# Getting Conversion Down to a Science

#### 10 Point Checklist

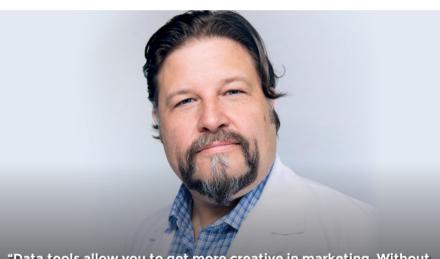
## **Brian Massey**

Want to gain as much knowledge as possible out of Marketing Speak?

Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



#### **HOSTED BY STEPHAN SPENCER**



"Data tools allow you to get more creative in marketing. Without data driven tools, you won't be in digital marketing very long."

**BRIAN MASSEY** 

## 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

Aim to stand out and be remarkable. Find a branding style that my audience will easily remember me by.
Test and monitor everything. A/B test my campaigns and install Google Analytics to process my viewership data.
Create a web design that resonates with my audience. UsabilityHub is a tool that will help me determine which design brings out the best response out of my viewers.
Use sticky.ai or Crazy Egg to track emotional and visual data. These tools track my viewers' data when they are consuming my content.
Hire a copywriter to create taglines, email subject lines and ad spiels. A copywriter can help me get higher conversion rates on these items.
Utilize Facebook Ads' dynamic audience targeting feature to reach highly targeted prospects. Hire a Facebook Ads expert to assist with all my Facebook ads.
Place important information, especially hot leads, at the top of my pages. This way my viewers will see the information instead of scrolling down to see it.
Use a mobile friendly interface on my landing pages. More people consume content via their smartphones than ever before.
Use a statistical significance calculator to make campaign estimates. This can help me identify how long to run tests or how many conversions to make.
Get my exclusive Marketing Speak discount on Brian Massey's training, Everyday Behavioral Science for Digital Marketing, to learn more about higher conversion tactics.