

CONVERSION CAST

How [OnlineChessLessons.net](https://onlinechesslessons.net) Got an 80-90% Opt-In Rate on Their Free Giveaway Page

Our Guest:

Freddy Lansky is the founder of onlinechesslessons.net, a website that helps chess players hone their skills and strategy. The website provides training as well that features grand masters who record lectures for chess players that are serious about beating their competition.

The Test:

Online Chess Lessons sells digital training products and uses a number of ways to drive traffic to their website including Youtube (their primary marketing channel), email marketing, and Facebook. They often set up landing pages for sales they have on the training videos that convert at around 50% (English version) and 65% (Spanish version).

However, Freddy saw an opportunity to change the format of the landing page to increase the conversion rate. Some of the tweaks that Freddy made are listed below.

Freddy's Landing Page Strategy (And How You Can Create Something Similar):

1. Freddy came to the conclusion that the landing page they were using had way too much text, so he simplified the copy to omit the unnecessary text.
2. Freddy **combined** the sale on DVDs with a giveaway, which included a **free** DVD that is usually sold for thirty dollars.

3. On the landing page, the giveaway was emphasized much more than the sale they were having.
4. A KISS metrics timer was implemented on the landing page as well.
5. The consumer would be reminded of the sale at the bottom of the page and given a special link to use to shop in the store. See the landing page below.

Free DVD!

} and a HUGE 50% off all Empire Chess DVDs.

**FREE GIVE AWAY:
EMPIRE CHESS #48 "HOW GRANDMASTERS
REFUTE GAMBITS" BY GM MIKHALEVSKI**

OFFER ENDS IN

2

0

22

7

DAYS

HOURS

MINS

SECS

**CLICK HERE TO GET
YOUR FREE EMPIRE
CHESS DVD!**

This DVD download, which usually retails for \$29.95, is completely FREE this week! This DVD is going to show you:

- How to catch your opponents off guard and gain decisive advantage early in the opening.
- How to dominate with black pieces against the Scotch Gambit, Goring Gambit, and Danish Gambit.
- How you can convincingly defend yourself and fight for a long-term material advantage.

You'll also be signed up for the free e-mail course "The 10 Grandmaster Secrets" by GM Damian Lemos.

Don't forget that we're also doing a major sale!

Please don't forget that we are doing a sale as well. 50% off all Empire Chess DVDs. Just use the code **EMPIRECHESS50** for your 50% discount. [Click here to get shopping](#), but hurry the coupon also expires on December 16th.

This FREE DVD download and 50% off SALE end on December 16th @ 11:59pm US Eastern Time (New York/Miami)

Signup below. Just click the button and follow the instructions:

**YES, I WANT MY FREE
EMPIRE CHESS DVD!**

Please don't forget that we are doing a sale as well. 50% off all Empire Chess DVDs. Just use the code **EMPIRECHESS50** for your 50% discount. [CLICK HERE TO GET SHOPPING](#), but hurry the coupon also expires on December 16th.



Damian

P.S I hope you guys enjoy this free DVD "[How Grandmasters Refute Gambits](#)" by GM Victor Mikhalevski. As with our previous DVDs, I've reviewed this product myself and think it's one of the best DVDs we have in our shop rated at 5 out of 5 stars in the OCL shop.

Don't forget that by sending us your e-mail, you'll also be joining over 25,000 subscribers who read my free e-mail course "The 10 Grandmaster Secrets to Dominate Chess." During this e-mail course I'll teach you all the secrets that separate Grandmasters and their way of thinking from regular players.

- GM Damian Lemos

P.P.S. Please don't forget that we are doing a sale as well. 50% off all Empire Chess DVDs. Just use the code **EMPIRECHESS50** for your 50% discount. [Click here to get shopping](#), but hurry the coupon also expires on December 16th.

The Result:

Making these five changes to the landing page resulted in an 80-90% opt-in rate for both the English and Spanish versions. Not to mention, a 25% opt-in rate from Facebook Ads that drove cold traffic to the landing page.

The Takeaway:

Even though this newly formulated landing page got Online Chess Lessons amazing results, Freddy admitted that they are still working on more efficient ways of tracking the links and results. He explained they do not have a clear system of tracking for all the links they use, but he has noticed that the link/code they give on the bottom of the landing page is used at a later time than at the time of opt-in.

Freddy also mentioned that the people who opt-in for the free DVD giveaway are hot leads because they are clearly interested in training videos (their main revenue-making product). He shared that these people are segmented appropriately into an email marketing funnel for other DVD offers.

Remember, if you give value upfront, you will see revenue flow in as a result. It is always better to offer something for free than to have the consumer come into a cold selling experience when first landing on your website.