

# CONVERSION CAST

## How Austin Miller Got a 4.77% Increase In Opt-In Rate

*"If content is king, then social proof is like the drawbridge." - Tim Paige*

### Our Guest:

Austin Miller is the Head of Digital Marketing at Bookly, a third year startup company that provides cloud-based accounting and bookkeeping solutions for small business owners. Austin is also the owner of [popramennews.com](http://popramennews.com). These are the two places online where he practices different marketing tactics and builds newsletters.

### The Test:

Austin experimented with a simple copy change on his Pop Ramen News website. He has a pop-up for visitors (that appears at the right hand corner of his site) to subscribe to his email list which used to read, "subscribe to our killer newsletter featuring this month's top articles". He then made a change to the copy on the pop-up that read, "join over 30,000 people who subscribed to our killer newsletter featuring this month's top articles".

Austin was inspired to conduct this test copy change after he wrote an article on the "27 Ways To Make Content Go Viral". It was during his research on neuro-marketing while writing this article that he learned headlines can get more clicks by mentioning specific numbers. Using specific numbers in your marketing makes people feel validated in their choice. With this information, he decided to test this theory by putting the number of subscribers into his pop-up copy.

### Results:

This simple change in copy to join his monthly newsletter resulted in a **4.77% increase** in lead capture in **one week**.

[leadpages.net/library](http://leadpages.net/library)

### **The Takeaway:**

Simply put, using social proof (a specific number of people who have validated your work) on your opt-in form has the potential to increase results in people joining your email list, registering for a webinar, buying products, etc.

### **Check Out Austin's Work:**

His website: [popramennews.com](http://popramennews.com)

He also manages social media for Bookly (search @getbookly on Instagram) or visit [bookly.co](http://bookly.co)