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# 9 Ways to Improve Conversion Rates in Business Services



## Introduction:

**Everyone talks a big game about lead generation, but what's the use of generating tons of leads if they never become customers?**

Improving your conversion rate is one of the most difficult and frustrating aspects of marketing. Almost anything can turn a visitor off of your website, from the number of words on the page to how long it takes to load.

**That's why we developed this list of 9 best practices for conversion.**

**Each of these suggestions is an actionable, proven method of improving your conversion rate and turning more leads into loyal customers.**



## Imagine what a simple increase in conversion will do for your business.

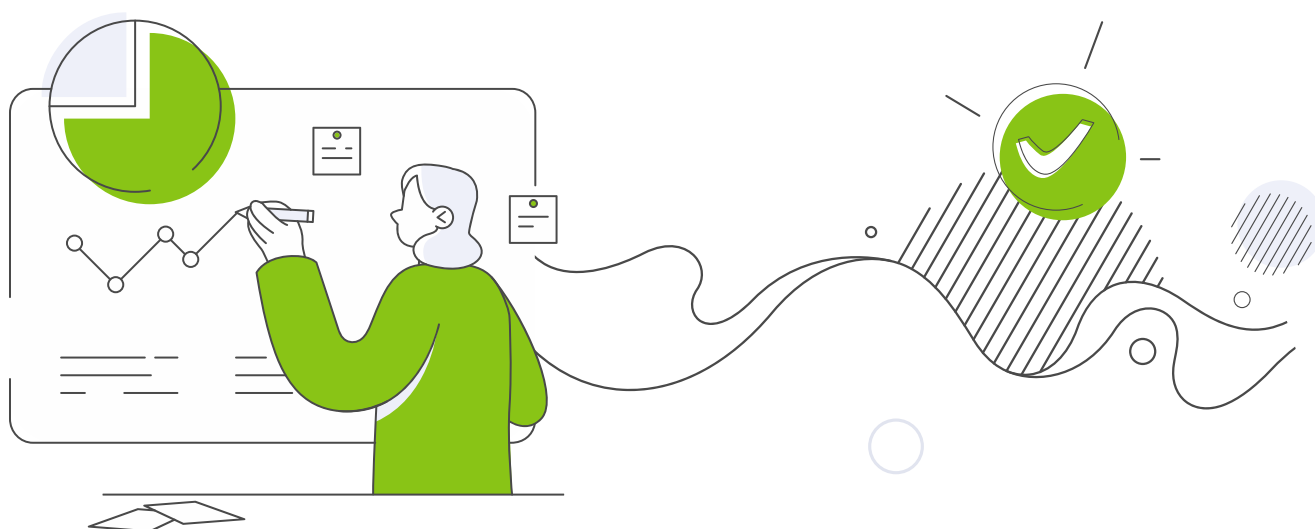
Let's pretend you get 1,000 leads a month with a 3.5% conversion rate (the median for the business services sector). That means you convert 35 leads out of the 1,000 you started with.

Now let's say your average sale price is \$1000. That's \$35,000 in revenue.

**But what if our conversion rate increased from 3.5% to 5%? Now you're converting 50 leads and making \$50,000.**

That's almost a 50% increase in revenue, without generating any additional leads, simply by convincing another 15 leads per 1,000 to convert.

Most agencies pitch lead gen as the catch-all solution to growing your business, but CRO is an essential part of increasing revenue.





## Okay, so CRO is important. **How does it work?**

### Step 1: Start with a hypothesis.

If X, then Y, because of Z. This kind of prediction will help you create guideposts for what you're testing, what you think the result will be, and why you think it will happen that way. Here's an example:

If my ads send leads to landing pages instead of to my homepage, they'll be more likely to convert because the content is more relevant to their specific interests.

A strong hypothesis defines a relationship between two independent variables, in this case where your ads are directed and your conversion rate.

### Step 2: Test your hypothesis.

Traditionally, you want to test one change at a time. This method is known as A/B testing. An example would be two landing pages that are totally identical except for the header, or two ads that are the same minus the chosen image.

(You can also use multivariate testing, a more complex strategy involving multiple combinations of content, but your CRO strategy should start with A/B testing before diving into the deep end!)

### Step 3: Iterate, iterate, iterate!

Now look at how each version performed, move forward with the winning version, adjust your hypothesis, and continue to iterate. Each time you discover something that works just a little better, you'll improve.

Over the course of hundreds of tests, those increases will add up. Before long, your fine-tuned content will be a lean, mean conversion machine!



## Of course, one of the first questions you'll ask is: **How do I know what to test?**

That's why we've put this whitepaper together for you. Keep reading to discover 9 important variables to test, and in the meantime, here are a few key industry insights to watch in 2022:

### 1) Social media is trending up in B2B

Despite the perception that social media is more effective for marketing B2C than for B2B, you have to remember who you're selling to... at the end of the day, it's a human being reading your message.

Social media is more prevalent than ever, and our jobs are always at the back of our minds. The median conversion rate for paid social ads is now double that of traditional search engine ads.

### 2) Strongly emotional copy is trending down

It's tempting to use strong emotional language to snag attention before it's gone. Although emotional language has been trending up for the last few years, it's actually a net negative when it comes to conversion.

When you're advertising your product or service, stick to the facts. You're allowed to show emotion—we're all human!—but there's no need to shout with exuberance or conjure up a dystopian future. Let your value speak for itself.

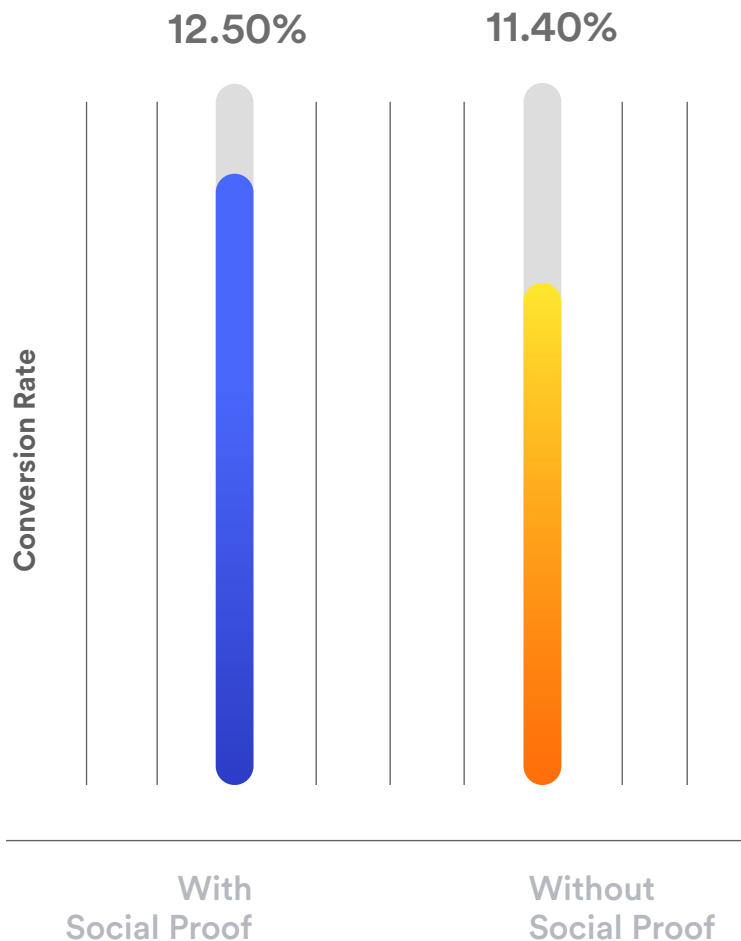
### 3) Minimal, simplistic copy is the best way to convert

Everyone is busy. Your visitors want a quick win, then they want to move on. Don't hold them up (or your conversion rates will suffer for it).





## Social Proof

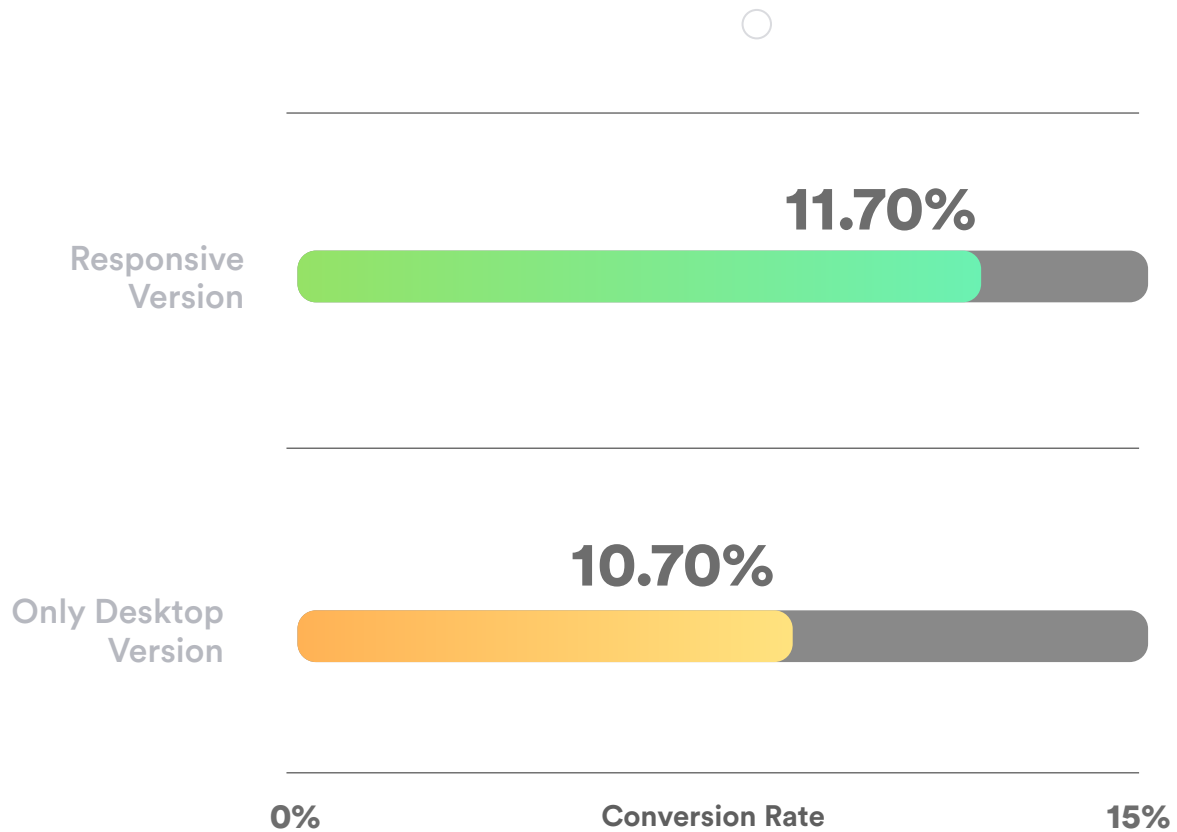


Social proof (like honest testimonials, rave reviews, and other user-generated feedback) is a great way to enhance customers' trust in your brand. Feedback from others is proven to help us “crowdsource” our decisions and overcome reservations.

**Landing pages with social proof have a conversion rate of 12.5%, whereas pages without social proof have a conversion rate of 11.4%.**



## Mobile Optimization

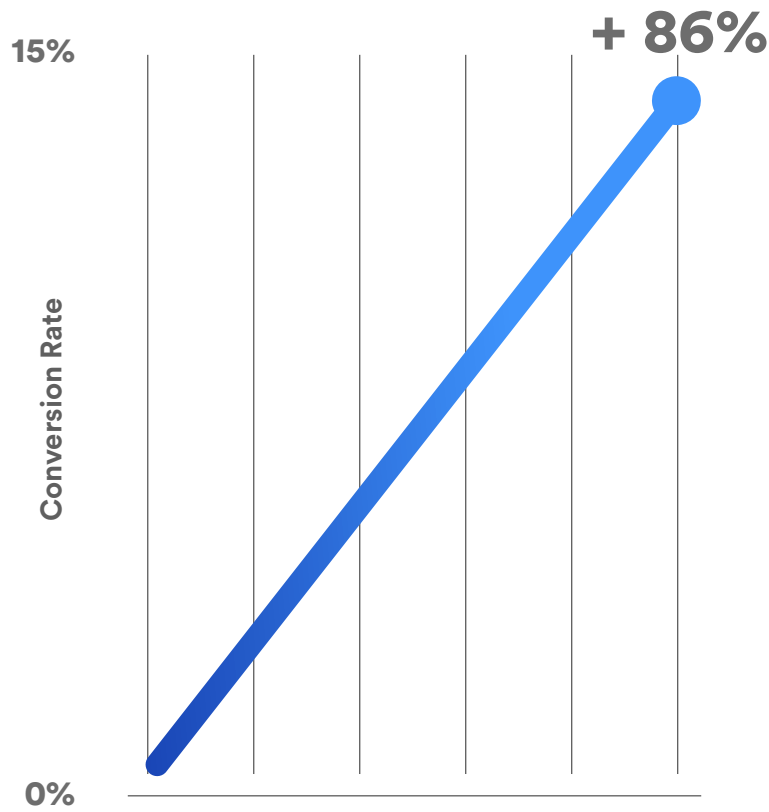


Smartphones (and smart speakers) have had a huge impact on the digital marketing world. Since the whole purpose of your content is to be accessible to potential leads, you have to adapt to the tools your customers are using to hunt information down.

**Landing pages that are optimized for mobile have an average conversion rate of 11.7%, while desktop-only landing pages lag behind at 10.7%.**



## Using **Video** on Landing Pages



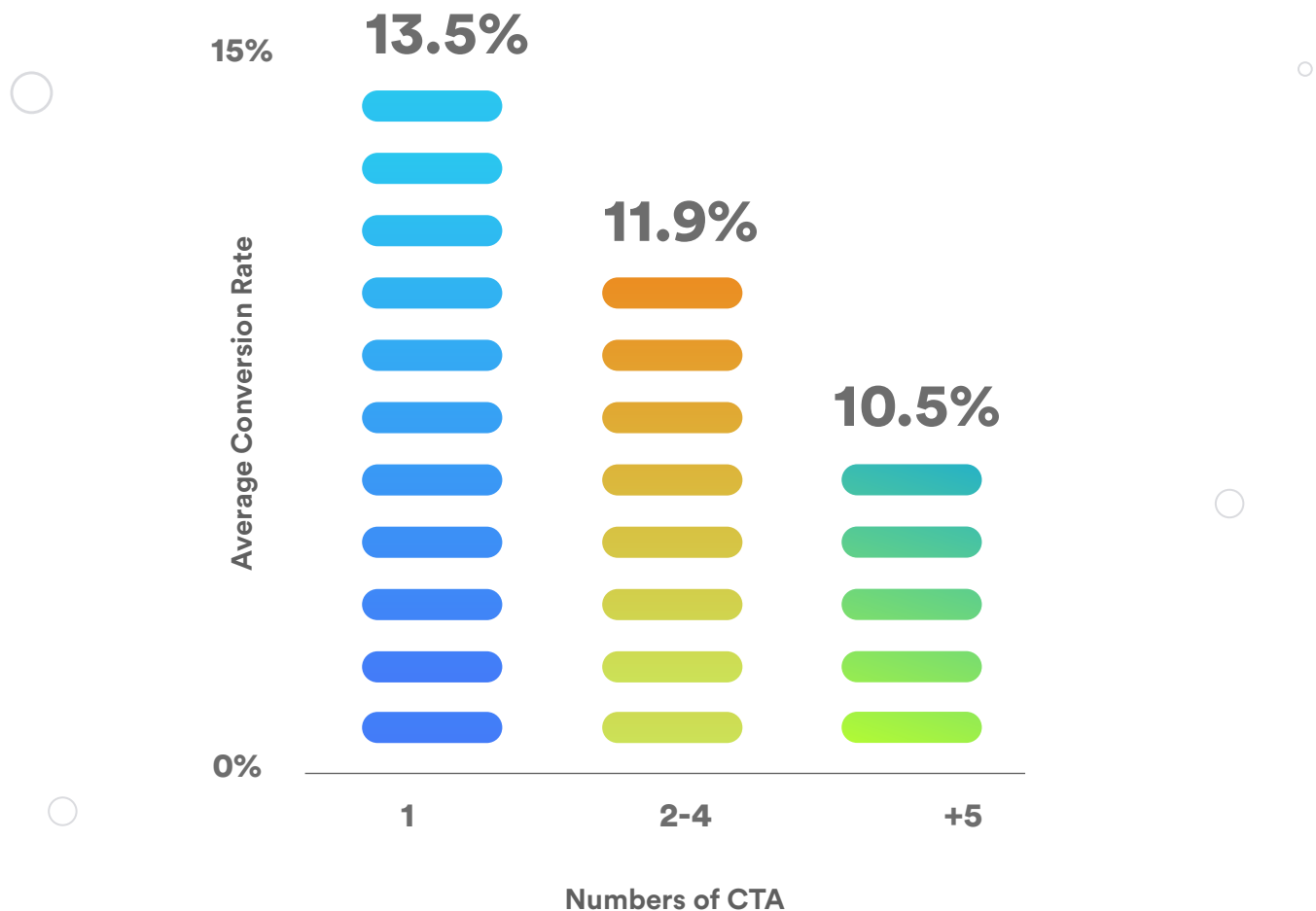
Two out of three people now get most of their information from video. Meanwhile, a whopping nine out of ten wanted more video content from companies and online brands.

Given that data, it's no surprise that landing pages with video convert up to 86% higher than landing pages that are entirely composed of images and text.





## Landing Page **Calls-to-Action**

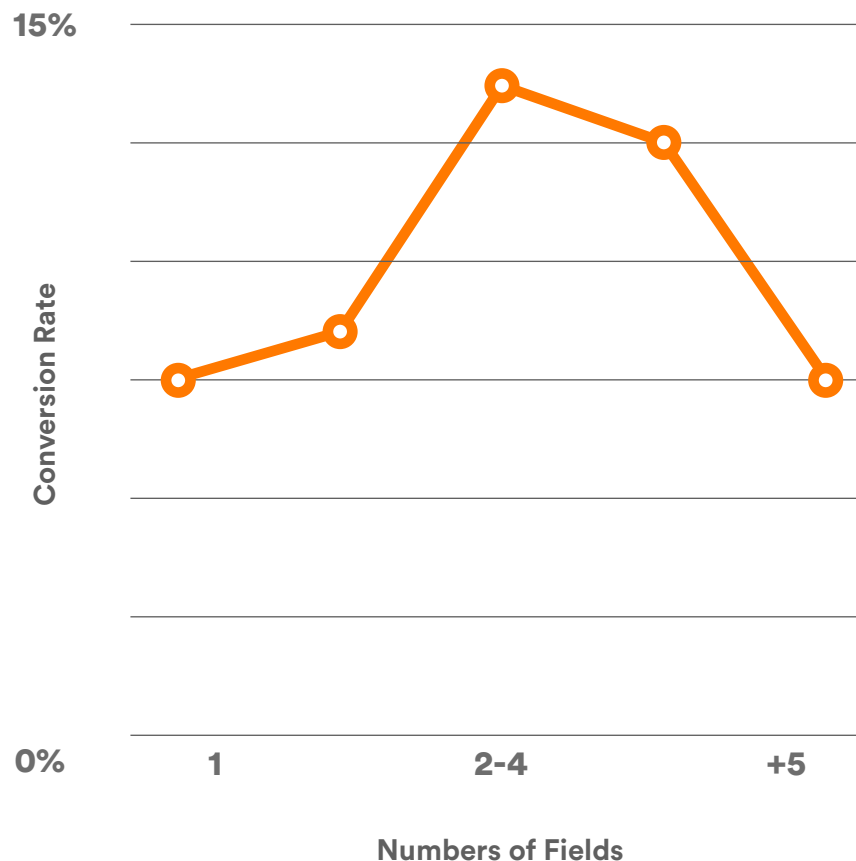


It's easy to get distracted on the internet. When you design landing pages, you have to keep that in mind—giving your customers more options may seem like a great idea at first, but the reality is fewer leads.

**Landing pages with only 1 CTA convert at an average of 13.5%. Adding just one more CTA drops the conversion rate to 11.9%. Meanwhile, pages with 5+ CTAs convert at 10.5%.**



## Landing Page Lead Forms

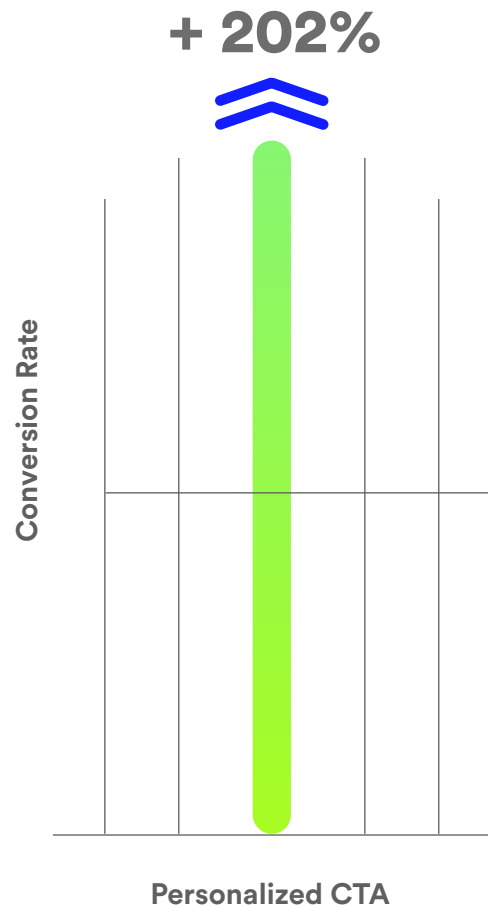


Sometimes it feels like data is the currency of the modern world! We're obsessed with data. We want our customers to tell us everything... except the more we ask for, the less likely we are to get anything at all.

The highest average conversion occurs at 3 fields (usually first name, last name, and email address). Once you start asking for more than that, fewer prospects are willing to submit the form. Remember that trust has to be earned—start small, then leverage an engaging content strategy to get more information over time.



## Personalized Landing Pages

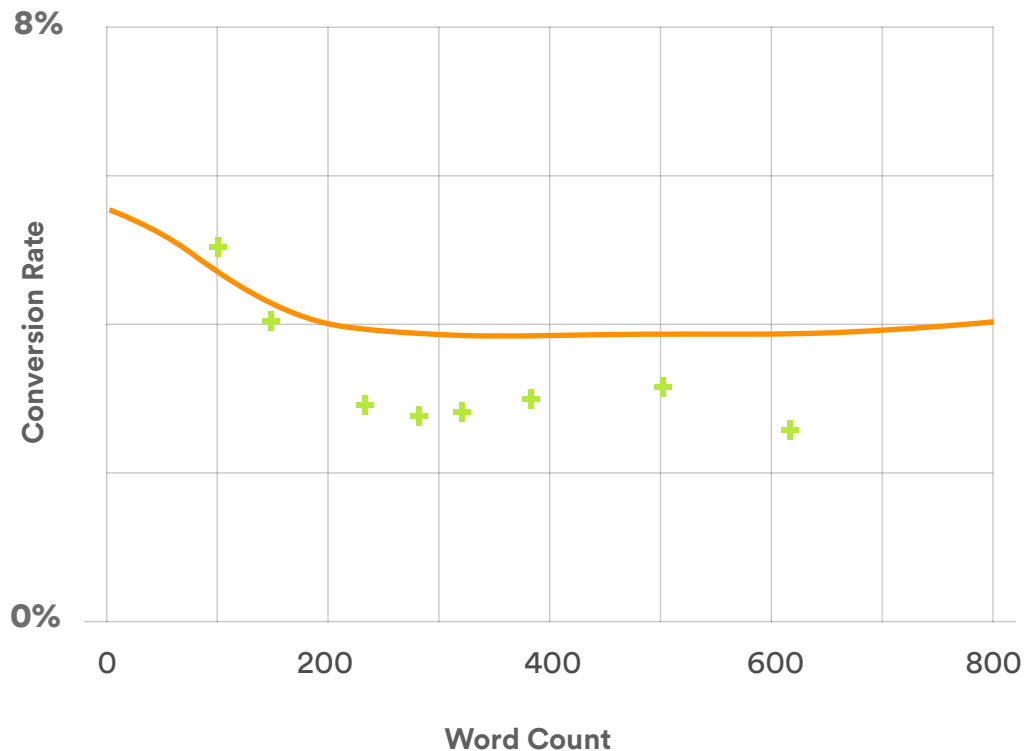


Personalized content is the quickest way to a great user experience. If I were to send you an email advertising this quiz, that email would probably get deleted pretty quickly.

**But if I direct you to a new resource that fits what you're looking for next, the odds of engagement go way up. Personalized landing pages convert up to 202% better than standardized versions.**



## Landing Pages Length



Attention is a precious commodity, one that's in increasingly high demand. Losing a prospect's attention is a thousand times easier than keeping it, so it's best to get right to the point.

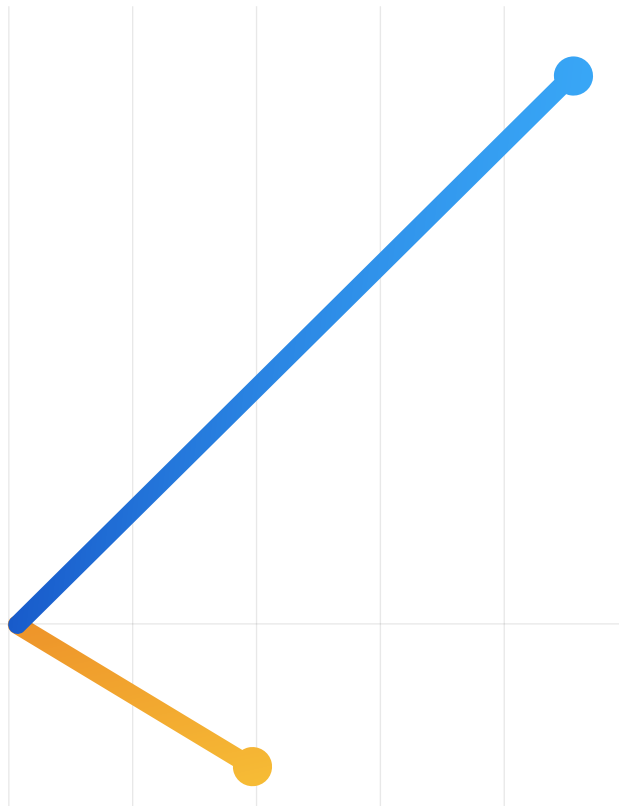
**Heavy text causes conversion to drop almost immediately (before the page even reaches 200 words!) and it's all downhill from there. The best landing pages typically feature a striking image, a single clear call to action, and as few words as possible.**



## Product-Specific Landing Pages

**+ 74%**  
Conversion Rate

**- 20%**  
Lower Cost



Never run ads to a catch-all page—always direct prospects to a targeted landing page that reflects their specific area of interest. Casting a wide net will cost you more money and actually reduce the number of leads your campaign generates.

**Program-specific landing pages drive 74% more conversions at a 20% lower cost. (Bonus points if your landing pages are personalized!)**



## Retargeting Ads

Engagement with Traditional Ads



Engagement with Retargeting Ads



+ 202%



Personalized CTA

Your conversion rate will never be 100%... not even close! So what happens to all those ones who got away? Retargeting ads are your best bet for tracking rogue leads across the internet.

**Retargeting ads drive 10x more engagement than traditional ads on average and convert at a 70% higher rate.**



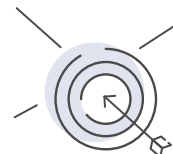
## **Need help increasing conversion?** **Our team of expert marketers can help.**

We help businesses clarify their value proposition, messaging, and strategy so they can attract, convert, and scale more effectively. And it all starts with connecting with your prospective customers in a meaningful, human way.

Plus we have the experience and expertise to execute digital marketing campaigns with technical know-how, creativity, grit, and empathy. We're an ROI agency!

**Want to learn more about how we can help you develop a conversion rate optimization strategy for your business?**

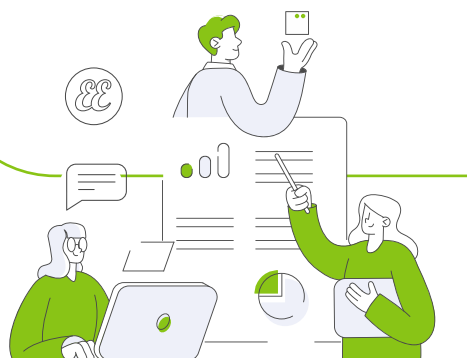
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**We'd love to get to know you!**

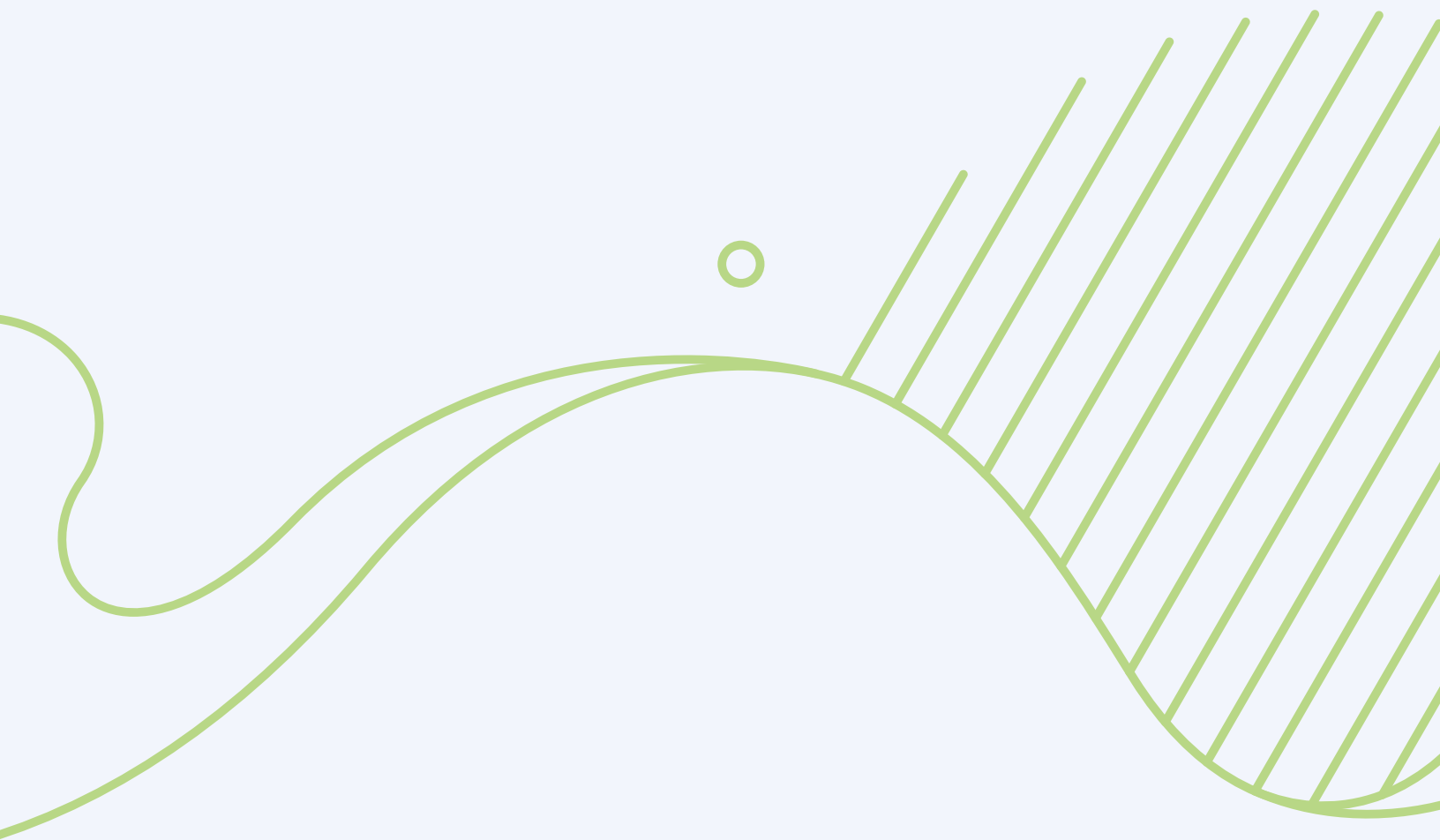


### **What we do:**

- Content Strategy + Development
- Paid Media
- Email Marketing
- Branding + Design
- Websites (SEO/CRO)
- Funnel Development + Buyer's Journey
- Optimization
- Marketing Strategy + Consulting
- Fractional CMO
- Sales Enablement

**And much, much more!**





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