

# CONVERSION CAST

## The Simple Tactic That Generated 290K New Email Subscribers for Scott Stratten

### Our Guest:

Scott Stratten has been marketing online for over a decade and is an expert in Viral, Social, and Authentic Marketing, which he has coined, “Unmarketing”. Unmarketing refers to his philosophy of positioning content in front of people in a way that will be remembered so when they have a need, they automatically think of you to provide the answer.

Unmarketing is not only the name of his company/brand, but everything that is associated with it such as the book, Twitter handle, and Facebook page. Unmarketing as a company started 12 years ago from email newsletters and their unique, core tactic blew up when social media entered the marketing scene. Scott continues to share his knowledge through speaking engagements, writing books, and his podcast “Unpodcast”.

### The Background:

Before becoming an expert marketer, Scott initially got his start as a keynote speaker in areas such as work life balance, Human Resources, and employee engagement in the late 1990s/early 2000s. Being technically inclined, he had a website people could visit to watch the motivational slideshow videos he created in the days of dial up internet before Youtube’s existence. In fact, Scott had so many views that he was paying for bandwidth on the videos (and it wasn’t cheap). One video in particular went viral with 1 million views. The video linked to a landing page that talked all about Scott- what he does, where he’s speaking, and his newsletter, but the problem was it was only converting at .03%.

## **The Change:**

A copywriter friend of Scott's reached out to him about the relationship between his landing page and conversion rate. In some very truthful words regarding Scott's landing page, his friend said, "stop making it about you". He explained that the transition from the video to the landing page was a jarring experience because there really was no relation between the two. As per his suggestion, he helped Scott make the landing page a continuation of the video by using the same background as the movie and words relevant to the movie. The page was motivational and clearly communicated what would be given to subscribers (ie: number of emails they would receive a month and the type of content that would be shared).

## **The Result:**

The change in mindset, design, and messaging on the landing page resulted in a 30% conversion rate. This took his subscribers from 1,000 to 290,000 in just 3 months of implementing the tactic.

The newsletter subscriptions eventually led Scott to start Unmarketing where him and his team created viral videos for clients and could guarantee a minimum of 50,000 views per video. They promised this to clients because they had a launching pad of 300,000 subscribers with which to promote the videos. They also helped build mailing lists to hundreds of thousands for clients. Their do-it-for-you viral video service lasted 9 years until Youtube and automated slideshow programs came along.

## **The Lesson:**

Scott learned a big lesson that he admits changed his life and mindset when it came to business. After his friend addressed the issue with his landing page point blank and Scott saw the results of the change, he learned to stop being selfish and that what he was doing wasn't all about him. His original landing page neglected one of the most important copywriting principals of making the copy/message about the reader. Scott shared that the same tactic and mindset he learned with the landing page still holds true today in his written communication, especially in the social media age, that it is **not** about you.

## **The Takeaway:**

Without changing his messaging completely, Scott would have never experienced an increase in subscribers, discovered his path into marketing, or started his Unmarketing

business. Scott recommends testing to make whatever you are working on better and ultimately finding the optimal rate (of what you're measuring) for your business.

He also commented on how many businesses are still telling people to sign up for their newsletter/subscription without giving people a reason to sign up. Telling people what they will be receiving in their inboxes is an important element of the sign up process because it requires speaking to their needs on an emotional level so they will give you permission to email them.

### **Going Forward:**

Besides producing his podcast, "Unpodcast", Scott is going back to the basics and focusing on email marketing. He explained that email is a decisive communication tool that requires the receiver to make a decision about reading it or even opening it. In a world full of social media noise and missed posts, Scott is taking advantage of the permission he was given to communicate with his list.