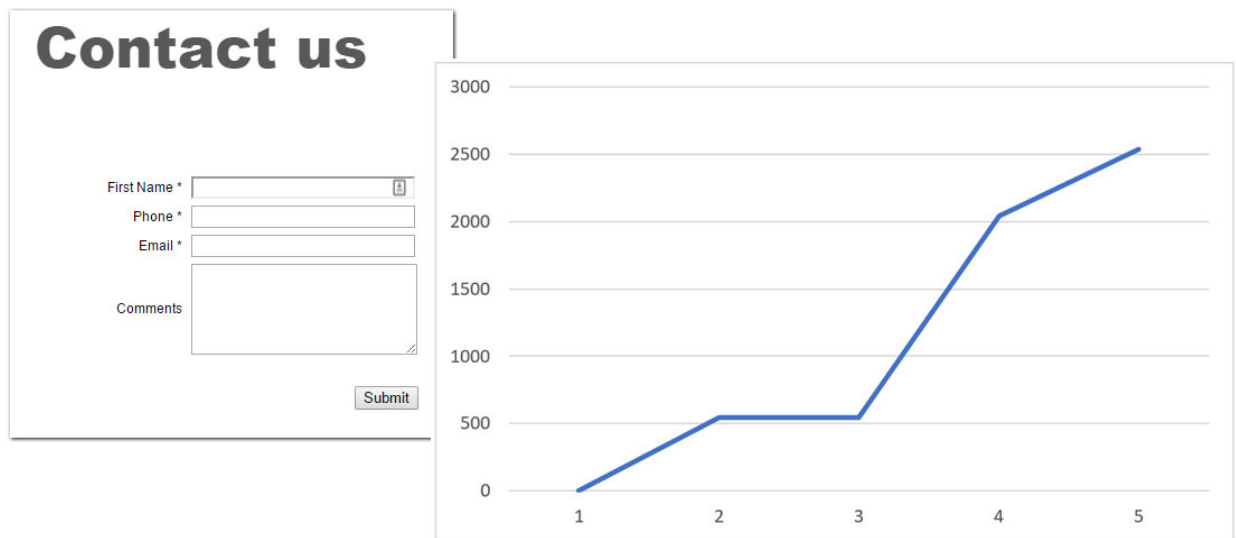# Case Study

How a New Service Company Improved Lead Generation by 2,537% after Making a few Simple Changes to Their Contact-Us Page

In this case study, I'm going to reveal how a new service business increased lead generation on it's website by 2,537% after making some simple changes to the contact-us page.

This case study is very close to home for me... it was for my son's new video production business. But the results are repeatable. I have used these tactics on other website as well, with similar improvements, so I encourage you to borrow what you learn here for your own site.

Here's the case study...

After graduating from UCLA's directing program, my son started a commercial production company. After six months of struggle, he had produced only two commercials and he came to me for help. For some time, I had secretly desired to mentor him, but I also knew he wanted to give it a try on his own so I didn't interfere. When he asked for help, I was overjoyed. I jumped in with both feet.

I gave him my counsel and within a short period of time the number of leads jumped dramatically and he went from two commercials in six months, to producing two commercials every week.

When I first started coaching my son, the leads were mostly captured online, through the contact-us form on the website.

At the outset, about 0.7% of all site traffic would fill out that form. That wasn't a lot, but it was probably about average for most websites, so I wasn't worried.

To get things started, I told my son about one of my favorite techniques, called AB testing. You can look it up on Wikipedia (I was one of the co-writers of the Wikipedia article).

Then, I asked him this question… "When interested prospects call you, what is the most common questions they ask?" He said, *"How much does it cost"* and *"they want to see examples of commercials"*

This is an important question. You'll see why below.

Here's how I advised him;

1. Let's take the contact-us page and copy it. The URL of the copied webpage can be /contact-us2 or anything else. It doesn't really matter what the URL is, because this page isn't going to be available on the menu. The copied page will exist, but they won't be able to find it unless they know the URL.
2. Next, I told him that we are going to make a change to this copied page that will hopefully increase response rates. Rather than having a headline that says 'Contact-us' at the top, let's change that to; 'Get Free Examples and Pricing'. I figured that if this is the information they are looking for, let's use it to create resonance.

Then, I showed him the best software to use for AB testing, which works it's magic behind the scenes.

Once the software is installed on the site, it automatically rotates the different versions of your contact-us page, so that every 2nd visitor sees the alternate variation. The software keeps track of exactly how many prospects convert on each of the variations. It also does a statistical calculation and accurately predicts which of your variations will produce more conversions and what conversion rate you can expect. So it not only predicts which variation will work better, it also predicts how profitable it will be.

Breakthrough #1

I showed my son how to do this just like I'm explaining it to you now, except perhaps with more detail. We set up an experiment to find out if the alternate headline made any difference. To my son's amazement, response rates went from .7% on the original page, to 3.81% on the new variation. That little experiment, like magic, had multiplied results by 444% and the results were visible overnight. So we replaced the original contact-us page with this new variation.

Then I told him, "now let's do it again."

So we made a copy of THAT contact-us page, made a few changes to the new copy and ran another experiment by instructing the tool to alternate between those two versions for the visitors on our website. This time, the changes we made didn't make any difference at all, but I told him, let's not give up, let's try it again. So we did, and once again, no improvement. But on the next experiment, we got a winner.

Breakthrough #2

The contact-us form had numerous fields, including one for comments. I knew that the more fields there are, the more anxiety people have. So instead of showing all the fields, we showed only the email field. Then, when they clicked the 'submit' button, we sent them to another page which we had a second form. On this second form, we asked them for their name and phone number. We got rid of the comments field altogether. We wanted as few fields as possible and figured we could get their comments when we spoke to them on the phone.

This worked. The results leapt up to 14.23%, which was an additional 273% over the 444% we already had achieved.

Breakthrough #3

In our next experiment, we added a 'fakey' video. A fakey video is just an image that looks like a regular video, but when the prospect clicks it, a message pops up and prompts them to enter their email address. This little trick is not appropriate for some industries, but in this case, I thought we could get away with it. And it worked. Conversion rates jumped up to

18.46%. I think a different image could have worked as well, but the fakey video was so successful, we never got around to testing other images.

Let's look at the numbers.

Original	0.7	Improvement
1st Winning Variation	3.81	444%
2nd Winning Variation	14.23	273%
3rd Winning Variation	18.46	30%

Cumulative:

Original vs. V3	2,537%

If you compare where we started at 0.7% to where we ended up at 18.46%, you'll see that we enjoyed an increase of 2,537%. That's over twenty-five times our original lead generation rate.

Want to copy this? Here are the basic steps;

1. Rather than trying to get a single contact-us page to appeal to every market, create a custom contact-us page for each major area of interest. Customize the headline and body copy to create as much resonance as possible. You can keep the generic contact-us page, but rather than advertising it in the main menu, put it in the footer. Then make the new, customized contact-us page(s) more dominant by adding them to your top menu, and/or placing image ads around your site.

2. Split up your form. On form #1, ask only for email address. If that would make no sense in the context of your business, add other fields, but only add the BARE minimum fields so it makes sense for your prospects. For example, my son now provides visual effects to the movie industry. His form #1 asks for 'project details', because the prospect would expect that to get pricing.

See example on next page…

Here is what form #1 and #2 look like:

3. Consider creating a nice image or video to boost the perception of value of whatever it is you are offering. If appropriate, you can test a fakey video:

This case study is a sample of lead generation tricks that I teach here:
http://marketingeducation.org/how-to-generate-leads/

Cheat Sheet

When a prospect calls you, what are the common questions they ask?
If you run a pure eCommerce business and people don't call you, ask
yourself; *When people visit our website, what information are they seeking*?

_____

_____

_____

Write headlines that will resonate with their desire for that information:

_____

_____

_____

List the fields currently on your contact-us form:

_____

_____

Which of those fields do you truly need? Move every field you can to form
#2. Remember, you can ask any question you like when you call them:

_____

_____

Learn my best lead generation tricks here:
http://marketingeducation.org/how-to-generate-leads/

Legal notice: Business results are derived from many factors, including the industry environment and available resources. Marketing tactics are only one piece of the puzzle, and no marketing tactic can guarantee business success. You must assume that any examples shown in these trainings are not typical, because they have likely been executed by experienced marketers with many years of experience. Actual results will vary from business to business. By using the tactics described in these materials, you agree to hold harmless from liability, course instructors, the academy, as well as Advercalls Inc., its directors, shareholders, employees and affiliates.