insurance funnels ACADEMY

Session #2

Landing Page Mastery and Conversion Rate Optimization

Today's Training Will Help You...

Get More Traffic

You'll learn everything you need to know about Facebook Ads so you can start driving targeted traffic to your website in the next 2 weeks!

Get More Leads

Most agency websites convert less than 3% of visitors into leads. We'll show you exactly what you need to do to double or triple that amount!

Get More Sales

Use our pre-built email funnels to convert more leads into clients, round out accounts and recapture lost accounts!

Training Overview

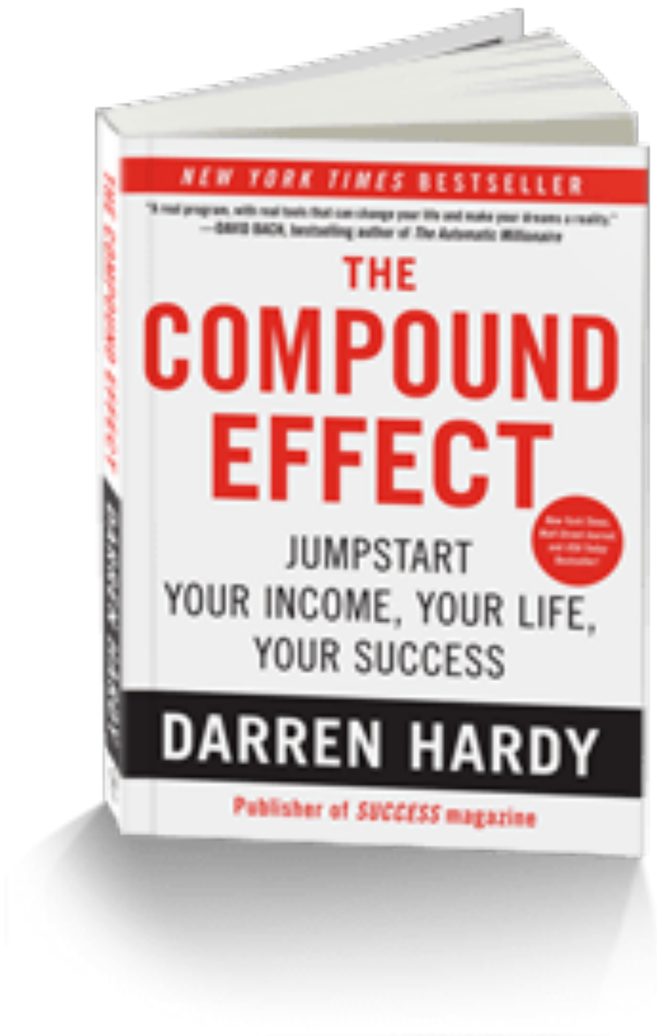
1. Why Conversion Rate Optimization (CRO) / Landing Pages Matter
2. 6 Costly Conversion Mistakes Agencies Make
3. 7 Elements of Highly-Effective Landing Pages
4. 7-Point Action Plan

5,940 Reasons Why CRO Matters

- 500 clicks to your landing page a month ($2/click)
- Converting at 3% = 15 leads ($66 lead)
- Boost Conversion Rate to 6% = 30 leads ($33 lead)
- **$495 savings a month x 12 = $5,940/year (from just one page!)**

What is Conversion Rate Optimization (CRO)?

The Compound Effect



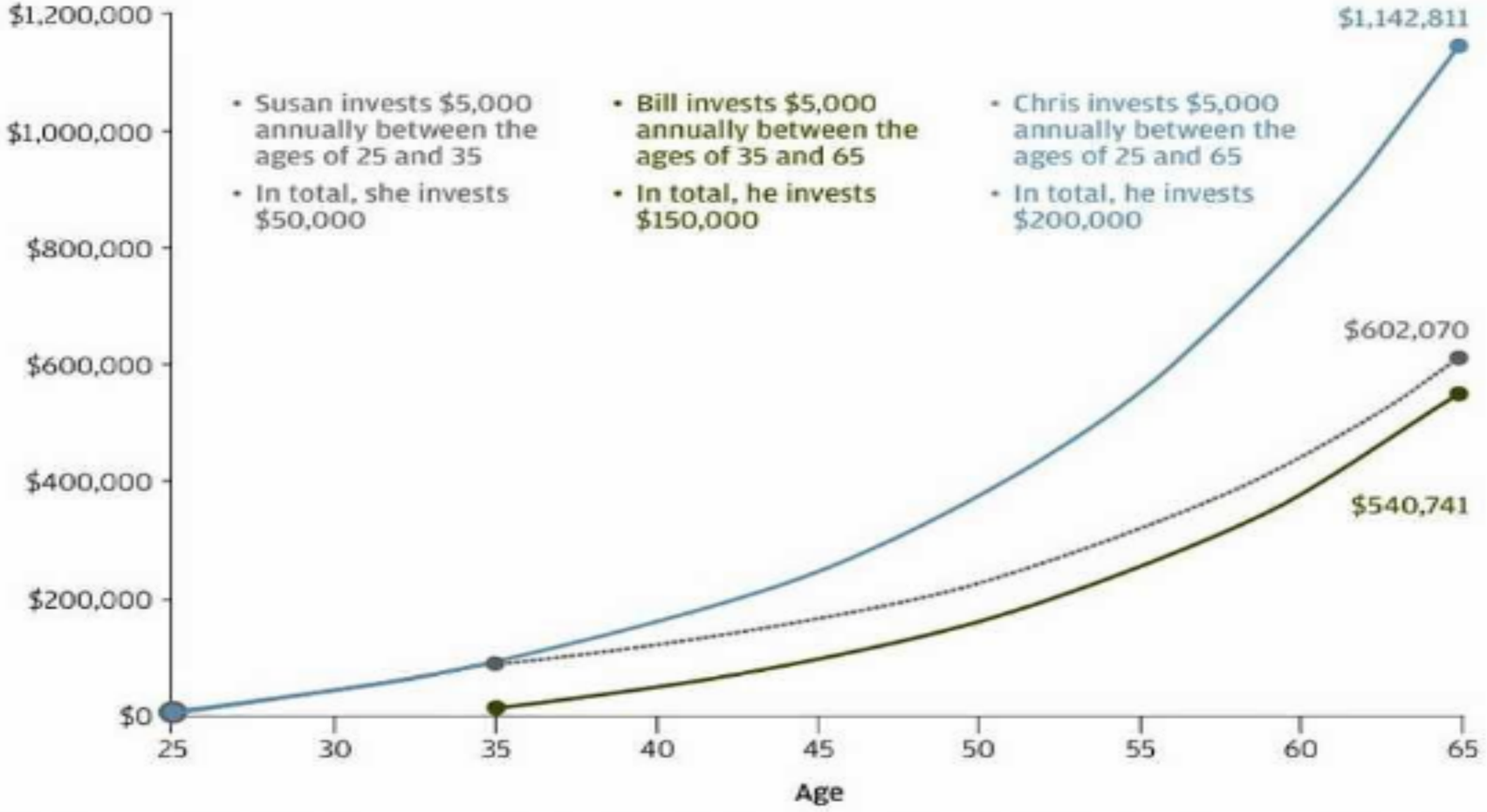
"Small, Smart Choices + Consistency + Time = RADICAL DIFFERENCE"

- Darren Hardy
The Compound Effect

Benefit of saving early

Saving

Growth of savings accounts



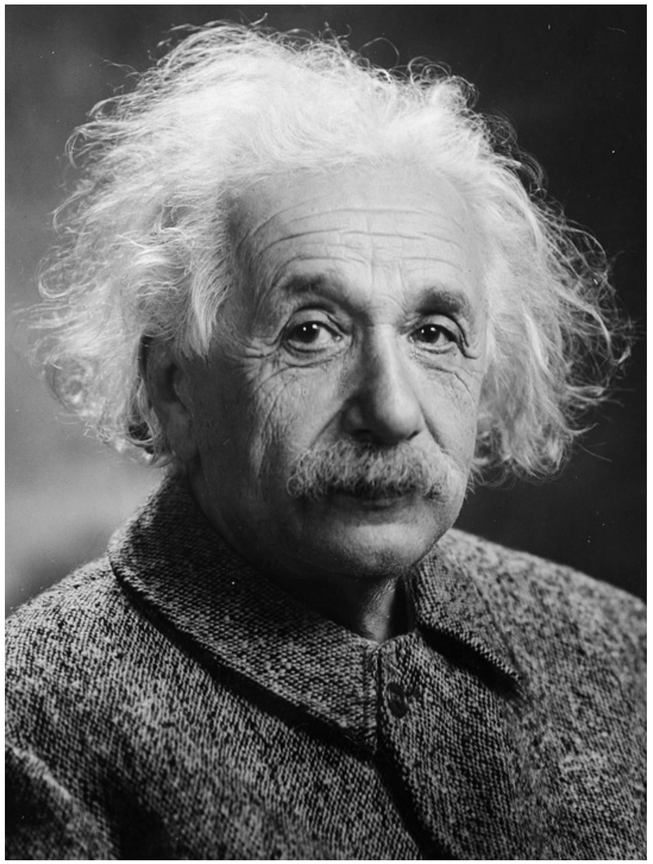
Saving fundamentals: Harnessing the power of compounding can greatly impact the amount of savings over the long term.

The above example is for illustrative purposes only and not indicative of any investment. Account value in this example assumes a 7% annual return.
Source: J.P. Morgan Asset Management.

Compounding refers to the process of earning return on principal plus the return that was earned earlier.

J.P.Morgan
Asset Management

The Eighth Wonder of the World



“Compound interest is the eighth wonder of the world. He who understands it, earns it ... he who doesn't ... pays it.”

Harness the Compound Effect Online

Imagine how many more leads and how much more money you could be making if you got serious about making small, smart choices about conversions.

Part 1:

The 5 Deadly Conversion Mistakes Agencies Make

“The obstacle in the path becomes the path. Never forget, within every obstacle is an opportunity to improve our condition.”

— Ryan Holiday, The Obstacle Is the Way: The Timeless Art of Turning Adversity to Advantage

Mistake #1: No Strategy. Just Tactics.

- What's your process?
- Structured approach?
- Part of your agency's DNA?
- Can you see the big picture?

"If you can't describe what you are doing as a process,
you don't know what you're doing."
– W. Edwards Deming

“No one is 100 times smarter than everyone else. So why do certain superachievers gain levels of success so much higher than others? They have a better **philosophical strategy**.”

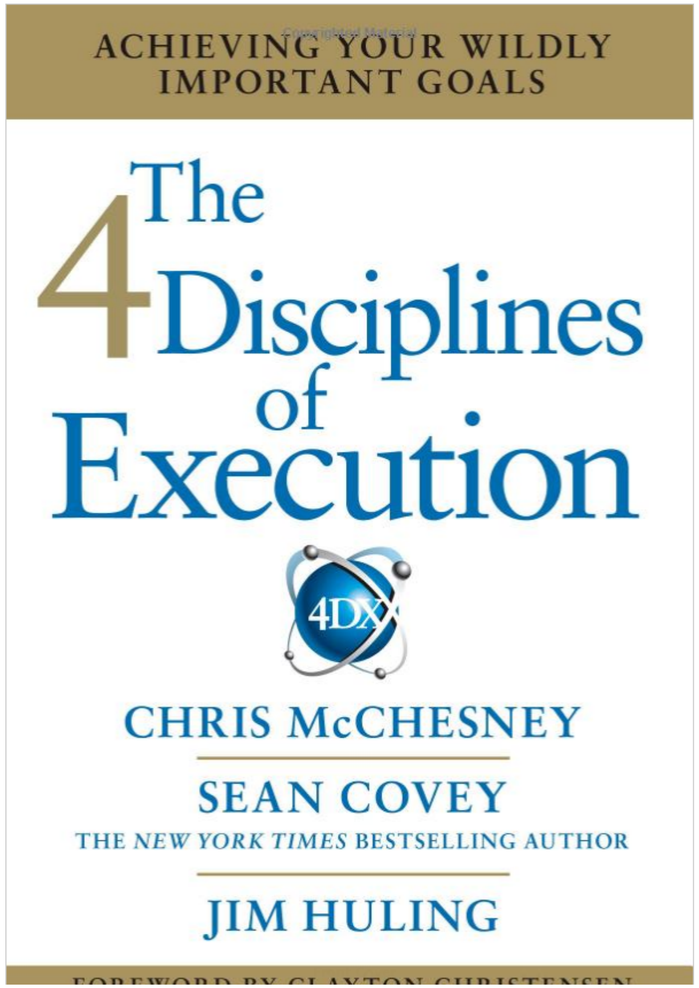
- Jay Abraham

Steps to Developing Your Strategy

1. State your objective. Could be…

“To go from 3% to 6% conversion rate by January 1”

2. Decide who will be responsible.
3. Document a CRO process.
4. Analyze. Plan. Execute.



1. Focus on the Wildy Important
2. Act on the Lead Measures*
3. Keep a Compelling Scorecard
4. Create a Cadence of Accountability

*CRO lead measures could be:

- # of split tests performed a month
- 1 CRO meeting a month
- 1 new lead magnet offer a quarter
- Write 25 different headlines

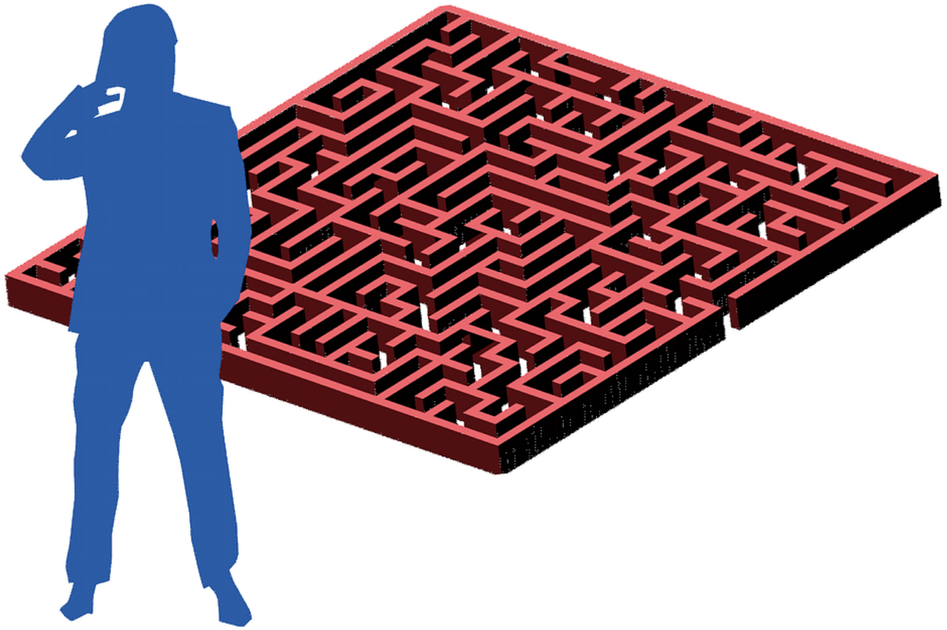
“In grand strategy you look beyond the moment, beyond your immediate battles and concerns. You **concentrate instead on what you want to achieve** down the line. Controlling the temptation to react to events as they happen… **You think in terms not of individual battles but of a campaign**.”

- Robert Greene,
The 33 Strategies of War

Mistake #2: Sending All Traffic to Home Page

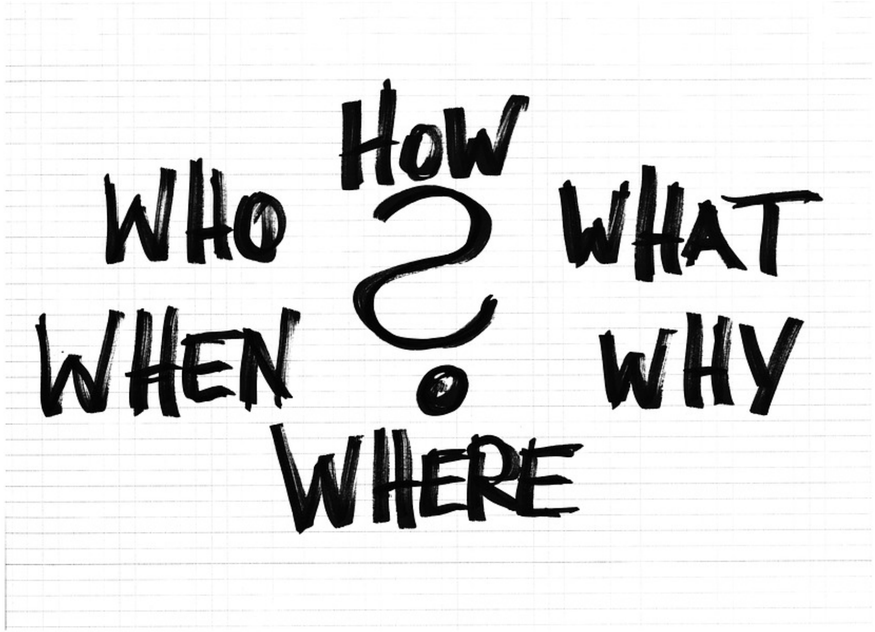
- Wasting $$$
- Visitors get lost
- Can’t measure results
- So stop doing this!!

Mistake #3: Overcomplicating CRO



- Just like with SEO, CRO *can* be overwhelming.
- But keep it simple!
- You don’t need to know it all to take the 1st step.
- Just start applying what you learn here.

Mistake #4: Not Knowing What To Test



- Headlines?
- Buttons?
- Images?
- Forms?

Mistake #5: Not Having the Right Tools

- Google Analytics
- Heat Maps
- Split Testing Tools
- Marketing ROI Tools
- Landing Page Builders

Your CRO Toolbox

Your Name/Logo | Home | Products | Blog | About | Call 1-800-123-4567

Get a Free Car Insurance Quote Now!

4 Benefits of Working with an Independent Agent:

* More choices: get quote from multiple insurance companies!
* Save money: find the policy that's right for your budget!
* Unbiased advice: independent agents buy insurance for you!
* Local: just pick up the phone and call or come stop by!

Get My Quote!

Or call 1-800-123-4567

What CITY Residents Say About Us

[illegible]

[illegible]

[illegible]

Companies We Represent

Get My Quote!

Or call 1-800-123-4567

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balsamiq.com

Insurance funnels ACADEMY

Flood Your Agency with **Hundreds of New Leads and Sales** Each Month

A Powerful 6-Week Course that Will Show You Exactly How To:

- **Use Facebook Ads (the right way)** so you can drive targeted traffic to your website!
- **Install high-converting landing pages** to convert more visitors into leads and fill your funnel!
- **Design email sales funnels** so you can enjoy more sales, better retention and 3 more policies per customer!

APPLY NOW!

Tired of Wasting Your Time and Money On Digital Marketing that Doesn't Work?

Raise your hand if you're tired of hearing people tell you things like:

"You need to increase your online presence."

"You should be more active on social media."

"Did you know the consumer has gone digital?"

So is this advice true or not? Should insurance agents be more active online or not?

We could debate this all day. **But the bottom line is that it's the wrong question to focus on.**

The more important question to ask is:
"What's the best way to get more customers?"

Not more likes. Not more comments. More **CUSTOMERS!**

> *"There is only one valid definition of business purpose: to create a customer." - Peter Drucker*

Remember, your goal as a business owner is to be more profitable. Not more popular.

If you agree then you'll want to focus on finding the best ways to get more leads, more sales, more often. And spend less time on the things that don't help you do this.

Get More Traffic

You'll learn everything you need to know about Facebook Ads so you can start driving targeted traffic to your website in the next 2 weeks!

Get More Leads

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Get More Sales

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FAQ

Here are answers to some frequently asked questions:

- What if I can't attend some of the live trainings?
- Will this work for personal and business lines?
- How tech-savvy do I have to be to do this?
- What type of marketing automation software do I need to do this?

Mistake #6: Too Many Options

"Psychologists Sheena Iyengar and Mark Lepperfound found that consumers were 10 times more likely to purchase jam on display when the number of jams available was reduced from 24 to 6."

Less choice, more sales. More choice, fewer sales. Weird, huh?

Source: http://digitalintelligencetoday.com/the-jam-study-strikes-back-when-less-choice-does-mean-more-sales/

6 Mistakes (Recap)

1. No Strategy. Just Tactics.
2. Sending All Traffic to Home Page
3. Overcomplicating CRO
4. Not Knowing What To Test
5. Not Having the Right Tools
6. Too Many Options

Part 2:

7 Elements of Highly-Effective Landing Pages

#1: Compelling Headline

A headline's only job:

To stop your visitor from leaving and compel her to read the next sentence on your page.

A headline does not have to:

Sell or mention your product.

#1: Compelling Headline

Good Example:

You could save nearly $600

Bad Example:

Auto Insurance

PROGRESSIVE

Insurance Claims About 1-855-758-0943 Log In

You could save nearly $600*

Zip Code | Auto

Save 5% or more on auto—just add property†

+ Home + Renters + Condo

Get Started

Retrieve a quote › Find an agent ›

Automobile Insurance Quote Request

General Information | Driver Information | Vehicle Information | Summary

General Information

Welcome to [redacted] Please complete your quote and make sure you leave a contact number or email. Thank You and Have a Wonderful Day!

Contact Details

First Name		*This field cannot be empty
Last Name		
Address Line1		
Address Line 2		
State	MA	
ZIP Code		
City		
Preferred Contact	Email	
Phone		
Email		

Policy Details

Policy Start Date	
Primary Residence	
Do you currently have Auto insurance?	

Next

#2: A Brain-Dead Offer

- If it’s a quote page what do they stand to gain?
- If it’s a lead magnet what other “bonuses” could you give away?
- Think about what your visitor really wants. Is it really a “quote?” Is it really a “free report?”
- Focus on *their* desire not *yours*.

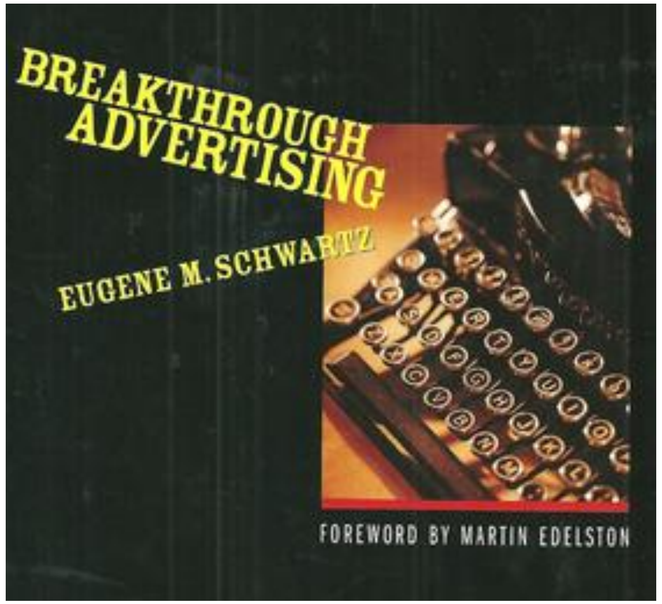
Types of Offers

- Quote
- Video
- Free Report
- Webinar
- Audit/Analysis
- Checklist
- Survey/Study

#3: Reinforce the Scent

- Landing Page should match the ad.
- Avoid “bait and switch.”
- Deliver on the ad’s promise.
- Consistency is critical!

#4: Powerful Body Copy

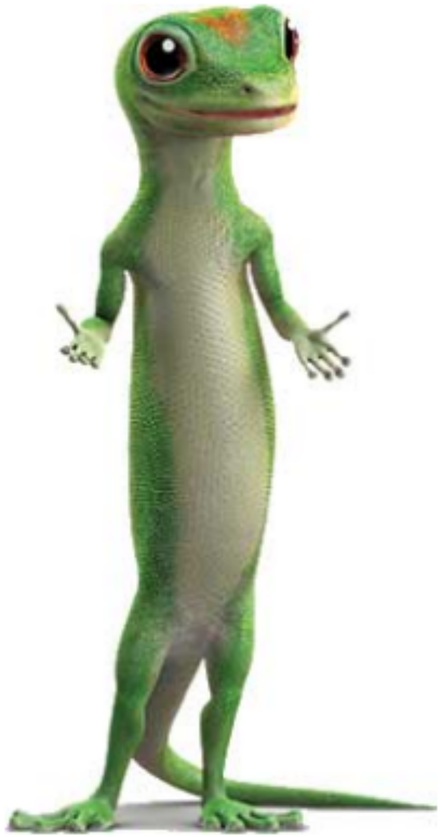


- Study copywriting.
- Read “Breakthrough Advertising.”
- Be concise.
- Use bullet points.
- Use short words and paragraphs.

#5: Intuitive and Simple Design

- Friendly design
- Easy to navigate
- Mobile-friendly
- Big buttons
- Big font

PRODUCTS INFORMATION GEICO LOG IN



More than just car insurance

I want Auto insurance.

My ZIP code is ZIP Code

GET A QUOTE

Continue your saved quote

Find an agent near you

Access Your Policy

Auto

User ID, Email, or Policy Number

Express Services

Make a payment
Get ID Card
Add a vehicle
Policy Documents
Go Paperless

Claims Center

Report an incident
View a claim
Get roadside help
Report glass damage

[–] Feedback

Form off to the side (not good)

Auto Insurance

Your vehicle is a central part of your lifestyle. It is your connection between all of the important places you go every day. We will create the perfect insurance plan for you that is tailored to the coverage you need. A few coverage options include:

- Collision and comprehensive coverage (Pays for damage to or theft of your vehicle)
- Liability coverage (Covers your legal liability to others for property damage or bodily injury in the case of a loss)
- Road trouble service
- Additional expense coverage
- Lease/loan gap coverage

You can drive with confidence knowing that you are well taken care of. Contact us today and we will provide our professional advice on the type and amount of auto insurance coverage options that are right for you.

Services

- **Auto Insurance**
- Commercial Insurance
- Home Insurance
- Life Insurance

Request a Quote

Your Name (required)

Email Address (required)

Phone Number (required)

Please enter the code below

K2 GZ

Send

HUNTLEY WEALTH
INSURANCE SERVICES

ABOUT BLOG TOOLS CONTACT 877.443.9467

START HERE | SAMPLE QUOTES BY AGE | FREE QUOTE | PRE-EXISTING CONDITIONS

Get a FREE LIFE INSURANCE QUOTE
in less than 60 Seconds!

Unbeatable Service

FREE QUOTE

GET MY NEW GUIDE!
5 Insider Tips For Massive Life Insurance Savings

Your Name | Your Email | SUBSCRIBE NOW

As featured on: Forbes YAHOO! FINANCE Kiplinger insurancenewsnet nerdwallet

#6: Use Social Proof

- Testimonials
- Customer Reviews
- If you got it, flaunt it
- Trust Logos

insurance funnels

Call 1-800-123-4567

Get A Free Car Insurance Quote Now!

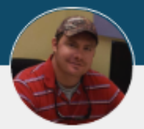
4 Benefits of Working with an Independent Agent:

- **More choices:** Get quote from multiple insurance companies!
- **Save Money:** Find the policy that's right for your budget.
- **Unbiased Advice:** Independent agents buy insurance for you!
- **Local:** Just pick up the phone and call or come stop by!

Get My Quote!

Or call: 1-800-123-4567

What City Residents Say About Us



John Doe
UI/UX Designer

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur."

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John Doe
UI/UX Designer

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Companies We Represent

TRAVELERS

PEMCO Insurance

Safeco Insurance

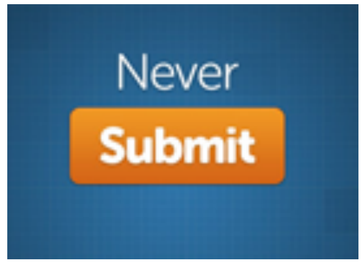
PROGRESSIVE

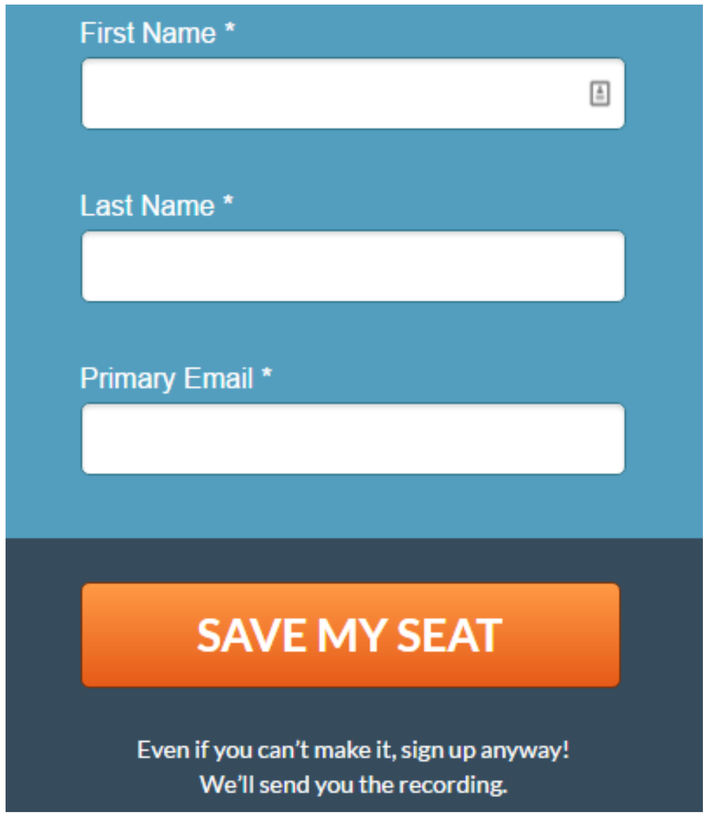
Get My Quote!

Or call: 1-800-123-4567

#7: Effective Forms and Buttons

- Avoid the word “Submit”
- Less fields, the better
- Big buttons!
- Button color should stand out
- Tell them what happens when they click





Preferred Contact Method: Select Type

Name of Insurance Company:

Expiration Date of Policy:

Corporate Information

Type of Entity: Select Type

Number of Employees: Select Number

Financial Information

Annual Receipts:

Submit Request

First Name
Required

Last Name
Required

Street Address
Required

City, State, ZIP Code
Required
IA

Phone Number
Required
Ext.

Alternate Number
Optional
Ext.

E-Mail Address
Required

Date of Birth
Required
January / 1 / 2016

Marital Status
Required
Single

Gender
Required
Male

Own or Rent Home
Optional

Currently Insured
Optional

If no, when did you last have insurance?
Optional
/ /

Current Carrier
Optional

How did you hear about us?
Optional
None

Next

I'm a GoToWebinar Signup Page

Wednesday, January 30, 2013 9:00 AM - 10:00 AM EST - Show in my Time Zone

Webinar Registration

See how my forms are tiny and a pain to use?
It's frustrating that i cannot format my text or images how i would like!

* First Name:
* Last Name:
* Email Address:
* Address:
* City:
* State/Province: Alabama
* Zip/Postal Code:
* Country: United States
Phone:
Industry: Accounting
Organization:

* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

Register Now View system requirements

Live Webinar: Thursday, April 21

Can You Afford A Costly Payout or Expensive Lawsuit?

Statistically speaking you are more likely to be sued by an employee than have a fire or a theft.

ABOUT THE WEBINAR:

Lorem ipsum dolor sit amet, vestibulum pretium sit aliquet a etiam orci, tincidunt nec eu vitae rutrum mi blandit, magna eget a, eros nec, id fusce posuere aliquam suscipit. Neque nascetur velit, quis quis sed, ut at quisque in vitae vivamus pede, ut etiam maecenas auctor. Interdum lobortis ipsum tristique velit pulvinar, morbi a sed posuere, lacus turpis, venenatis suspendisse, lacus at.

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YOU'LL LEARN:

Live Webinar

APR
21

Thursday,
April 21st
11:00am PST / 2:00pm EST

PRESENTERS

noticed.

How to copy the exact blueprint [The Compelling Offer Tactic] **to generate a 10X ROI** on every marketing campaign you run.

Name

Email

Save My Seat

Even if you can't make it, sign up anyway!
We'll send you the recording.

When You Sign Up You'll Get:

- Access to Thursday's Livecast
- Copy of the recording in case you miss the live event
- Copy of the webinar slides
- A Step-by-Step Video on How to Create an Ad in Power Editor

Testimonials

"I have sought out and attended numerous Facebook marketing workshops... and this is by FAR the best one I've attended."
-Jody F.

"After the livecast...now I know exactly what I need to do to grow my business."
-Don F.

"Implementing the strategies shared during this livecast grew my sales by 24% within the first 30 days."
- Gary P.

Reserve Your Spot Now!

Name

Email

Save My Seat

Elements of an Effective Page (Recap)

1. Compelling Headline
2. A Brain-Dead Offer
3. Reinforce the Scent
4. Powerful Body Copy
5. Intuitive and Simple Design
6. Use Social Proof
7. Effective Forms and Buttons

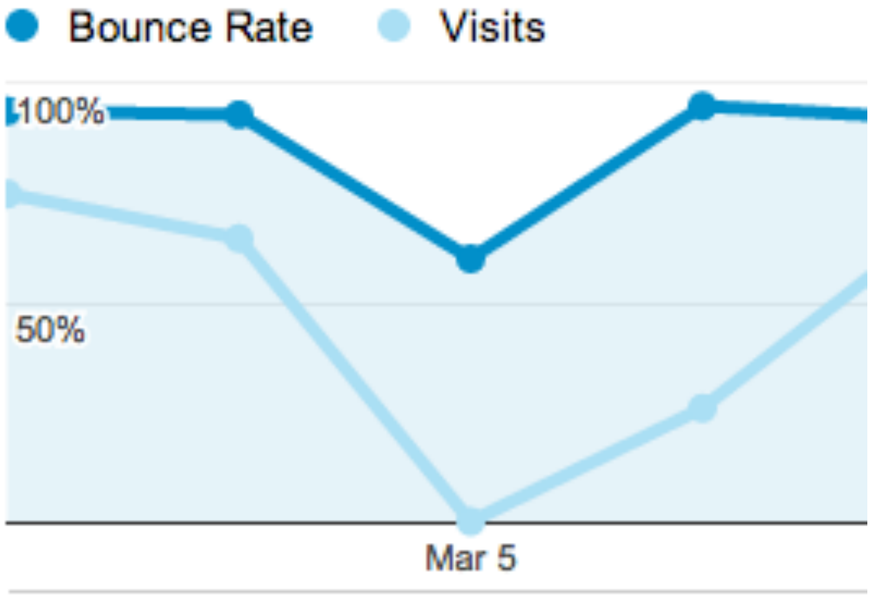
CRO Action Plan

1. Verify Google Analytics Is Installed
2. Install Crazy Egg
3. Develop a Strategy and Process for CRO
4. Start with Pages You're Sending Paid Traffic To
5. Audit Pages According to the 7 Best Practices
6. Test ONE Thing on at Least 3 Pages
7. Get A Google Analytics Website Audit

What's Your Most Popular Pages?

	Page
1.	/
2.	/about-us/
3.	/contact-us/
4.	/commercial/
5.	/about-us/all-staff/
6.	/commercial/specialized-industries/entertainment-and-film/short-terml-film-application/
7.	/about-us/management-team/
8.	/individual/
9.	/commercial/commercial-service/court-bonds/
10.	/employee-benefits/employee-benefits/

Bounce Rate & Exit Rate



High = Bad!

Bounce Rate: the % of people who landed on a page and immediately left. Bounces are always one page sessions.

Exit Rate: Exit rate is the % of people who left your site from that page. Exits may have viewed more than one page in a session.

Mobile vs Desktop

Device Category	Sessions
	1,132 % of Total: 100.00% (1,132)
1. desktop	1,027 (90.72%)
2. tablet	54 (4.77%)
3. mobile	51 (4.51%)

Device Type

☐	1.	Apple iPad	**40** (38.10%)
☐	2.	(not set)	**13** (12.38%)
☐	3.	Apple iPhone	**13** (12.38%)
☐	4.	Microsoft Xbox One	**7** (6.67%)
☐	5.	Microsoft Windows RT Tablet	**4** (3.81%)
☐	6.	Logitech Revue	**3** (2.86%)
☐	7.	Samsung SM-G935A Galaxy S7 Edge	**3** (2.86%)
☐	8.	LG V410 G Pad 7.0	**2** (1.90%)
☐	9.	Acer B1-810 Iconia One 8	**1** (0.95%)
☐	10.	Apple iPhone 6	**1** (0.95%)

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4. Start with Pages You're Sending Paid Traffic To
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7. Get A Google Analytics Website Audit

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