MSP SPARK

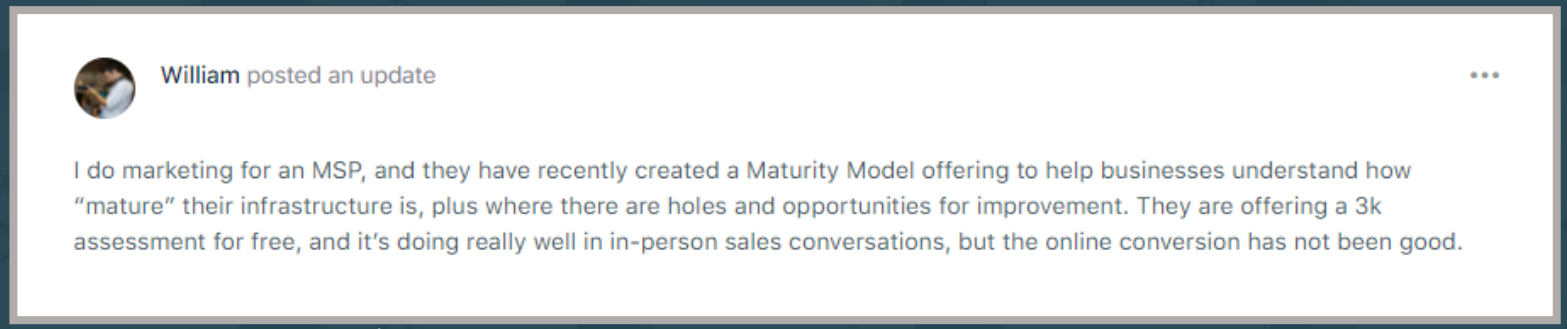
COMMUNITY

PEER BRAINSTORM SERIES

Landing Page Optimization

Problem Statement

Identifying the problem is the first step in any brainstorming process. This typically begins in our social feed in the form of a post, from which we form an official “problem statement.” It’s important to choose a problem statement that is non-rhetorical and is inviting of new ideas. These often start with the phrase “how might we…”



Our problem statement:

How might Will improve the conversion on his landing page?

View Will’s Landing Page

Brainstorming Ideas

Once we have our problem statement defined, we create a brainstorm mural to allow community members to contribute their ideas. We try to collect as many ideas as possible so that the feedback is diverse. Once we have enough ideas in our mural, we schedule a session to vote on the ideas and prioritize them.

During this brainstorm session, we processed over 32 ideas. Of those ideas, 17 of them received at least one vote. Here are the top 15 ideas ranked from most to least voted.

During our session, most participants anecdotally agreed that the landing page was overly complex and thus difficult to understand.

The vote reflected these conversations, as most of the highest ranked ideas were for ways to reduce, restructure, or simplify the content.

Top Thinkers

Our “top thinkers” are the community members that helped to shape the outcome of the brainstorm the most. This is a subjective rating based on their quantity of ideas, the amount of votes their ideas received, and their overall engagement within the brainstorm.

Nate’s comment / idea:

“Relationships equal interactions over time. You may need to increase interactions prior to this offer to make it convert.”

Nate

Holly

Holly’s comment / idea:

“Don’t ask for too much, too early. People only give a landing page 5 seconds.”

Mark’s comment / idea:

“You just need enough to entice an email or a call. Don’t try to say everything – save that for future conversations.”

Mark

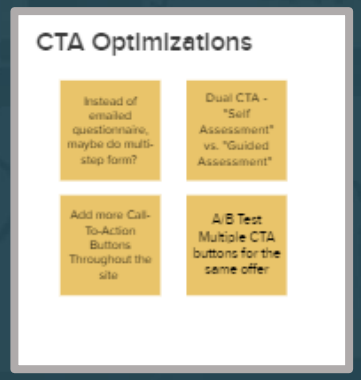
Jeff

Jeff’s comment / idea:

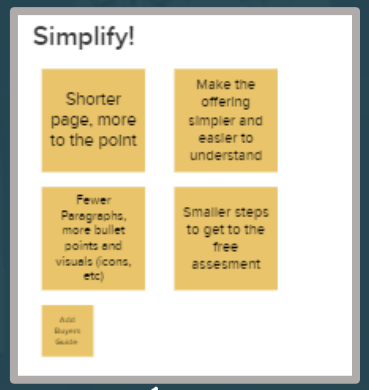
“Ask yourself why would someone give away $3,000 for free? Try being more specific about where the value comes from.”

Grouping Ideas

After the ideas have been voted on and we filter out those that received no votes, we begin to group ideas together to find common themes and form more complete concepts. These groups can consist of ideas that are similar, or those that complement each other and can be combined to form something new.



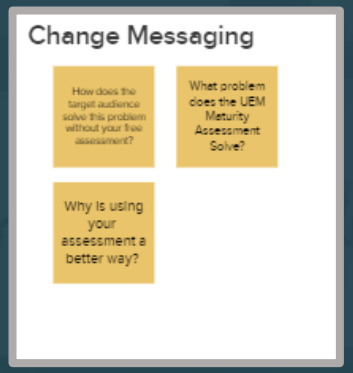
This group includes ideas that reference changes to the call-to-action.



This group includes ideas that reference a reduction or simplification of content.

This group includes ideas that reference using more precise language to explain the offer.

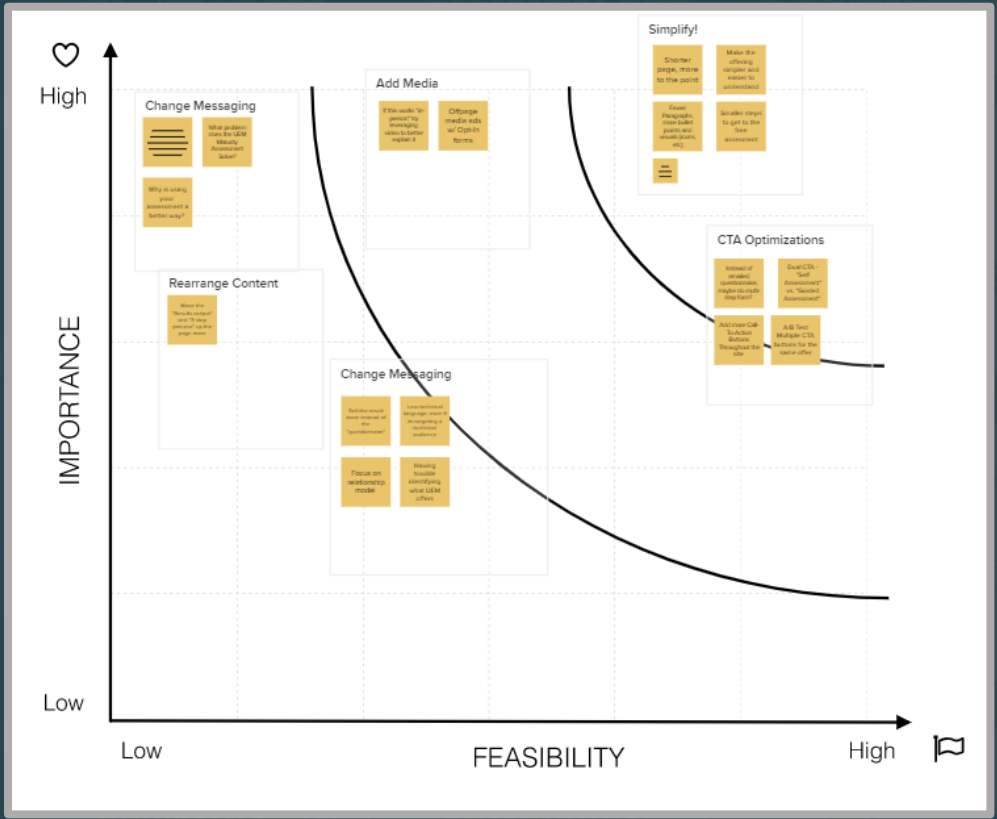
This group includes ideas that reference adding more video or other media to the landing page.



This group includes ideas that reference changing the message and writing new content.

Idea Prioritization

After grouping our ideas together to form a select few, more rounded concepts, we begin the process of charting these to prioritize them based on feasibility and importance. This is to help us break the habit of only working on the ideas that are the “low hanging fruit” or the ones that may be important but just aren’t feasible.

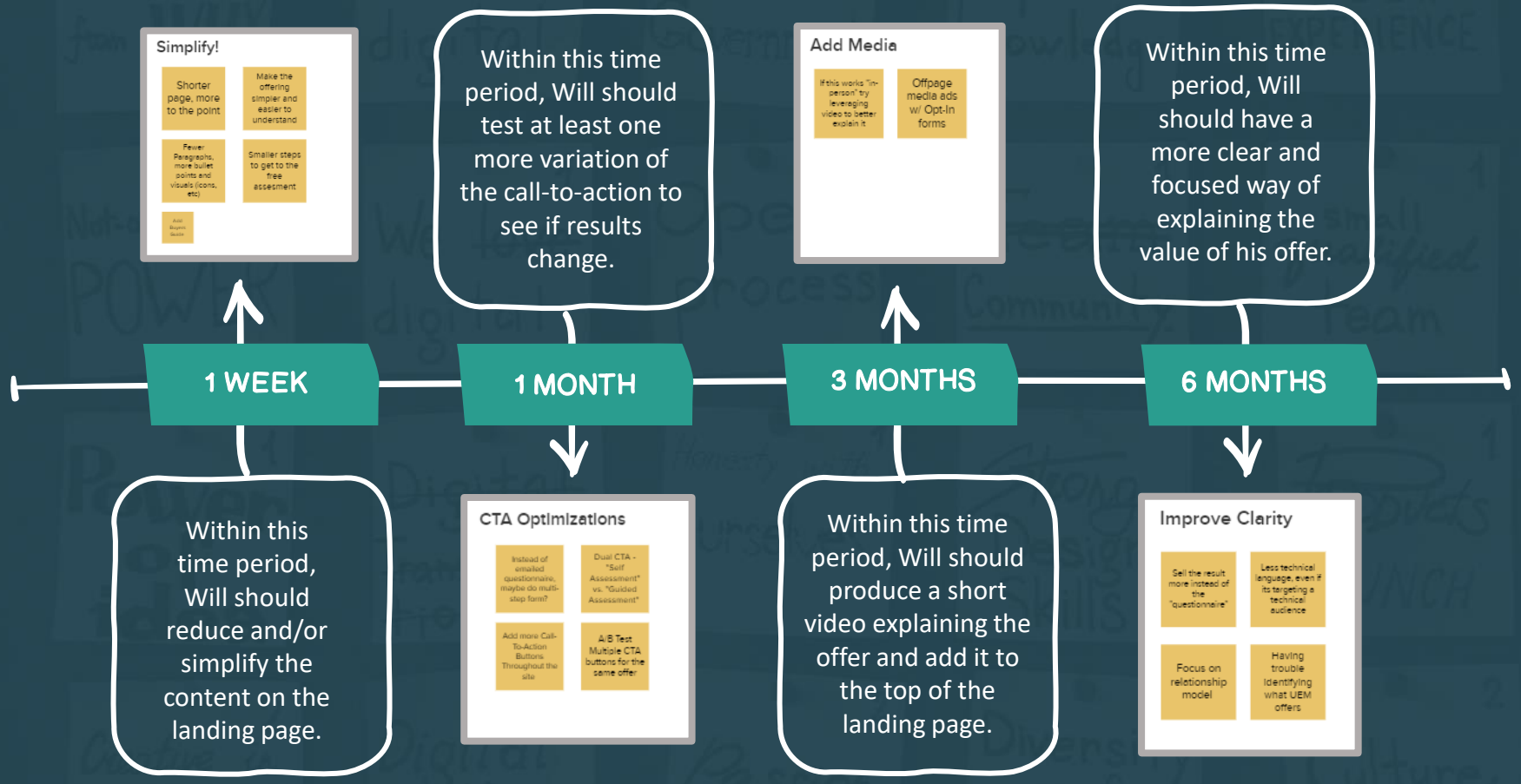


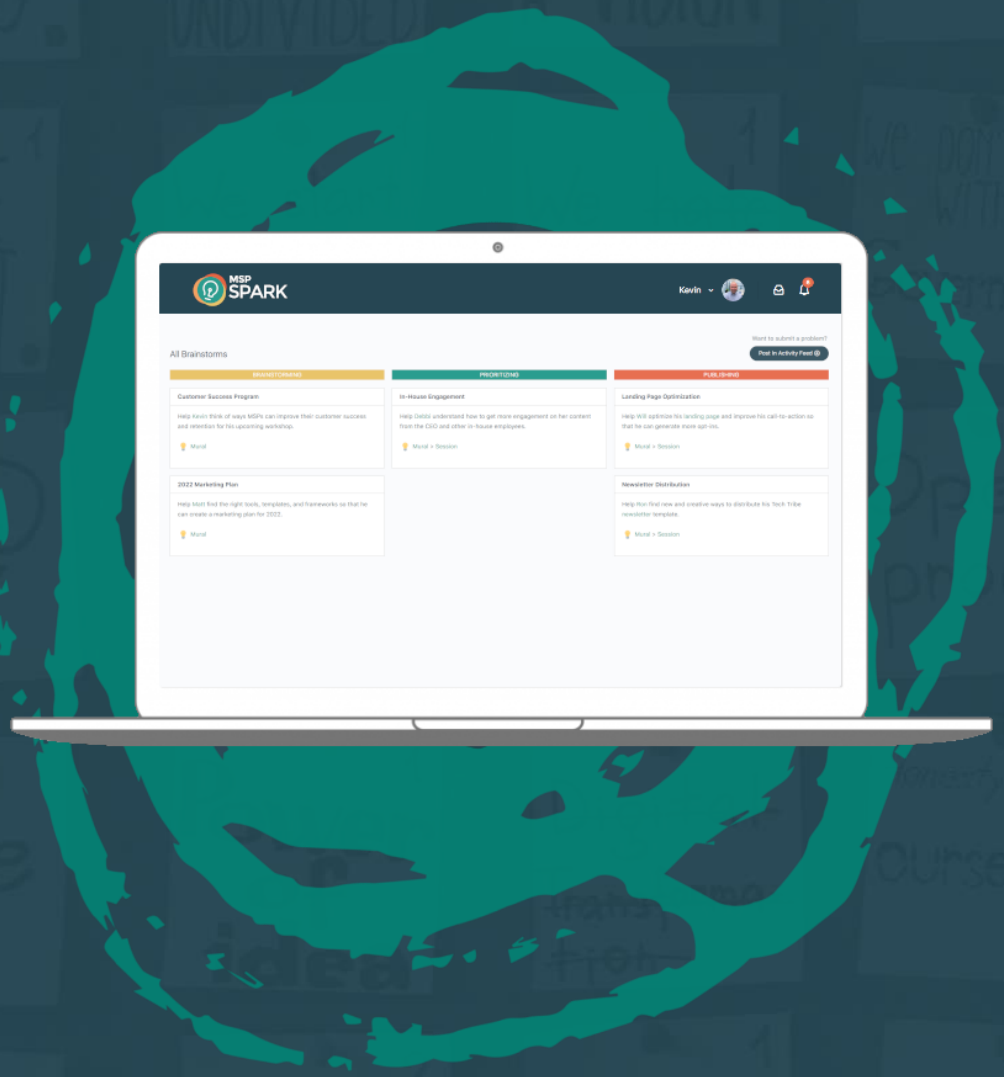
During the prioritization stage, we began to rethink the customer journey before they arrive to the landing page. We thought it would be beneficial to have more content to “set-up” the need for the maturity model offer. We also chose to prioritize our groups based on the following observations:

- Simplifying the messaging and removing some of the more confusing content could be an easy win and would also do a lot to improve the conversion.
- A/B testing a few variations of the call-to-action would also be a feasible way to test our theory that that the “ask” was too high.
- Since Will has skills in video production and this offer has been successfully converted through in-person sales efforts, we thought that it would be a good idea to record video of one of the Sales Reps explaining the offer as they would when they are pitching it.

Goal Milestones

After prioritizing our ideas, we then select up to 4 concepts to move forward with and place them into our timeline as milestones. This now becomes our roadmap for executing on these ideas and setting realistic goals.





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