow this process and you'll be getting better results and growing your list faster before you know it!

This content has been presented by Thrive Leads, a Thrive Themes product.

Thrive Leads is designed to be the most effective lead generation plugin for WordPress. If your site runs on WordPress and you'd like to create a highly profitable email list, don't miss out on this.