

CONVERSION MACHINE

MODULE 1

Profit Optimization

VIDEO 1 Transcript
Conversions 101

Conversions 101

Hey everyone and welcome to module 1 lesson 1.

Today you're going to learn about Conversions 101.

Let's make sure you're all on the same page..

What is conversion optimization and what's it all about?

In it's most basic form conversion optimization is the process of increasing the percentage of visitors that complete a desired action. Sign up, buy, subscribe, whatever it might be.

Yes, conversion optimization it's also about ab testing, copywriting, user experience design and many other things but what conversion optimization is really about is growing your business and increasing profits through better customer understanding.

You all want to increase sales for your ecommerce website, you want to get more signups for your app and you want to collect more leads from your blog; maybe for your clients; but ultimately you want to make more money.

It's actually very easy to increase conversions on your shop, just sell everything for \$1. Boom, conversions are through the roof. But increasing conversions so that revenue increases is much harder.

And not just revenue, increasing profits is your main goal as a conversion expert.

It's about looking at the big picture, traffic sources, campaign specific landing pages, customer services after the purchase.

Were trying to improve the customer experience company wide through better and deeper customer understanding.

Conversions 101

The big difference between a CRO, a conversion rate optimizer and say a web designer or internet marketer is you as a CRO make decisions based on data.

You don't simply KNOW the way to fix a sales funnel or landing page.

What worked on another site will not necessarily work on yours, best practices can guide us in creating our designs but they are not rules.

This is where the fake marketing and conversions experts stick out like a sore thumb, there are no hard and fast rules.

CRO's are different, you create hypotheses, these are ideas based on a customer theory, something you think you know about your target market. These ideas are then tested to confirm those ideas or assumptions.

Conversions is about creating a customer theory, a deeper understanding of your customers so you can market to them more effectively.

A customer theory is made up of a number of elements, brand positioning statement, value proposition and customer persona; you'll go into all these in detail later in the module.

You create this customer theory by collecting data and analysing it.

You can then make marketing investments based on that data, no more guessing and no more one size fits all hacks.

However you must then ensure you are collecting good data.

There's no point creating a customer theory from your data if it is wrong or skewed.

So you must ensure you collect not only the right data but accurate data.

Ok so that concludes the first lesson.

Conversions 101

Taking the step to enroll in this professional training program was a very smart move, but completing it and taking action on the things you'll learn is a whole different ball game.

So your task is to go away and block out time in your calendar right now to continue with the training, even if it is only for the next two weeks at first.

The worksheets you complete at the end of each video are really important if you want to take action on what you learn and change your business.

You've got to...you must..put into action the processes and methodologies you learn.

Make a commitment to growing your business, improving your conversions and increasing your profits. Mark out some time now then send me your calendar or share it in the slack group for shared accountability and I'll see you in the next video.

And remember, things might get hard towards the end of module one. Especially when you learn about business objectives. But keep focussed and I'll help you over any road blocks on your path to higher conversions.