

Persuasion techniques used in a sophisticated landing page

This page below won an A/B test, increasing paid members by 15%. You can use many of the same techniques on your own website.

NOTE: This free PDF is a follow-up to the Smart Insights Case Study at www.conversion-rate-experts.com. If you haven't read that study yet, it provides valuable background to how **conversion rate optimization** can improve your conversions and profits.

Smart Insights Resources Strategy Tactics Membership Guides Blog Why? [Why?](#)

“Growth of 400%...I would not hesitate to recommend Expert Membership to any business.”

Why do global brands like the 3M, GlaxoSmithKline, BBC, HP, Intel and Vodafone—all thousands of digital marketing and business owners—use Smart Insights Expert Membership to optimise their digital marketing? Because many have grown their business—by over 50%—using the strategies revealed on this page.

There's nothing like a proven system that you can use on your business or clients today.

What's more, we only give you practical, actionable, step-by-step guidance so you'll achieve growth systematically and consistently, ensuring you'll build success upon success—and that your marketing is the most effective.

Smart Insights Expert Membership is the only course that provides you with a proven system of digital marketing.

In this interview, CEO and Founder, Dr. Dave Chaffey, explains how important conversion rate is to Smart Insights' business, and how the work we did generated huge uplifts. Details are described in this case study. Smart Insights continues to grow through application of our unique methodology.

Dr. Dave Chaffey's authority and experience were a key reason for customers signing up with Smart Insights, so we used a picture of him looking really intelligent (which he is). We also flipped the image so he is looking towards the copy, encouraging readers to do the same.

There are two kinds of proof working together here: "borrowed authority" from the Chartered Institute of Marketing, and namingchecked the huge brands for which Dave has consulted. It's easy for businesses to recognise the positive press they receive, so look for this "hidden value" in your business and don't assume your visitors have seen it.

Highlight the main appeals in bold to draw the eye, and use "future pain" to get prospects to imagine what joining Smart Insights will do for them.

During our research, the biggest objection we uncovered was "Will it actually work for me?" So we led with a prominent testimonial as a headline, highlighting an actual result achieved. The testimonial doesn't just highlight the result but also the service is valuable for any type of business (neatly answering another popular question).

A photo of the promoter adds credibility to the testimonial. Plus, we knew that the role was important for the audience, since a common question was "Who is this service for?"

If, like Smart Insights, you have impressive customers, be sure to feature them in a way that means your visitors will instantly recognise them. In this case we used logos, but it could be a picture of a well-known person, or something else. (And by "impressive" we mean to your prospects—not to the general public. It's important and distinct.)

A question is a great way to engage your audience, which is the first task for any page. Note also that we're promising to reveal something of value to those readers who click that link. It's a proven way to make sure readers keep reading.

What you'll get on this page

- 1 Expert Membership Kit for you (and your team) that will save you \$100,000 worth of consulting expenses. (See item 1.)
- What you actually gain (it's more than you think) (See item 2.)
- Full access to our 140+ exclusive resources (See item 3.)

Digital marketing is hard, right?

Everyone looks at you work miracles

Not just once, but time and time again. Whether it's growing your sales—or employment—business, or increasing your brand bottom line, you're being asked to do the impossible.

How do you know where to start?

With a wealth of information out there—with everyone else giving their own advice—where do you even start? Choose the wrong information, method, or template and you could waste hundreds of hours of your time (and cost your company critical dollars in lost revenue). But to ensure the cost of failure is zero for you professionally.

If you want to do things differently, if you're determined to get straight to the right answer... ..relax, you've found it.

If your video is short, make sure you draw the eye. They're more likely to watch it if you do.

We're entering classical direct marketing territory here, with a "problem-implications-solution" approach. It's set out to solve a problem you know your prospects are having. Then, emotionally engage them by highlighting the devastating consequences of not being able to solve it. Finally—like a knight in shining armour—explain why your solution saves the day.

Before we can sell Smart Insights, we need to get prospects' attention. This question interrupts them—makes them sit up and take notice. It enables us to enter the conversation that we know—from our research—is already going on in their heads. It gives Smart Insights on their side, and gets them nodding along in agreement. We're earning our right to be their friend and ally—their trusted advisor.

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Smart Insights Expert Membership

Smart Insights Expert Membership is the secret weapon behind the world's most savvy marketers, and now it's available for everyone.

So if you're feeling...

- Stuck with a particular aspect of digital marketing, and need to find the answer fast?
- Overwhelmed by all the advice, buzz and hype in digital marketing?
- Unclear about where to start, what to focus on first?
- Confused with all the new strategies, trends and innovation in the industry?
- Worried that you're missing out on valuable skills and knowledge to climb the career ladder?

...you're not alone, but you can change things.

Join thousands of savvy marketers just like you who are getting ahead with Expert Membership

No more starting at a blank sheet of paper—you'll have access to **THE WORLD'S BEST PLANNING FRAMEWORK**, to create your integrated digital marketing strategy, and you can get started immediately.

- Drive huge growth AND save time by focusing on the critical few activities that will deliver the biggest results—using our fast, easy **Interactive Benchmarking Tool**.
- Whether you want to drive more traffic to your site from Facebook, improve conversions on mobile, develop a winning **Digital Strategy Toolkit**—or any other digital marketing problem—you'll find a step-by-step guide to solve it.
- Our **Site Expert Marketing Guides** and **Templates** show you how to chart the learning curve, and seasoned marketers how to get ahead of the game.
- Our **Digital Checklist** is a one-stop-shop to keep you state of the art in all things digital marketing, so you can speak confidently to your peers, and get top in and respect from colleagues.
- Gain practical, professional and real-time resources—successful digital marketing experts are hugely valuable—with our **Expert Online Training Courses** and **Qualifications**.
- Unlike other sites—and just what you need—**we only deal in practical, actionable resources** that you can use to ensure success on your projects.

This subhead does several things—it gives prospects the chance to join an exclusive club; it indicates that they'll get better results; and it has an "announcement" quality. (People tend to be interested in announcements. With just three letters, the word "now" packs a lot of punch.)

Warning icons are attention-grabbers.

Don't talk only about your features. Instead explain how each feature will benefit your prospects. Put yourself in the shoes of your visitors, constantly asking yourself—would they agree to answer the question "What's in it for me?"

Take time to find out exactly what your prospects are trying to solve by using your product or service. This list was populated by the research that they're in the right place. This list was populated by the research that they're in the right place. This list was populated by the research that they're in the right place.

Use social proof to increase trust in your service. In this example we also inject a little fear of being left behind and appeal to prospects' competitive instincts.

And the cost? From just \$50 a month.

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These calls to action are sprinkled throughout the page. Each prospect will take a different amount of persuading, so it can help to give them the most opportunities to move to the next stage. Start with the most commonly effective arguments, and you'll effectively make the page as short as possible but as long as necessary.

Price is a big objection, then consider carefully when to reveal the cost of your product or service. Don't do it until you've provided sufficient information on the value being offered. Otherwise, you risk losing many of your prospects.

When you're asking for prospects to order or take actions, make sure your "risk reducers" aren't far away.

The world's best companies use Smart Insights to secure digital marketing success...

Plus over 150,000 consultants, agencies, entrepreneurs and small businesses in over 50 countries!

Get exclusive access to knowledge, experience, advice, and step-by-step guidance from the industry's leading practitioners (for a crazy low investment)

Digital marketing experts are expensive.

If you wanted to hire the members of the Smart Insights team for one day, it would cost you \$26,300 (through many of our team members no longer take on client projects). Fortunately, for you, we've distilled their knowledge and packaged it into 140+ practical, actionable resources that can be used on your projects today—worth \$100,000 worth of consulting work or your response to a \$100k \$1.45 a day!

The Smart Insights team have unrivalled practical experience implementing digital marketing strategies

Our team includes:

- Dr. Dave Chaffey: The world's leading digital marketing expert, author of the seminal book "Digital Marketing: The Definitive Guide to Managing Growth in the Digital Age"
- Dr. Andrew Tipler: A leading expert on digital marketing strategy, author of "Digital Marketing Strategy: How to Plan, Implement and Measure Success"
- Dr. Sarah Letchford: A leading expert on digital marketing strategy, author of "Digital Marketing Strategy: How to Plan, Implement and Measure Success"
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Images, roles and logos add credibility to the testimonials. Plus, add a "pull-quote" headline to each that draws out the main point you want to make, so skim readers still get the information.

Be wary of alternating segments of your visitors. In this case, we emphasise that we don't work just with the big guys—these techniques will work for smaller businesses, too.

If there are free alternatives to your product or service, visitors will naturally compare yours against them, and it's usually a battle you can't win. Instead, use "price anchoring" to make control of the comparison. Emphasise the tremendous value being offered—and you'll vastly increase your odds of winning.

Throughout this page, we've used descriptive headers that communicate the essence of the offer—so skim readers still get the information they need.

Building up the layers of "authority proof":

Like shoes, books and toilet rolls, you can never have too many trust elements. If you're cringing at the amount you're adding, you're probably about halfway there.

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Brilliant

Translated complex digital marketing channels into easy-to-understand concepts

What you get when you become a Smart Insights Expert Member

#1 Complete, unrestricted access to the world's best Digital Marketing Planning Framework

- Assess the current digital marketing capability of your business or your clients
- Follow our step-by-step guide to rapidly create an integrated digital marketing strategy—your roadmap to success
- Prioritise your investments in digital marketing to maximise returns
- Discover how to implement your roadmap successfully, and transform your business

Expert testimonials give me a true structure... to share with business leaders. I've shared this with clients and they've been able to access their own marketing strategy and insights on how to use them. Thank you!

Christophe Ferrasse
Global Business Leader, Royal Canin SAS

Seeing is believing, so use images to make the resources more concrete, and to increase their perceived value.

Presenting the Smart Insights team adds depth to the offer. Plus, we used a tooltip containing information—including contact details—for each team member. This adds personality and credibility, and makes the offer seem more tangible.

If you're close to a product or service, it's easy to over-promise or take for granted—the value it provides. So don't forget to remind prospects of the product's value. We added a section covering all the great features and resources that Expert Members get (and presented them as benefits).

Note how we've addressed the visitor directly when presenting the benefits of membership—"Your business," "your roadmap" and "your investments."

Contextual testimonials are useful for adding extra layers of proof to the offer.

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Low-commitment calls to action increase the chance that your prospects will click them. A low-commitment call to action doesn't always win, though, so test it. You want the visitors to proceed to the next stage only if they're well- and truly persuaded.

As for as effective appeals go, "self-interest" pulls like a freight train. If you identify an appeal that uses the self-interest of the decision-makers aligns with the self-interest of their employees. The more specific you can be, the better. In this case, we discovered that many customers using Smart Insights do so to develop their career, or to be able to talk authoritatively on the subject that was particularly familiar to them.

If you can quantify the value of your offer—and it's higher than the cost—do so.

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