CONVERSION CAST

How Greg Hickman Boosted His Webinar Attendance By 15% Just By Sending a Few Texts

Our Guest:

Greg Hickman runs MobileMixed.com, where he teaches small business owners and entrepreneurs to build their lists, connect with customers, and drive sales. He has been in the mobile marketing space since 2005 and educates on how to use mobile marketing tactics to grow your business and drive sales.

The Test:

Greg wanted to increase the show up rate to his live webinars, and being a mobile expert, he decided to put mobile marketing techniques to the test after people registered for a webinar. The goal was to increase the show up rate with the intent of building rapport on a live webinar and increasing the likelihood of sales.

The Result:

After implementing and integrating mobile marketing techniques into his funnel, Greg personally increased the attendance rate by 12% for his live webinars. Other clients that Greg has been working with have seen an increase by 10-18% by using his mobile marketing tactics.

The Tactic:

Greg shared the tools he uses and the process in which you can start implementing mobile marketing techniques for your business.

Tools:
- Call Loop (callloop.com)-automated calling/texting that integrates with Infusionsoft
- LeadPages (leadpages.net) - landing pages (in this case mobile friendly ones)
- Infusionsoft - (infusionsoft.com) marketing funnel software

www.conversioncast.com

Greg's secret tactic is using automated voice calls and text messages in addition to email to remind people to attend the webinar the day it is live.

He strategically chooses to use this tactic because of the immediacy that comes with a call and text as well as the fact that **90% of text messages are read within 3 minutes.**

In order to do this, he uses the tools above to fabricate his reminder funnel explained below.

One of the first entry points into Greg's funnel is a landing page (example below) that is clicked through from a Facebook Ad or some other source of traffic. The landing page,
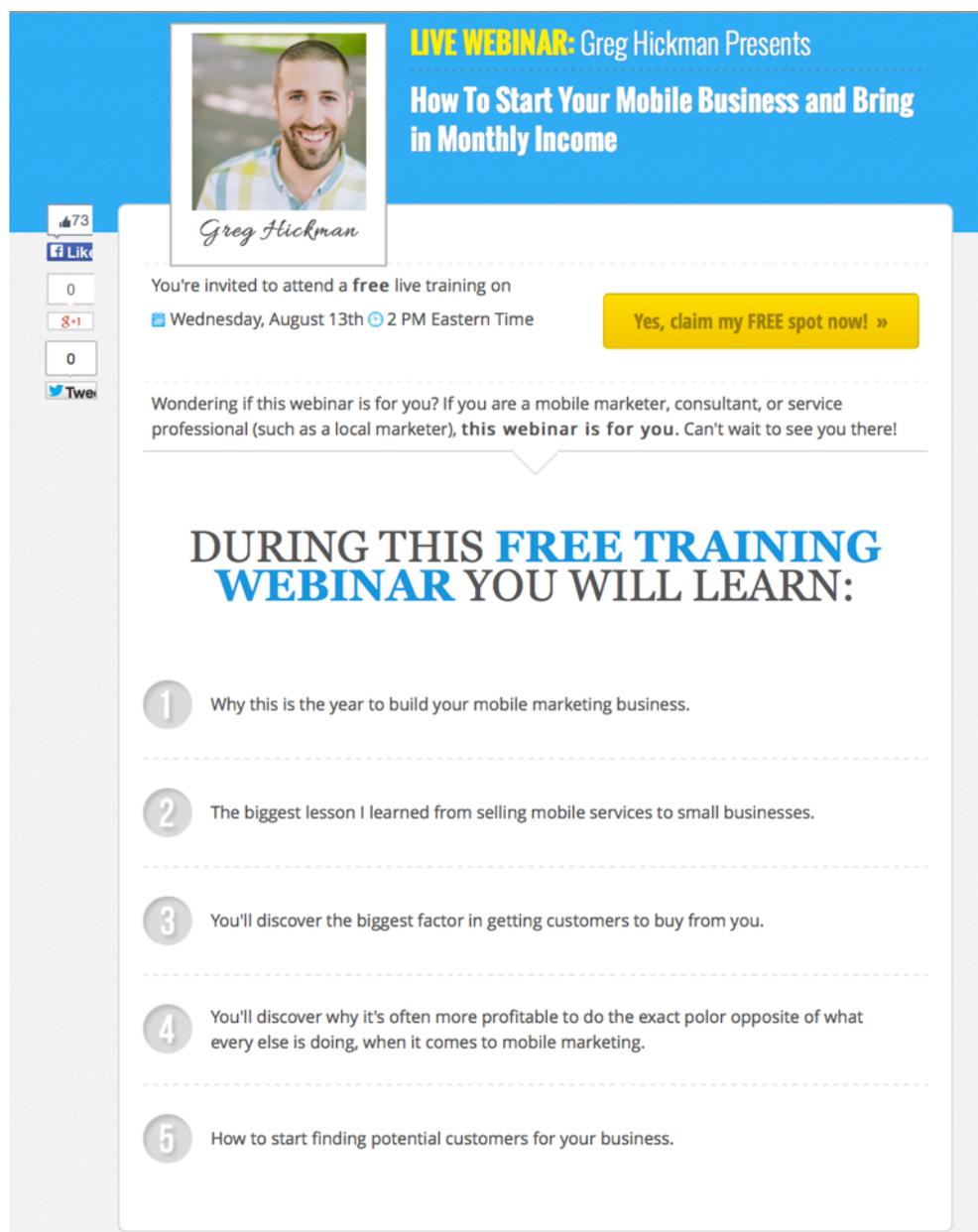
LIVE WEBINAR: Greg Hickman Presents

How To Start Your Mobile Business and Bring in Monthly Income

Greg Hickman

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You're invited to attend a **free** live training on

📅 Wednesday, August 13th 🕐 2 PM Eastern Time

[Yes, claim my FREE spot now! »]

Wondering if this webinar is for you? If you are a mobile marketer, consultant, or service professional (such as a local marketer), **this webinar is for you**. Can't wait to see you there!

DURING THIS **FREE TRAINING WEBINAR** YOU WILL LEARN:

1. Why this is the year to build your mobile marketing business.

2. The biggest lesson I learned from selling mobile services to small businesses.

3. You'll discover the biggest factor in getting customers to buy from you.

4. You'll discover why it's often more profitable to do the exact polor opposite of what every else is doing, when it comes to mobile marketing.

5. How to start finding potential customers for your business.

designed through LeadPages, contains a webinar registration button where Greg asks for prospect's first name and email.

Once registered, the prospect is taken to a Thank You page this is also created through LeadPages (shown below). On the Thank You page Greg includes a message along the lines of "congratulations, you're registered! Sign up to receive text message reminders and voice messages to make sure you don't forget to attend the live webinar." Greg also includes a message for people that do not necessarily want to receive text reminders that says, "even if you don't want text messages and want to see how mobile can help you increase your show-up rates, try subscribing" (see his copy below). Adding this component

BOOM!

You're confirmed for the webinar. I've sent an email confirmation your way.

NOW, before you go...I know we all get busy so I wanted to send you 2 reminders to your phone prior to the webinar starting.

Just click the button below and enter your mobile number and you'll receive a voice and text reminder from me the day of the webinar.

If not for the reminder...do it to check out how you can add mobile into your webinar funnel. :) It's pretty rad.

See you on the webinar.

Message and data rates may apply. By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase. You may opt out at any time by texting "STOP" to 38470.

Get Mobile Reminders

on the page for prospects who are skeptical increases the likelihood they will opt-in and thus be more likely to be in attendance for the webinar.

In order to receive the text and voice reminders, they are told to click the button below the Thank You message that powers a lead box for their mobile number (as pictured above in yellow). Greg has seen that 40-55% sign up for text message reminders. It is crucial to remember to give prospects the option to sign up to receive these alerts after the registration page because when Greg tested a mobile number as a mandatory field on the initial registration page, it decreased the number of signups.

After the prospect signs up to receive text reminders, a confirmation text is sent right after they enter their number. This is done as a best practice to give them something immediately.

For the day of the webinar, Greg likes to set up an automated voice call 30 minutes before the webinar starts and a text reminder 15 minutes before the webinar starts. **Special tip: put a link to a mobile webinar page in the text so they can watch right from their phone.** Both of these reminders are set up to be automated through Call Loop.

Using Infusionsoft will help you automate emails, tag (categorize) prospects based on their actions/response to reminders, and automate a funnel for reminders.

The Takeaway:

Greg showed the importance of integrating mobile (the very thing that nearly everyone has and spends most of their time on) as a marketing tactic because of the immediacy of the channel. He explains that phones are one multichannel component of mobile marketing in that they are one step in the funnel that get you closer to the sale. Greg encourages using mobile marketing via phones to get prospects one step closer to transactions.

One important thing to remember when you start to implement mobile marketing is that text is permission based. You can either receive permission by using a key word to text to a short code or a web based opt-in form.

If you'd like to know more about how to start implementing this tactic into your business, text CONVERT to 38470 for information on a course where Greg teaches best practices for implementing mobile marketing.