



CAMPAIGN  
CREATORS



LEAD  
GENERATION  
CAMPAIGN  
OPTIMIZATION  
**HAND  
BOOK**



# INTRODUCTION

---

So you've figured out which pieces of your campaign "Suck". Or to put it lightly... are under performing.

Now comes the hard part - actually fixing them. We're not going to lie to you, this can be a daunting task considering the number of things that can be tweaked, altered, A/B tested, personalized, added, shifted (you get the idea).

Nonetheless, we've done our best to compile an encyclopedia-esque list of proven optimization tips that apply for each metric you should be improving. To use it:

- 1. FIND YOUR CAMPAIGN PIECE OF CHOICE (LANDING PAGES, EMAILS, PAID ADS, SOCIAL MEDIA, BLOG)***
- 2. IDENTIFY THE METRIC YOU HAVE SELECTED AS YOUR FOCUS***
- 3. UTILIZE THE TIPS LISTED BELOW TO IMPROVE RESULTS***

Feel free to refer back to this handbook whenever you are in need of some inspiration!

Best of luck,



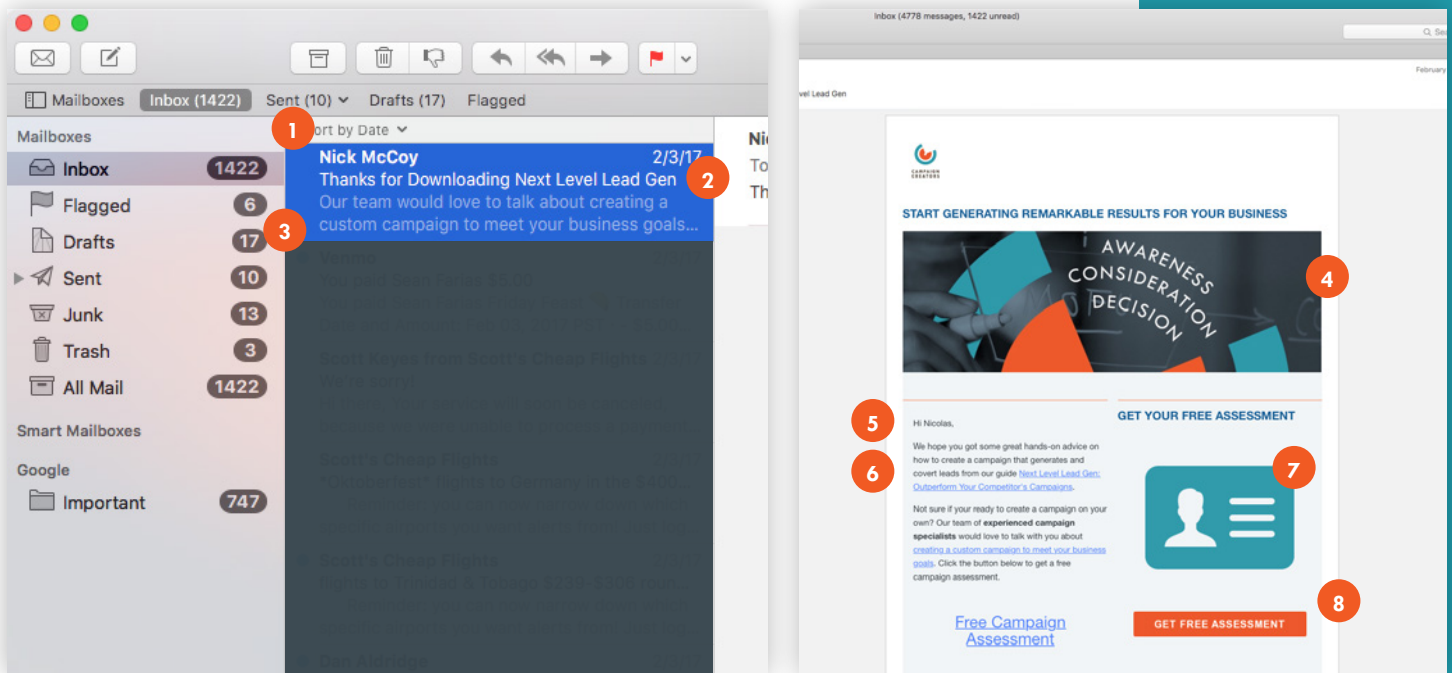
**NICK MCCOY**

**Marketing Technologist**

---

**CAMPAIGN CREATORS**

# EMAIL



1. Sender
2. Subject Line
3. Preview Text
4. Header Image
5. Personalization
6. Body
7. Image
8. CTA

## OPEN RATE:

- » Utilize email subject lines that are short, actionable, relevant, and peak a user's curiosity. The email subject line is the most important factor for email open rate.
- » Send your emails from a person, i.e. [nick@campaigncreators.com](mailto:nick@campaigncreators.com) instead of [info@campaigncreators.com](mailto:info@campaigncreators.com). Emails that come from a human have a higher open rate.
- » Write persuasive "preview text" in order to give the recipient email context and improve open rate.
- » Use customization (first name, company location, etc.) in your subject lines to connect with your recipients, increase authenticity, and improve email open rate.

### ***CLICK-THROUGH-RATE:***

- » Include a signature from a real person as well as their contact information with your email. This will improve trust, click-through-rate, and email engagement.
- » Include bullet points, bolded text and white-space to improve email skim-ability and the reader's understanding of the email's core message.
- » Include an image of your offer to give the reader a tangible connection to whatever it is you are trying to promote and boost click-through-rate.
- » Include alt text with your images to ensure that recipients who have switched off images in their email client still understand what value they provide and are encouraged to click.
- » Use tracking links in your emails. This helps you analyze which links are performing best and improve your click-through-rate.
- » Ensure each email has a single objective to improve clarity, decrease cognitive load, and increase click-through-rate.
- » Include various CTA styles in your emails. Use a healthy mix of buttons, images, hyperlinks, and contextual links that lead to the same landing page to yield the best click-through-rate.
- » Leverage an email client testing tool to see how emails render in different email platforms i.e. outlook, gmail, apple mail, etc. This will correct formatting errors and improve click through rate.

### ***DELIVERABILITY (DELIVERY RATE, CONTACTS LOST, HARD BOUNCES, MARKED AS SPAM, UNSUBSCRIBES):***

- » Send emails from a branded domain, i.e. [nick@campaigncreators.com](mailto:nick@campaigncreators.com) instead of [campaigncreators@gmail.com](mailto:campaigncreators@gmail.com). This matches your email address with your website URL and allows you to build email domain authority to improve deliverability.
- » Balance the ratio of text/HTML/and images in your emails  
too much HTML or imagery can contribute to poor email deliverability.
- » Follow up with unsubscribers so that you can better understand why they unsubscribed and avoid those practices in the future. A strategic poll or survey can achieve this.
- » Ensure your emails have as few hard bounces, soft bounces, spam complaints, and unsubscribes as possible. This will improve your

email domain authority over time.

- » Implement server level DKIM (Domain Keys Identified Mail) authentication and SPF (Sender Policy Framework) in order to improve email deliverability.
- » Do not send emails to contacts who have not voluntarily chosen to receive them. This will help to minimize your lost contacts and improve email deliverability.

### ***CLICKS TO CONVERSION:***

- » Connect your email to a workflow. Emails that are dripped over time and take into account past user action will perform better in nearly every email key performance indicator.
- » Match the tone and style of your email, CTA, and landing page language. This will provide consistency for your clickers and

# LANDING PAGES



1. Logo
2. Download
3. Share Links
4. Headline (h1)
5. Form
6. Directional Cues
7. Subheader
8. Image
9. Fold
10. Banner
11. Body
12. Testimonials
13. Trust Logos

## ***AVERAGE TIME ON PAGE:***

- » Include elements that help build trust and an emotional connection such as testimonials, partner logos, lists of customers, press mentions, usage statistics or awards and certifications.
- » Give visitors a short preview of the offer you are trying to promote (e.g. a short snippet of a full length webinar). This will keep them engaged and on-page.
- » Use directional cues to create an informational flow on your landing page. This way you can keep your users on page for as long as necessary.
- » Include video on your landing pages to keep people engaged and interested. This can be especially useful if you are trying to convey a complex message.
- » Use an effective headline that will convince landing page visitors to stay a while. Make it very clear what your site is all about and ensure that it sticks out visually.

## ***FORM SUBMISSION RATE:***

- » Ensure your form is above the fold when viewed on ANY device. Landing pages should be mobile, tablet, and desktop friendly.
- » Be certain the number of required form fields are in line with the offer you are providing. For a top-of-the-funnel offering, simply requesting an email should do.
- » If your landing page feels long, try including more than one form on the page. The user might forget about a form at the top after scrolling for a minute or two.
- » Short videos work great on landing pages for explaining complex offers. PRO TIP: try using a turnstile (embedded form) halfway through your video to boost video conversion rate.
- » Create urgency by adding words on page that will encourage your viewers to act sooner (on this visit) rather than later (another time). Phrases such as Limited Time Offer or Exclusive Deal can achieve this.
- » Figure out what your desired landing page action is and reinforce it numerous times with your CTA and supporting copy. Use words such as Shop Now, Sign Up, Try Today, Contact Us, Watch Video, Download Now.
- » Add visual and directional cues towards a part of your landing page, such as your form, you would like to highlight. This will draw a visitor's eyes and make sure they complete your desired action.

### ***NEW CONTACTS RATE:***

- » Include share links on your pages so fans can share your landing page with others that are potentially interested in your offer.
- » Refrain from sharing your landing pages with your current followers and list of contacts. Instead, go after new audiences via paid advertising.

### ***AVERAGE PAGE LOAD TIME:***

- » Make sure images are scaled appropriately for the box they are placed in. For example, a 1000 x 1000 pixel image placed in a 100 x 100 pixel container will have to load ten times more than necessary.
- » Minimize your CSS files to give your visitors quicker access to your landing pages.
- » Enable browser caching so future visits do not require the same html, image and file downloads as the first one.
- » Turn on compression at the server level for your website. This can reduce the amount of CSS and HTML a visitor has to load by 50-70%.
- » Delete or deactivate any website plugins that are no longer in use.
- » Strategically reduce the number of redirects associated with your site, they generate extra HTML requests and increase load time.



# PAID ADS



## GOOGLE ADWORDS

1

Inbound Marketing Agency - San Diego - Free Assessment

2

 [www.campaigncreators.com](http://www.campaigncreators.com)

Increase Lead Quantity, Lead Quality & Revenue - Get Started Today!

3

*1. Headline 2. Display URL 3. Description*

### CLICK-THROUGH-RATE:

- » Mention the benefits of your offer before mentioning the features - don't tell them about the vacuum but rather how clean their house will be by using it!
- » Make sure each of the words in your ad starts with a capital letter. This is proven to increase click-through-rate.
- » Use the keyword that users are searching for in the headline of your ad.
- » Highlight key offers (i.e. "Free Assessment") and finish your ad with a call to action (i.e. "Get Started Today!").
- » Decrease the number of keywords per ad group. This will make each ad more relevant to the search term.
- » Give your ads relevant ad extensions to appeal to different types of people that are viewing your ad (e.g. Call Now, Free Guide, About Us, Blog).
- » Display a highly relevant display URL to the search term you are showing your ad for. This will increase click-through-rate.
- » Regularly review and adjust your bids to the point where you can see increases in click-through-rate.
- » Use negative keywords to keep the wrong people from seeing and clicking your ads.

## ***WASTED SPEND, COST-PER-CLICK & COST-PER-LEAD:***

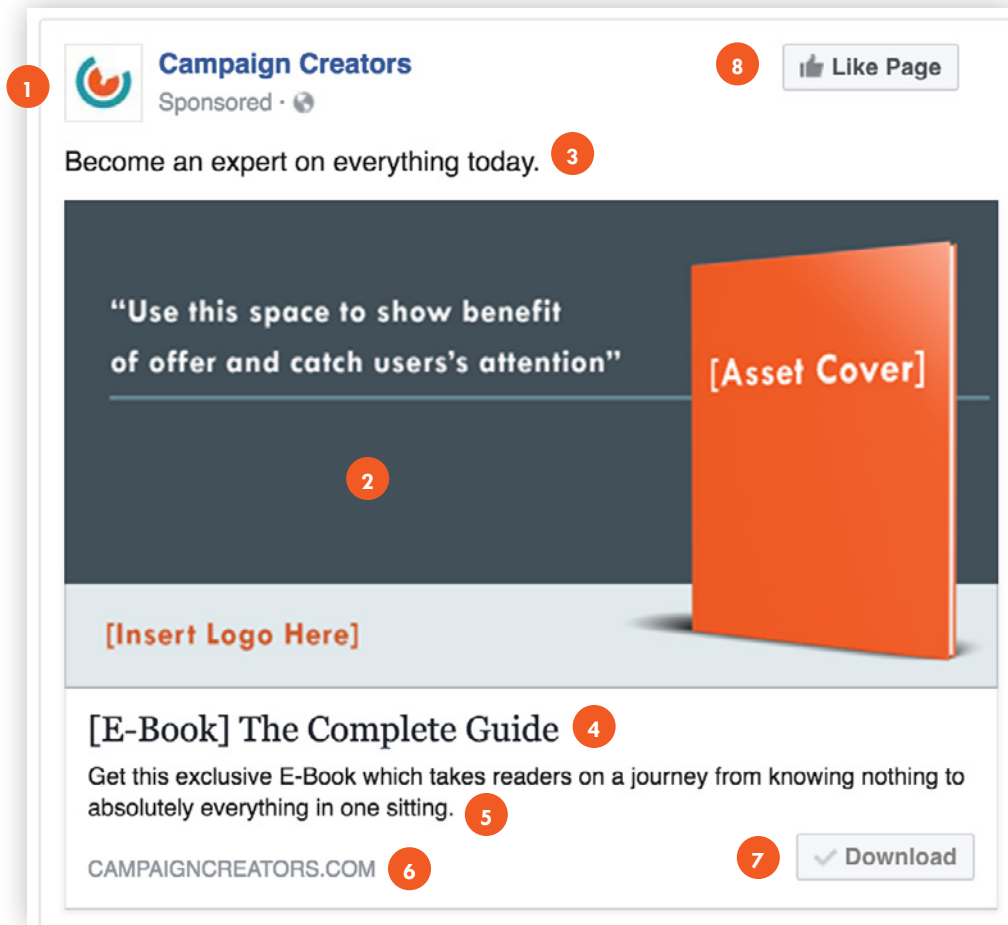
- » Pause poorly performing ads / ad groups and shift budget to better performing ads.
- » Make sure your landing page copy includes a number of your ad group keywords. When Google spiders crawl the page, they will see consistency and increase the relevancy metric of your ads.
- » Regularly review and adjust your bids. Too low - your click-through-rate will decrease. Too high - you will stop seeing an increase in performance and you will waste a lot of budget.
- » Use negative keywords to keep the wrong people from seeing and clicking your ads.
- » Experiment with ad scheduling. If you are spending \$10,000 at 4 AM and getting no conversions, you might want to consider not showing your ads at that time.
- » Only show your ads to users that are in your geographical area (or the area that you sell to).

## ***CLICKS TO CONVERSION RATE:***

- » Match the tone and style of your ad and landing page language. This will provide consistency for your clickers and boost conversion rates.
- » Use negative keywords to keep the wrong people from seeing and clicking your ads.
- » Utilize the Google Adwords website pixel to track conversions as opposed to just clicks from your ads and optimize accordingly.
- » Only show your ads to users that are in your geographical area (or the area that you sell to).

## ***RETARGETING RECAPTURE RATE:***

- » Use a third party platform such as AdEspresso or Perfect Audience to retarget your ad audience across multiple platforms.
- » Use different messaging when retargeting users that have already seen your Landing Pages. Using phrases such as Don't Forget, Remember This or Don't Miss Out can create the urgency needed for somebody to return to your landing page and convert.
- » Connect your Youtube page to your Adwords account and start retargeting video viewers with campaign ads.



A Facebook advertisement for Campaign Creators. The ad is sponsored and features a profile picture of Campaign Creators (1). The text says "Become an expert on everything today." (3). The main image (2) shows a dark blue background with a quote: "Use this space to show benefit of offer and catch users's attention". Below the quote is a light blue box with the text "[Insert Logo Here]". To the right of the quote is a 3D orange book labeled "[Asset Cover]". Below the image is the headline "[E-Book] The Complete Guide" (4) and the subheader "Get this exclusive E-Book which takes readers on a journey from knowing nothing to absolutely everything in one sitting." (5). The display URL "CAMPAIGNCREATORS.COM" (6) is at the bottom left, and the CTA "Download" (7) is at the bottom right. A "Like Page" button (8) is in the top right corner.

1. Profile 2. Image/Video 3. Text 4. Headline 5. Subheader  
6. Display URL 7. CTA 8. Like Page

### CLICK-THROUGH-RATE:

- » If you are promoting an offer use brackets to make sure users are aware immediately (e.g. [Free E-Book], [Video], [Coupon]).
- » Use colors that stand out on the page. Facebook naturally uses a lot of dark blue so sharp reds, orange and yellow will stand out particularly well.
- » If you are promoting an offer such as an E-Book or infographic, show it in the image or video you are using.
- » Use eye catching phrases such as Limited Time, Off, Discount, Exclusive, Free, Special, Now, New, Save in your ad headlines to draw the interest of your audience.
- » Create Lookalike audiences of people that have clicked through to your landing page and target them.
- » Use a clear call to action such as Download Now, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.

- » Experiment with only showing your ads at specific times of the day when you see a higher number of clicks and conversions.
- » Use ad language that appeals to your target audience.
- » Split up your main audience into sub-audiences which can each be targeted with messaging that appeals directly to them.
- » Experiment and regularly change your ad creative (images, video, carousels) about once every 2 weeks to avoid viewer fatigue and a decrease in click-through-rate.

### ***WASTED SPEND, COST-PER-CLICK & COST-PER-LEAD:***

- » Pause poorly performing ads / ad groups and shift budget to better performing ads.
- » Test Facebook using Lead Ads to simplify the process required to access your content and lower the cost-per-lead.
- » Experiment with only showing your ads at specific times of the day when you see a higher number of clicks and conversions.

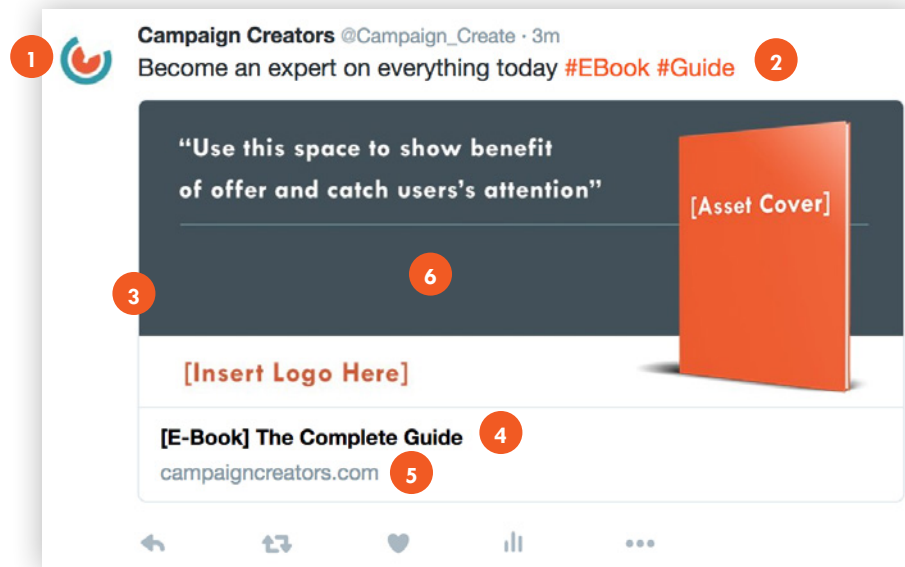
### ***CLICKS TO CONVERSION RATE:***

- » Match the tone and style of your ad, CTA, and landing page language. This will provide consistency and boost conversion rates.
- » Optimize for Website Conversions so your ads are shown more based on the conversions they produce rather than just the number of clicks.

### ***RETARGETING RECAPTURE RATE:***

- » Use a third party platform such as AdEspresso or Perfect Audience to retarget your ad audience across multiple platforms.
- » Create custom audiences of Facebook users that have watched your videos and then retarget them with a new offer. This way you can guarantee they have watched your content and are qualified enough to see it.
- » Use different messaging when retargeting users that have already seen your Landing Pages. Using phrases such as Don't Forget, Remember This or Don't Miss Out can create the urgency needed for somebody to return to your landing page and convert.

## TWITTER ADS



1. Profile 2. Tweet 3. Card 4. Headline 5. Display URL  
6. Image/Video

### CLICK-THROUGH-RATE:

- » If you are promoting an offer use brackets to make sure users are aware immediately (e.g. [Free E-Book], [Video], [Coupon]).
- » These are ads but are also tweets. Use relevant hashtags to make them more exciting and stand out from rest.
- » Utilize Twitter cards to both enrich the experience of your audience and increase your conversion rates. They can include an image, 116 characters of copy, a link and a clickable CTA button.
- » Use colors that stand out on the page.
- » If you are promoting an offer such as an E-Book or infographic, show it in the image or video.
- » Use a clear call to action such as Download, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.
- » Use eye catching phrases such as Limited Time, Off, Discount, Exclusive, Free, Special, Now, New, Save in your ad headlines to draw the interest of your audience.
- » Test out targeting the same audience with different targeting. An interesting one to try is the follower base of big name influencers in your industry.

### ***WASTED SPEND, COST-PER-CLICK & COST-PER-LEAD:***

- » Pause poorly performing ads / ad groups and shift budget to better performing ones.
- » Trust the “suggested bid” feature calculated by Twitter, even if you feel it is too high. Often times you will see high performance and a cost-per-click nowhere near that number.

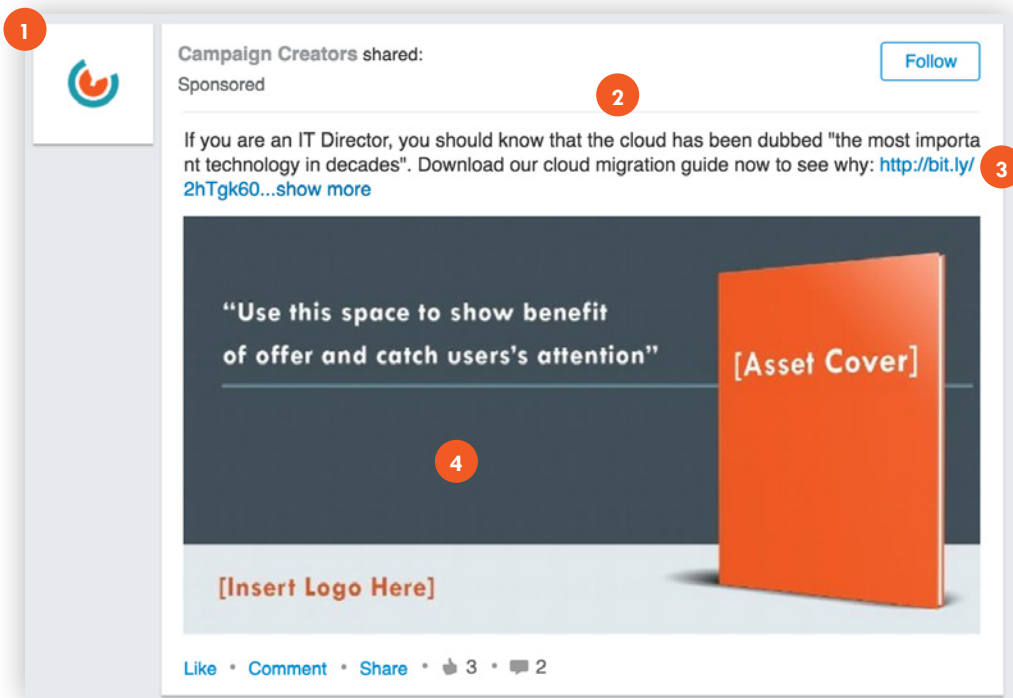
### ***CLICKS TO CONVERSION RATE:***

- » Match the tone and style of your ad, CTA, and landing page language. This will provide consistency and boost conversion rates.
- » Optimize for Website Conversions using the Twitter conversion pixel so your ads are shown more based on the conversions they produce rather than just the number of clicks.

### ***RETARGETING RECAPTURE RATE:***

- » Use a third party platform such as AdEspresso or Perfect Audience to retarget your ad audience across multiple platforms.
- » Create tailored audiences of Twitter users that have visited your landing pages or website and then retarget them with a new offer.
- » Use different messaging when retargeting users that have already seen your Landing Pages. Using phrases such as Don’t Forget, Remember This or Don’t Miss Out can create the urgency needed for somebody to return to your landing page and convert.

## LINKEDIN ADS



1. Profile 2. Post 3. URL 4. Image/Video

### CLICK-THROUGH-RATE:

- » Try targeting the same audience with different methods. For example, “Job Title: Marketing Manager” can also be targeted as “Member Skills: Marketing, Job Seniority: Manager”.
- » Target niche LinkedIn groups that have interests similar to your product or service to make sure your ads are showing to an audience who otherwise might not have seen them. Make sure the ones you select are collectively large enough for your ads to have meaningful reach.
- » LinkedIn is a more business focused platform so use professional language and avoid the use of hashtags to appeal to your audience and increase clicks.
- » Use some stats or quotes to catch people’s attention and encourage them to click.
- » Use colors that stand out on the page. LinkedIn tends to use a lot of light blue and grey so red, orange and yellow will be particularly noticeable.
- » If you are promoting an offer such as an E-Book or infographic, show it in the image or video.

- » Use a clear call to action such as Download, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.
- » Select “Optimize for click through rate” to ensure that the ads yielding the highest Click-through-rate are being shown most often.
- » Avoid using too many salesy phrases such as Limited Time Off, Discount, Exclusive, Save in your ad headlines in order to appeal more to your professional audience.
- » Increase your bids over the suggested levels if you are using very precise targeting. Even if your ads are good a rival advertiser could simply be phasing you out with higher bids.

### ***WASTED SPEND, COST-PER-CLICK & COST-PER-LEAD:***

- » Pause poorly performing ads / ad groups and shift budget to better performing ads.
- » It might sound strange but increase your bids to higher than the suggested level. There is a chance that even if your bids are high, there is still a chance you could be phased out by a competitor and not even be given a chance to generate clicks and leads.

### ***CLICKS TO CONVERSION RATE:***

- » Match the tone and style of your ad, CTA, and landing page language. This will provide consistency and boost conversion rates.
- » Qualify your audience by starting with a simple statement such as “If you are an IT Director”. This will keep non-qualified people from clicking your ads.
- » Utilize LinkedIn’s conversion pixel to increase the usage of ads that are producing high conversion rates. On top of that, you can also use demographic conversion data to see which parts of your audience (job title, skill set, seniority, etc) are converting more than others. This is a feature unique to LinkedIn ads.

### ***RETARGETING RECAPTURE RATE:***

- » Use a third party platform such as AdEspresso or Perfect Audience to retarget your ad audience across multiple platforms.
- » Use different messaging when retargeting users that have already seen your Landing Pages. Using phrases such as Don’t Forget, Remember This or Don’t Miss Out can create the urgency needed for somebody to return to your landing page and convert.



# SOCIAL MEDIA



## FACEBOOK



1. Profile 2. Image/Video 3. Post 4. Headline 5. Subheader

### FREQUENCY OF CAMPAIGN POSTS:

- » Put together a posting calendar prior to your campaign launch so you are not rushing to create posts at the last minute.
- » Create a content repository of post worthy material to make sure you are never short of things to post about your campaign.
- » Turn high performing paid ads into social posts.

## ***AVERAGE POST REACH:***

- » Only post at times and days when your following is likely to be active on Facebook. This will make sure your content is shown to the most people possible.
- » Include your campaign posts as part of a wider social media posting strategy. Pages that post consistently achieve a wider reach.
- » Try to include as many newsworthy elements in your posts as possible. The Facebook Newsfeed algorithm gives a boost to those that do so.
- » Use the video or carousel options for your creative - the Facebook algorithm prioritizes ads that use them.

## ***CLICK-THROUGH-RATE:***

- » The average person only has an attention span of 8 seconds - write your post copy to appeal to skim readers.
- » Try to include as many newsworthy elements in your posts as possible. The Facebook Newsfeed algorithm gives a boost to those that do so.
- » Use organic post targeting to show the right content to the right section of your audience and improve click-through-rate.
- » If you are promoting an offer use brackets to make sure users are aware immediately (e.g. [Free E-Book], [Video], [Coupon]).
- » Use colors that stand out on the page.
- » If you are promoting an offer such as an E-Book or infographic, show it in the image or video.
- » Use eye catching phrases such as Limited Time, Off, Discount, Exclusive, Free, Special, Now, New, Save in your ad headlines to draw the interest of your audience.
- » Use a clear call to action such as Download Now, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.
- » Use the video or carousel options for your creative - the Facebook algorithm prioritizes ads that use them.

## ***POST ENGAGEMENT RATE (LIKES, COMMENTS, SHARES):***

- » Shorten your Facebook posts - to as little as 40 characters if possible. Posts with this number will receive 86% more engagement than those with more.
- » Try to include as many newsworthy elements in your posts as possible. The Facebook Newsfeed algorithm gives a boost to those that do so.
- » Include hashtags. Posts that have them see 60% more interactions than those that don't.
- » Use exclamation marks and questions. Both yield higher engagement on average.
- » Use language such as "Click like if you agree" to encourage post fans to engage as much as possible.
- » Take the time to acknowledge and respond to those people who are commenting on your posts. This creates the opportunity for future conversations and engagement.

## ***POST SHARE RATE:***

- » Use language such as "Dare you not to share this" to encourage post fans to share as much as possible.
- » Use video in your posts. Typically videos that are unique and interesting receive the most number of shares.

## ***CLICKS TO CONVERSION:***

- » Match the tone and style of your post, CTA, and landing page language. This will provide consistency and boost conversion rates.

## TWITTER



1. Profile 2. Tweet 3. Image/Video

### FREQUENCY OF CAMPAIGN POSTS:

- » Put together a tweeting calendar prior to your campaign launch so you are not rushing to create posts at the last minute.
- » Create a content repository of tweet worthy material to make sure you are never short of things to post about your campaign.
- » Turn high performing paid ads into social posts.

### AVERAGE POST REACH:

- » Make sure your campaign tweets are part of a larger strategy with a high volume of tweets. Twitter users who tweet frequently will see a higher number of impressions.
- » Only tweets at times and days when your following is likely to be active on Facebook. This will make sure your content is shown to the most people possible.
- » Mention other twitter users in your tweets to encourage them to retweet to their followers.

### ***CLICK-THROUGH-RATE:***

- » Use colors that stand out on the twitter platform.
- » If you are promoting an offer such as an E-Book or infographic, show it in the image or video.
- » Use a clear call to action such as Download, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.
- » Use eye catching phrases such as Limited Time, Off, Discount, Exclusive, Free, Special, Now, New, Save in your ad headlines to draw the interest of your audience.

### ***POST ENGAGEMENT RATE (LIKES, COMMENTS, SHARES):***

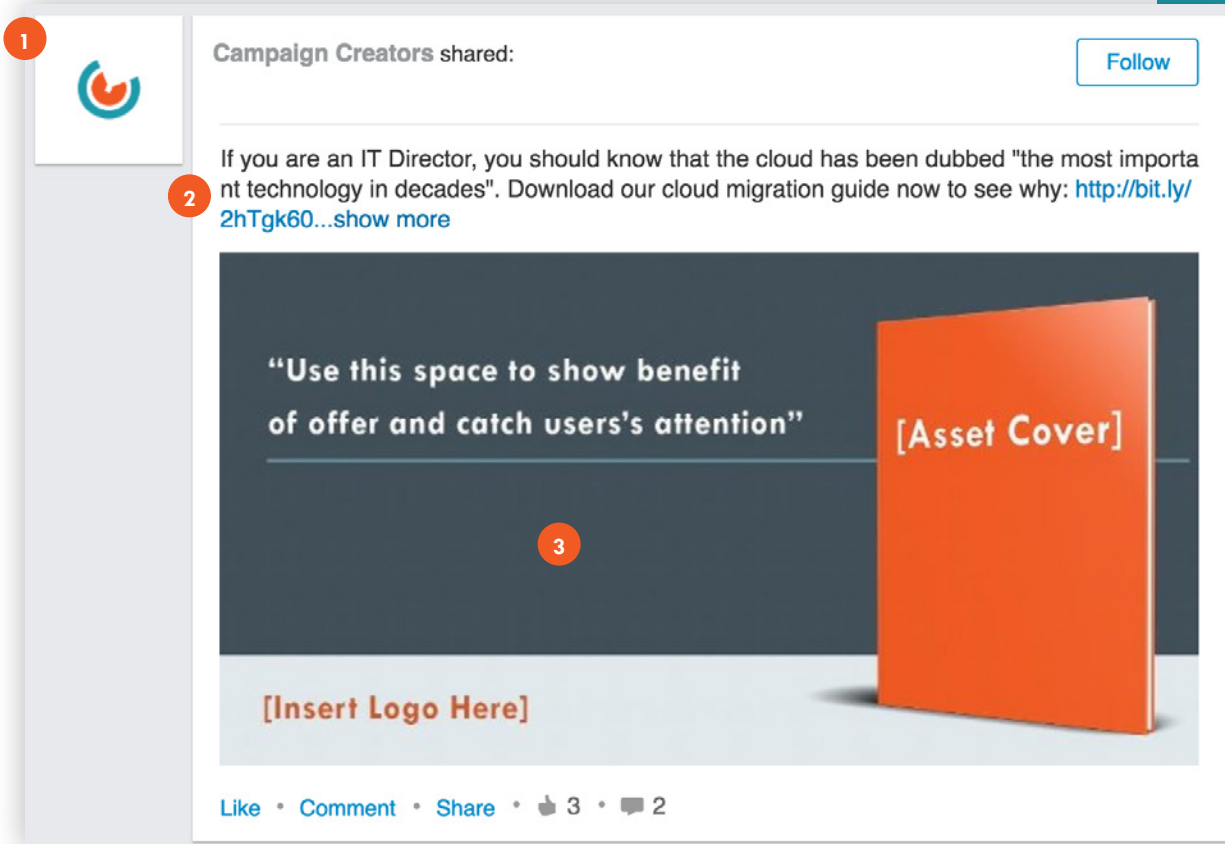
- » Mention other twitter users in your tweets to encourage them to share and comment back.
- » Use hashtags that your audience might be searching for. There are various tools available to help you track these down.

### ***POST SHARE (RETWEET) RATE:***

- » Use language such as “Retweet if you agree” to encourage post fans to retweet as much as possible. This can increase your chances of being retweeted by up to 160%.
- » Use video in your tweets. Typically videos that are unique and interesting receive the most number of retweets.
- » Mention other twitter users in your tweets to encourage them to retweet to their followers.

### ***CLICKS TO CONVERSION:***

- » Match the tone and style of your tweets, CTA, and landing page language. This will provide consistency and boost conversion rates.



1. Profile 2. Post 3. Image/Video

### ***FREQUENCY OF CAMPAIGN POSTS:***

- » Put together a posting calendar prior to your campaign launch so you are not rushing to create posts at the last minute.
- » Create a content repository of post worthy material to make sure you are never short of things to post about your campaign.
- » Turn high performing paid ads into social posts.

### ***AVERAGE POST REACH:***

- » Only post at times when your following is likely to be active on LinkedIn. This will make sure your content is shown to the most people possible.
- » Include your campaign posts as part of a wider LinkedIn posting strategy. Post a new update about once per day. This will allow you to reach 60% of your audience.

### ***CLICK-THROUGH-RATE:***

- » If you are promoting an offer such as an E-Book or infographic, show it in the image or video.
- » Use a clear call to action such as Download, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.
- » Avoid using too many salesy phrases such as Limited Time Off, Discount, Exclusive, Save in your ad headlines in order to appeal more to your professional audience.
- » Keep your link titles under 70 characters - otherwise, they will get cut off.
- » Keep your link descriptions under 250 characters - otherwise, they will get cut off.
- » Post inside niche LinkedIn groups that have interests similar to your product or service and might be interested in your campaign offers.
- » LinkedIn is a more business focused platform so use professional language and avoid the use of hashtags to appeal to your audience and increase clicks.
- » Use some stats or quotes to catch people's attention and encourage them to click.
- » Use colors that stand out on the page. LinkedIn tends to use a lot of light blue and grey so red, orange and yellow will be particularly noticeable.
- » The average person only has an attention span of 8 seconds - write your post copy to appeal to skim readers.

### ***POST ENGAGEMENT RATE (LIKES, COMMENTS, SHARES):***

- » Post images to get comments, they have a 98% higher comment rate.
- » Use exclamation marks and questions. Both yield higher engagement on average.
- » Use language such as "Click like if you agree" to encourage post fans to engage as much as possible.
- » Take the time to acknowledge and respond to those people who are commenting on your posts. This creates the opportunity for future conversations and engagement.

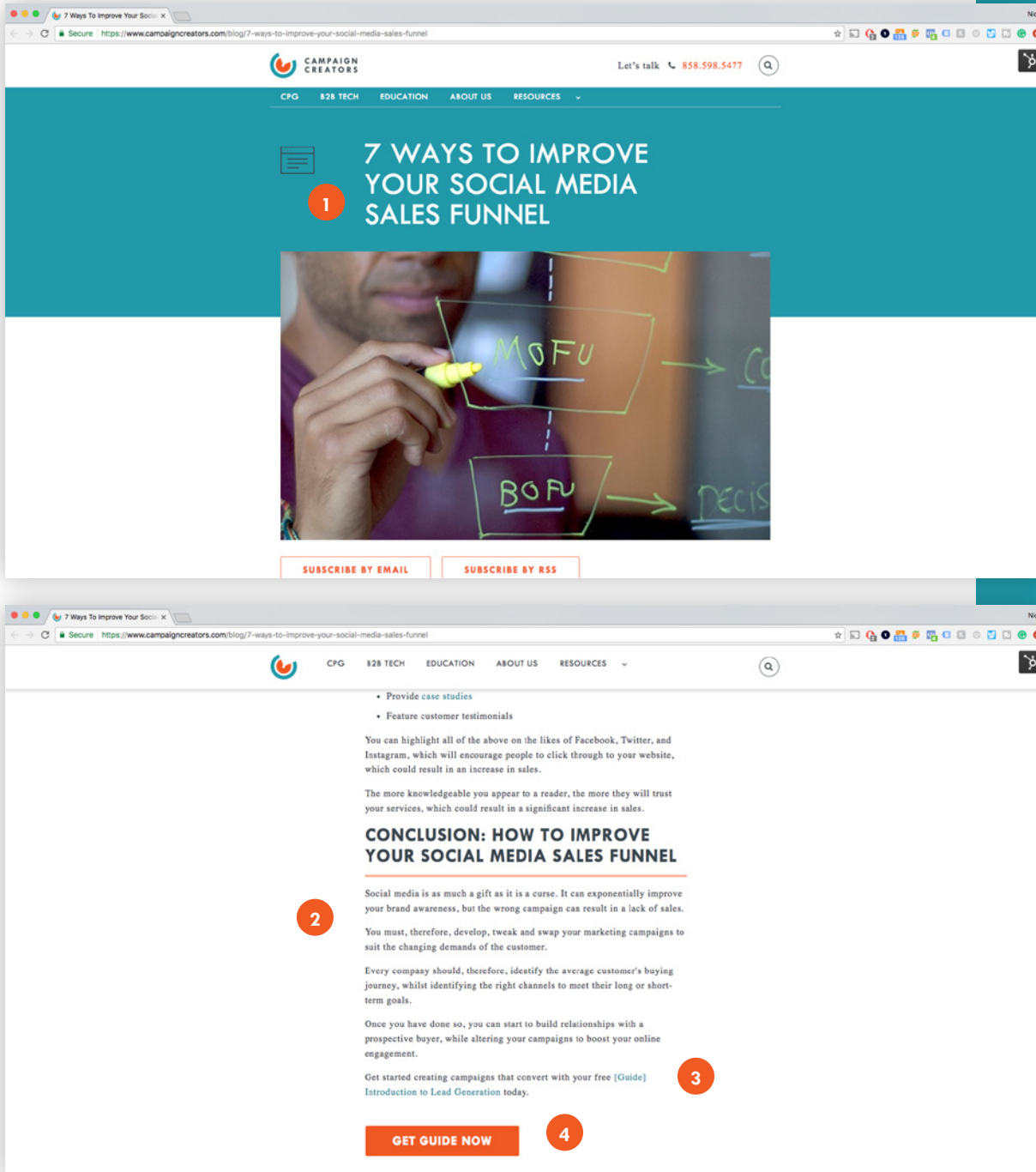
### ***POST SHARE (RETWEET) RATE:***

- » Use language such as “Share this post with your followers” to encourage post fans to share as much as possible.
- » Post Youtube videos to get shares, they have a 75% higher share rate.

### ***CLICKS TO CONVERSION:***

- » Match the tone and style of your posts, CTA, and landing page language. This will provide consistency and boost conversion rates.





1. Headline 2. Body 3. Hyperlinks 4. CTA

## ***CLICK-THROUGH-RATE:***

- » Insert relevant calls-to-action (CTAs) that lead to your campaign landing pages into your blogs. Use a mix of buttons and in-text hyperlinks.
- » Respond to comments on your blog with links to your campaign landing pages if the reader is looking to “learn more information”.
- » Write your blogs with the reader’s interest in mind first and Google second. Otherwise, your article will be void of creativity and nobody will want to read it through.
- » Choose the right font - large and easy to read. This will keep your visitors from getting frustrated and leaving the page.
- » Make sure your blog is responsive to being viewed on mobile to cater to that group of visitors as well.

## ***CLICKS TO CONVERSION:***

- » Only insert links to your campaign in blog posts that are relevant to that campaign.
- » Match the tone and style of your blog, CTA, and landing page language. This will provide consistency and boost conversion rates.

<http://sproutsocial.com/insights/facebook-reach/>

<https://mention.com/blog/increasing-twitter-reach/>

<https://www.quicksprout.com/2015/01/14/7-tips-for-increasing-your-click-through-rates-on-facebook/>

<https://blog.bufferapp.com/anatomy-of-a-perfect-facebook-post>

<http://www.socialmediaexaminer.com/6-tips-to-improve-facebook-posts/>

<https://blog.kissmetrics.com/c-o-n-v-e-r-t-s/>

<http://www.wordstream.com/blog/ws/2015/09/02/landing-page-tips-and-tricks>

<http://unbounce.com/101-landing-page-optimization-tips/>

<https://blog.hubspot.com/marketing/high-converting-landing-pages>

<http://neilpatel.com/blog/13-secrets-thatll-boost-your-facebook-organic-reach/>

<https://www.facebook.com/notes/mari-smith/7-ways-to-craft-your-facebook-posts-for-maximum-shares>

<http://www.socialmediaexaminer.com/optimize-your-facebook-ads/>

<https://blog.hubspot.com/marketing/make-emails-more-clickable>

<http://blog.adstage.io/2013/12/06/5-must-try-tips-for-optimizing-linkedin-ads/>

<http://blog.capterra.com/optimize-linkedin-ads-for-b2b-lead-generation/>

<https://blog.hubspot.com/marketing/how-to-reduce-your-websites-page-speed>

<https://www.crazyegg.com/blog/speed-up-your-website/>

<https://www.hallaminternet.com/improve-adwords-ctr/>

# CURIOUS TO SEE HOW MARKETING EFFORTS CAN BRING NEW LEADS INTO YOUR BUSINESS?

See how inbound marketing can help your company

[DOWNLOAD NOW](#)



## SHARE THE LOVE

Send this resource to a friend or colleague:

*SHARE*



Send this resource to a friend or colleague:

[SEND NOW](#)

*Created by:*



**TAMMY DUGGAN-  
HERD, PHD**  
Marketing  
Manager



**NICK MCCOY**  
Marketing  
Technologist



**ALVARO FLORES**  
Interactive  
Designer



858.633.1915  
[campaigncreators.com](http://campaigncreators.com)



CAMPAIGN  
CREATORS