

CONVERSION CAST

The 5-Step Funnel LeadPages Used to Get 35,000 Paying Customers (with Chris Davis)

Our Guest:

Chris Davis is the Head of Marketing Automation here at LeadPages. In this episode, he breaks down the process Lead Pages uses for one of our top 3 conversion streams, webinars. Chris talks in depth about the systems leading up to LeadPages' success rate with this particular funnel and gives insight into setting up a winning conversion stream for your business.

Background Info:

The Webinar Funnel played a huge part in gaining 35,000 customers since the company started two and a half years ago. LeadPages averages a 30% conversion rate on webinars compared to the 10-15% industry standard, but there are specific systems in place such as the strategy involved in seeking out qualified traffic to account for this. Chris explains that there are 4 main channels that bring in 70% of leads that include a tutorial video and 3 free courses that educate people on webinar funnels, Facebook Advertising, and Affiliate Marketing. An interesting fact observed by the marketing team at LeadPages is that people attend multiple of the same webinar before converting into paying customers.

Beginning of Funnel:

The top of the funnel starts with two main traffic sources 1) paid media and 2) content marketing. Content marketing has been the bread and butter of Lead Pages since the beginning. This is one of the most effective tactics Lead Pages has used because of the way in which it allows people to experience LeadPages as a company from a shared blog post on social media to searching for landing page optimization and clicking on a LeadPages link. LeadPages has always strived to provide solid content for free, but has not neglected

the opportunity to give people the option to attend webinars in multiple places such as in the side bar, within blog posts, videos, links in header on the website, and our podcast.

As for paid media, prospects are sent from an ad to an optimized landing page specifically related to the ad. It is on this landing page where they can sign up for the webinar related to the ad.

Content Marketing Strategy Secrets

One of LeadPages goals has always been to overly give value upfront before asking for any type of response (sale, registration, giveaway, etc.). When people first stumble upon LeadPages they are given a myriad of different options to receive free information from blog posts to watching tutorial videos. Once people get through the material they were looking for, at the bottom of a post is where they are presented with the option to download a template or tutorial as their opportunity to receive even more information. The most important part of the webinar opt-in process through using content marketing is that fact that LeadPages does not give the option to register for a webinar until prospects request more information first such as a giveaway download. For example, once someone opts in for a download, they are taken to a “Thank You” page where the option to opt in for a webinar is displayed. Their conversion rate for this “Thank You” page opt-in tactic averages between 20-45%.

The main focus of these free webinars LeadPages offers is on learning and connecting. Chris explained that this strategy speaks to the culture of giving first, which moves people down the funnel naturally. Because the content marketing strategy is about giving information for free first and foremost, Lead Pages is not afraid to ask to opt-in, then to ask to register for webinar, and on the webinar make an offer to buy LeadPages. To Chris’ point, Tim summed up the strategy by saying, “the amount of value we’re giving really warrants the opportunity to ask somebody to sign up as a customer”.

When People Do & Don’t Opt In:

When people don’t opt into a webinar, marketing specialists segment and speak to prospects differently based on what they are interested in with LeadPages and where they are in the funnel. They look at data to see where they came into the LeadPages world- did they watch tutorial videos or are they reading blog updates? Chris explains that in the communications to these people, the language is different, but the opportunity to register is consistent.

If they don’t opt-in during a specified period of time, Chris believes it’s safe to assume two things 1) they may not know enough about the product or 2) they overlooked the opportunity to opt-in. From this point, LeadPages continues to educate them on their product more, explain why LeadPages is different, and features prospects could use today

to get more leads in their business. Prospects are essentially put into a nurture sequence that educates them on LeadPages' product and every email (at the bottom) invites them onto a webinar. The key here is to continuously educate while asking to join the webinar.

When people do opt into a webinar, LeadPages has a strategy to get people to attend. The method behind the 37% attendance rate is clearly stating what LeadPages wants prospects to do and what's going to happen on the webinar. They also do a couple of logistical things to achieve a high attendance rate. Along with the confirmation and link that is sent from Go To Webinar, LeadPages themselves also sends a reminder with a link to the webinar just in case the Go To Webinar system glitches. Because LeadPages' target market is entrepreneurs and small business owners, two groups of people that are insanely busy, another reminder 10-15 minutes before the webinar starts is sent via Go To Webinar. This reminder involves changing the name of the event by simply putting "starting now" or similar before the title of the event and checking the option to notify all the participants of changes (and then saving).

Insider Tip:

Lead links are another strategy that LeadPages uses in achieving a high show up rate to webinars. Lead links automatically register people for webinars as long as they are on an email list. They save people from going through the registration process again for a second webinar if they happened to miss the first one for which they signed up. This especially comes in handy when you plan 2 back-to-back webinars on different days.

The Clincher Tactic:

LeadPages has a special tactic used specifically to target people that did not convert while on the webinar. These are the people who showed up, but didn't purchase the offer or showed up, but left early. In order to figure out where a good portion of these people didn't purchase, LeadPages asks and finds answers as to why they didn't purchase. These answers are sought out using Infusionsoft software. Chris described this process as data extraction where the team looks at the prospect's path and finds the opportunity for people who attended and did not purchase or saw the pitch and did not purchase.

After this data is found, the marketing team puts these people into a timed sequence to follow up with them. Chris explained the reason why they do this is because you need to catch people while they are still interested in you and your product and the best time to do so is immediately after a webinar because of the state of engagement they're in at the end of your webinar (provided that you focus on giving value). The goal LeadPages' sequence of 2-3 emails is not to get them back on a webinar, but to reiterate the value they saw on the webinar and extend the offer.

The Clincher Tactic is used for people that needed a second chance for the offer. It basically serves as a little nudge for people who probably would've bought on webinar. This follow up sequence alone accounts for a 4.5% conversion rate. Because thousands of people sign up for webinars weekly, this conversion rate surprisingly brings in a lot of new business for LeadPages. What is interesting is that most of these conversions are people that have seen/heard the pitch previously. In regards to the conversion rate, Chris stated that it is "unrealistic to expect every aspect of your system to convert in double digits" and to not neglect areas of the business where you can convert at a small rate- it may have a big return.

The Takeaway:

A huge reason for LeadPages' success with their webinar funnel and conversion rates is building a solid marketing team over the past 2.5 years. Strong systems have been put in place, but Chris iterated that when LeadPages started, they focused on one sequence and experienced high growth as they optimized it.

Even though a wealth of information was delivered on this episode, it is suggested to implement just one aspect of this lesson, treat each aspect as a separate course, and see the response for your business. In fact, to fully see the funnel in action, experience it firsthand by signing up for the content marketing funnel webinar by visiting conversioncast.com/chris.

The most important mindset to have in developing a system that converts is to continually optimize your process. Consistency in optimization is the key to attaining stable and positive metrics.