

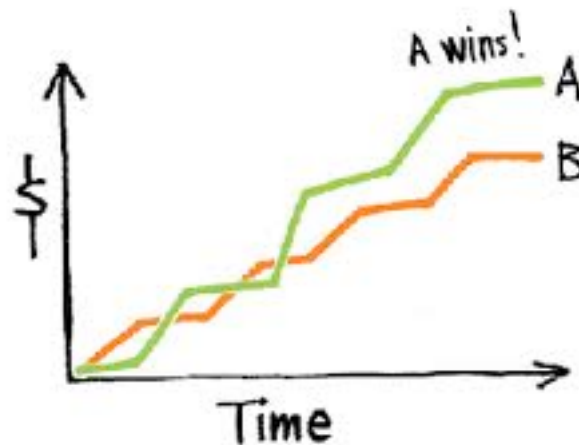
Virtual Marketing Blueprint

Lead Generation

Addendum:



Addendum: Split Test Results



Rei Rockstars

Addendum: Split Test Results

Split Test Results...The Winner Is...

- You Should Test Everything You Possibly Can!
- You have no idea how much money you are leaving on the table right now. You might be missing out on 80% of your profits because you think you know what your market wants when the truth is, none of us do. You can run surveys, pick up the phone, and network with your market face-to-face and still be proven wrong by a split test.
- These test results are to give you examples only, they are not intended to encourage you to not test things yourself. Every market is different.

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Addendum: Split Test Results

Split Test Results...The Winner Is...

- The video with copy out-pulled the text only version by an insane 50%.
- In one test, a size 16 font out-pulled a size 24 font by 32%.
- We tested the effects of various background colors on the conversion rates of our capture pages. Navy blue, Sky blue, and light grey. To our surprise navy blue background decreased conversion 70% over the white background! Whereas the light blue increased conversions by 16%.
- We tested a red “buy now” button against a standard blue hyper text link one. The blue text out-pulled the red button by 11%!
- Placing a red headline on all of their testimonials increased their conversions by a whopping 34%
- Some people will swear up and down that fonts with little feet on them like Times New Roman (serif fonts) will always out-pull fonts that don't have feet like Helvetica, Tahoma, or Arial (sans-serif fonts). Well, in a way, they're right, but only offline.

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Addendum: Split Test Results

Split Test Results...The Winner Is...

- It all comes down to readability. It's easier to read a sans serif font online than it is to read a font like Times New Roman. So that bumps up the number of people reading your ads, which most often leads to more sales.
- They've discovered that changing all body text to Arial 12 point font will show a readability increase of 31%-36%!
- The experts say that the P.S. or post script is the second most read part of your sales letter next to the headline. So it really shouldn't surprise anybody if small changes here would yield massive results.
- Placing a testimonial under their P.S. increased their conversions by 19%!
- Offering customers the option to buy using a payment plan increases conversions 32%. However, only about 17% of the sales chose the payment plan.
- Placing an 800# on your site and taking phone orders will increase your conversions by 30%.

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Addendum: Split Test Results

Split Test Results...The Winner Is...

- HTML versus plain text emails.... plain text delivered 4% more clicks
- Video lead capture page vs. Lead Capture page... Video 26.2% - original 18.1%
- Auto play video vs. video with buttons... Auto play won 18.1% to 12.5%
- Add to cart button vs Timed button... Timed button won 2.38% to .76%
- Headline vs. Headline with picture... Headline wins 21% to 18.9% (no picture)
- Gray Background vs Blue Background vs White Background
 - Gray 13.3% Blue 12.0% White 11.9%
- “Make Money” headline vs “Free Gift” headline
 - Make money 9.24% Free gift 5.96%
- Headline vs No Headline.... Headline won 37.8% to 32.7%
- Long form sales letter vs Video Sales Letter.... Long form 9% to 6.9%

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Split Test Results...The Winner Is...

One of our VMB Mottos is....

ALWAYS...

TEST --> TRACK --> TWEAK

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Virtual Marketing Blueprint

Lead Generation

Objectives:

- Creating a Profitable List Building Bribe
- Creating & Installing Custom Web Forms
- Writing High Powered Auto Responders
- Setting Up Your Email Marketing System
- Simple System To Create Squeeze Pages
- Split Testing & Tracking Profit Enhancement
- Addendum: Split Test Results

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VMB: Lead Generation Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Create an Ethical List Building Bribe**
- 2) Create & Install Your Web Form**
- 3) Write Your Auto Responders**
- 4) Set Up Your Email Marketing System**
- 5) Create A Squeeze Page & Install A New Web Form**
- 6) Create A 2nd Squeeze Page to Split Test & Track Against Your First Squeeze Page**

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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