

JAMESSCHRAMKO

3 Campaign Elements for High Conversions

- 1. Copywriting** - This is your verbal messaging - what you say, and how you say it. It's where you position yourself: who you are, who you're talking to, and what your offer is that adds value.

You can think of copy as having four parts:

- 1. Awareness** - Why should people even pay attention to you and your message?
- 2. Consideration** - Why should they give you their email address and allow you to continue the conversation?
- 3. Conversion** - Why should they buy from you?
- 4. Retention** - Why should they actually use what they bought from you to get a result?

Note, copy is an essential part of branding, which helps businesses stand out from competitors and develop an identity that customers recognize. The verbal elements of branding require consistency and personality to resonate with customers. So tailor your language and subject matter to the audience you hope to attract, convert and retain.

- 2. Design** - This is your visual communication. There are facts-and-figures type of people, and there are visual people. You need to communicate with both, and it's not either-or but an overlap of mediums.

On an opt-in page, for instance, you need to communicate your offer and why someone should give their email address, while also using branding and design elements - font, color, imagery, etc. to deliver a consistent experience throughout.

On a sales page, you'll want to consider how the design will support the copy and visually show what the customer will get.

Design can be nonverbal cues such as the setup of a room or the placement of objects in a space. Strategy and authenticity in design can enable these elements to communicate your brand's message.

You'll want your design to work across different devices. And you may want to consider a brand style guideline to create consistency in the look and feel of your visual elements.

- 3. Technology** - Once you've got your messaging down and have identified the look and feel of your brand, it's time to use technology to sequence it all together.

Consider the tools at your disposal and decide which ones will best facilitate the functions you have in mind. With Kleq, for instance, you can customize pages, deliver lead magnets, create welcome sequences, capture zero party data, and tag customers. You can also use data points to trigger different messaging and offers based on customer behavior, such as attending a webinar, seeing an offer, or buying a product.

The best tool is the one that will effectively deliver your message and provide an optimum customer experience from the awareness to the retention stage.

Points provided by Charl Coetzee of JBayStudios.com

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