

How to become ADORED™





You would not propose on a first date... even if they were The One

...but you might place a BOOK A DEMO button on your home page



Trust takes time to build buddy!



We know the rules IRL,
yet we forget them all in
digital... this is why we
suffer from chronically
low conversion rates.

Six steps to becoming ADORED™ →

STEP 1

Create the opportunity*

Do this last

For any grand romance to begin, you need to create the opportunity to meet. This could be a demo, it could be a conversation at a coffee shop, it could be a paid Google Ad.

...but before you race out and attract more potential suitors, check your game plan: have you ironed your shirt? Have you done the work to be a good catch?



Most Marketers focus on driving awareness... you will get a better ROI (every time) if you fix the leaks in your funnel first. Less sexy, but far more effective



STEP 2

Nail the first impression

In digital, like IRL, you have at most ten seconds to make the right first impression. Fail here, and there is no coffee date, no dinner, no romantic weekends away... only the erosion of your marketing budget.



It's true: you have one chance to make the right first impression. If you blow it, your lost visitor will be willing to spend up to 16% more with your competitors.

Ouch!



STEP 3

Don't be a bore blah blah

Unfold your story in the right way to engage, and get the site visitor interested enough to want more. This is not the time to tell them your brand's whole life story - structure your narrative to leave them wanting to know more.



There is an 88% chance that a disengaged site visitor will not return to your site again. Boredom kills. Facts.



STEP 4

Micro-commitments win

Patience pays off. Don't rush to get new site visitors to go all in - sure, you want to get them to demo, but give them a pathway of CTAs to commit bit by bit. Start with an interesting fact. Entice them to explore. And only then invite them to take the plunge.



Product trials and opportunities to customise or sample your offer have the crazy effect of creating the feeling of "ownership" *before* a purchase is even made



STEP 5

Deliver a quick win!

Your most expensive leak

Can you deliver on the promises made?
The most expensive moment to lose a potential customer, and often the easiest to fix. Losses here steal from your future success... you have invested so much to get a commitment, remind them of the catch you are!



Focus on the shortest pathway to a quick win. This is not the time to educate - it is a time to make your newly signed-up prospect feel in control



STEP 6

Make them a hero

xBox charges kids \$14 to change their user name - a simple database update that has a real cost of zero. They charge the \$14 simply because they know that the perceived value of being able to change a player's username from @ILOVEMOMMY is huge. The \$14 spend makes the kid a hero. Do this for enduring love!



Perceived value is often different from "technical" value. This can be the hardest step to unlock, and often the gateway to elevated scale and growth



Becoming ADORED™ is not a mystery

Remove your reliance on luck by
following the six ADORE™ steps