



15 Things You Can Do To Increase The Numbers In Your Funnel

✓ A CHECKLIST

Something I don't see talked about much is how much a company can afford to pay per lead. If you are a well-funded startup, you can afford to lose some money per acquisition as you figure out the best model that works for you but if you're bootstrapped, you don't have that luxury.

If you're in the latter category, this checklist is for you.

It's VERY important to know your conversion numbers at each step of the funnel. When you have these numbers buttoned up, all you need to do is tweak and test each step of the funnel until you have a well-oiled machine. Using an Excel Spreadsheet or Google Spreadsheet will suffice for tracking but track your numbers on a daily basis.

From there, it all becomes a simple game of driving the numbers to a satisfactory level at each stage of the funnel and then pouring gasoline onto the fire.

Here Are 15 Things You Can Do To Increase Your Numbers In Your Funnel

- ❑ **Increase the price** - As discussed above, increasing the price is naturally going to provide more room in terms of customer acquisition costs. We did an interview with the CEO of Price Intelligently on how to think about increasing prices [here](#).
- ❑ **Increase conversion rates** - Use a tool like Google Experiments, Optimizely or Visual Website Optimizer to increase conversion rates across your funnel. Here are a few things you can do:
- ❑ **Add content upgrades to each blog post** - [Content upgrades](#) are downloadable bonuses for readers. If someone is reading a great post on SEO, an example would be adding a

downloadable SEO checklist with the post. To access the checklist, the reader would provide their e-mail address in exchange. For us, we've sometimes seen our conversion rates jump from 2% to 20% on a post (10x increase!). The more relevant a content upgrade is to the content someone is reading, the higher the conversion rate.

- ❑ **Add testimonials** - Voices.com reported a [400% boost](#) in conversion rate after doing this. HubSpot curated some strong examples of testimonial pages [here](#).
- ❑ **Add live chat** - Abt Electronics reported that adding live chat added [20% in sales](#). You can try [Zoipm](#) or [Olark](#).
- ❑ **Use a single page checkout** - The Vancouver 2010 Olympic store increased its conversion rates by switching from a multi-step checkout to a single page checkout by an [impressive 21.8%](#).
- ❑ **Add a pop up** - Yes, [popups still convert](#) really well today. Tough to argue with the numbers.
- ❑ **Tools** - You can use a tool like [Hello Bar](#) or [SumoMe](#) to collect more e-mails.
 - ❑ **Bonus:** Neil Patel has a great guide called the 'Definitive Guide to Conversion Rate Optimization' that you can get [here](#).
- ❑ **SEO/content marketing: Don't just create content, create resource guides** - Qualaroo does a good job of creating a guide on '[What is Conversion Rate Optimization](#)'. If you search Google for 'conversion rate optimization', you'll find that they are #1. The page is a comprehensive resource complete with 12 chapters and a downloadable PDF. Google wants to serve the best results and those that deliver get rewarded.
- ❑ **Create 10x content** - Did you know that the average content length of the top 3 results in Google is around 2,000 words? Brian Dean from Backlinko did a study on over [1 million SEO results](#) and found that to be the case. This means that content marketing is now table stakes. If you want to win at the long game with content marketing, it's time to focus on creating in-depth content that provides utility. But it can't just be fluffy longform content; it has to add VALUE. For inspiration, here are 21 [examples of 10x content marketing](#).

❑ **Paid advertising** - When it comes to paid advertising, it's all about putting the right offer in front of the right target audience. Figuring out the targeting is up to you, but here are some ideas on where you can drive traffic to. From there, you can see what converts best and continue to double down on that.

❑ **Drive traffic directly to content** - If you've invested a good amount of your time producing content, it's worth your while to promote it. In fact, Derek Halpern says [80% of your time should be spent on promoting content](#). If your content is compelling and has a content upgrade, you'll naturally get the engagement you want (social shares, e-mail subscribers, etc.). Icing on the cake is the ability to retarget these individuals after they've visited your site. Here are some platforms that might work for content promotion:

- ❑ Facebook Ads
- ❑ Gmail Ads
- ❑ Outbrain/Taboola
- ❑ Twitter
- ❑ LinkedIn

❑ **Webinars** - Driving traffic to webinars is a great way to not only get leads, but to convert them as well. If someone has invested 1 hour of their time with you, they've started to build a relationship. And if you've given them 1 hour of knowledge, it's much easier to ask for the sale. Once you've perfected your webinar, you can start to run [automated webinars](#).

❑ **Lead magnets** - If you've invested in creating case studies, eBooks or white papers, you can use a tool like LeadPages to create landing pages so people can download the resource after entering in their e-mail. For us, this has converted as high as 50%.

❑ **Copywriting** - Take a look at all your e-mail copy in your autoresponder sequence. Does it seem compelling to you? Does it make you want to convert? If the answer is not a resounding 'hell yeah', you have work to do. Chances are that you're not a very good copywriter and that's fine because you have better things to do. But it's still your

responsibility to find someone that can create copy that converts. It'd also be helpful for you to understand how copywriting can increase your conversion rates. Take a look at this epic post by Joanna Wiebe on [copywriting formulas](#) for some inspiration.

- ❑ **Social Media: Create better images** - [Better images drive higher clickthrough rates](#) (CTR) and will ultimately lead to increased referral traffic. This is low hanging fruit that just requires a simple process to nail down.
- ❑ **Add a customer success team** - If you want to increase retention rates, a [customer success team](#) will help ensure that the customer stays happy. A happy customer sticks around for longer = higher CLTV!