

Simple Tweaks to Boost Conversions

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S1: Hello and welcome to another module of Sales Videos 2.0. All video sales letters have one common goal, which is to have as many conversions as it can. We've explored all the necessary elements to make high-converting videos. However, there are some other optional features that can be added to your arsenal to consolidate your chances. In this module, we're going to talk about simple tweaks to boost conversions.

Increase Page Ranking

- Basic content optimization
- This can be done using keywords
- Information can be presented in table form

S2: The first tweak to boost conversion is to make your page ranking increase in Google searches. Now, there are more complex ways to do this and to truly be visible in search engine results, you need to invest a little bit of money. However, you can work around this by optimizing your sales page.

This is how it works: Make your page's keywords appear a few times in the page. When you upload a video to webpage, you would need to write a little introduction on the video. This is where you should use your keywords. But

it's important to remember that this part should not be too text-heavy. Present you information in another way, which is in table-form. It's easier for your audience to read.

All your elements need to be in proper order and having a table really helps make the page look cleaner.

So, now, not only do you get to present information, but it helps your page ranking in search engines, too.

Better Browsing Experience

- Make it comfortable and convenient for the customers
- Include “Add to cart” function
- Conversions will increase

S3: Give your audience a better browsing experience. You want them to feel comfortable when they browse your products so that it increases the chances of making conversions. One of the ways to do this is to prepare an “Add To Cart” option so that the customers can purchase multiple items at once and also keep track of the products they're purchasing. Almost all e-commerce have this feature. There is no reason for you to not have it.

You should also prepare a login tab and a short, simple fill-up form for visitors. All these elements make browsing easier for your customers and most importantly, even though they are simple additions, they have the ability to increase your conversions manifolds.

Highlight Pros & Cons

- Honesty goes a long way
- Win customers' confidence
- Have faith in the product so that the customers will feel the same way

S4: What you should also prepare for your video and sales letter is a highlight of all the pros and cons. Even though we are selling a product and we want the audience to see it as the best product to have, a bit of honesty goes a long way. The customers know that there are cons to your product. If you don't reveal them to the customers, their confidence in you would attenuate, as they know you are hiding something from them.

One of the greatest tools in selling is to anticipate questions and criticism and having the ability to counter and rebut them. Exposing your cons is a great way to do this. It shows that you, the vendor, have faith in your product.

Audio Quality

- Must be top-notch
- Eliminate echoes and other distracting ambience sounds
- Clear and crisp

S5: When you are recording your sales video, make sure your audio is top-notch. Get a high quality microphone with a high quality sound and video editing software program. In your video, always remember to eliminate all echoes or ambient sounds that might distract the viewers from listening to your talk. This may require a bit of effort and perseverance, as sound editing

is indeed no walk in the park but all will be worth it when you have a crisp, clear audio for your sales video.

Bonuses & Gifts

- Bonuses & gifts are a big hit
- After-purchase service
- Always keep an eye on the competitors

S6: Bonuses and gifts are always a hit. Include surprise bonuses and gifts and introduce them in your video. Usually it is the force that pushes someone who's on the fence and couldn't make up their mind to purchase the product or not.

Another big boost that will convince them to buy your product is to have an after-purchase service for the next 6 months or a year. This will make give audience more assurance.

Internet marketing is incredibly competitive. Always keep eyes open on competitors. Your competitors are probably applying the same concept to their sales strategy. You should match their offers or give better offers. It's best to beat their offers, of course.

Keep It Simple

- Simple videos have proven to be effective
- Messages can get across
- People prefer simple and straightforward approach

S7: Lastly, simplicity is the key. Keep your videos simple. This is because simple videos have proven to be very effective in getting conversions. In simple videos, the messages can get across rather easily and the audience would not be distracted by tasteless grandiosity in sales videos. This is the case for all products nowadays. People are going with simpler and straightforward approach now.

Keep things simple, keep your business efficient, and keep on growing your business.