

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.

MARKETING SPEAK 

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

Conversion

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.