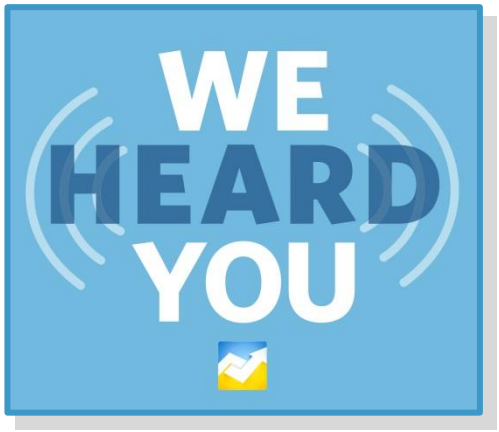
Designing for Conversion

Images, copy, tips and advice to help you convert visitors via your website—straight from the User Experience, Design, and Conversion experts at Constant Contact.

V4 | 09.14

© 2014 Copyright Constant Contact Inc.



We heard you! You told us that finding time to do your own marketing and generating new business leads are tough. We hope the web resources we've collected here help you to quickly and effectively market your business!

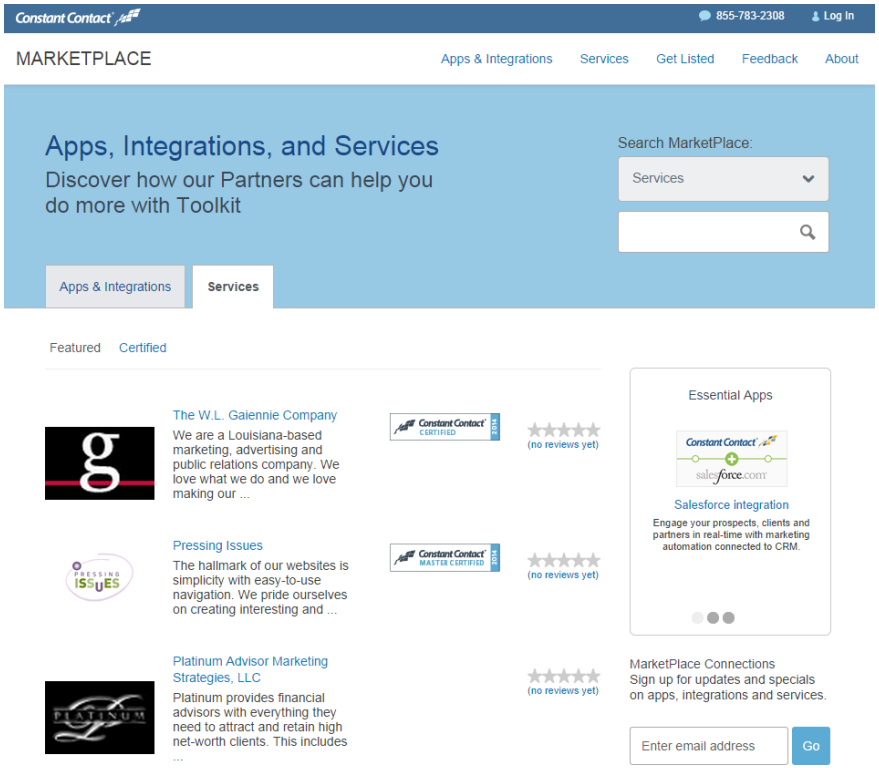
-The Solution Provider Marketing Team

To download images in this PowerPoint: *Simply right-click on the image you want to use, then choose "Save As Picture" (Windows), name it, and save it to your computer. Then add it to your campaigns, email signature, and your website!*

All images in this PowerPoint deck and in the accompanying ZIP file are 72 d.p.i. (low-resolution) and are best suited for use on your website or other digital marketing campaigns. Using low resolution images in print-based materials may result in pixelated/blurry images.

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)



Need help with your website?

Why not engage the help of a fellow Solution Provider through the Constant Contact Marketplace?

https://marketplace.constantcontact.com/?top5services

Are you a web designer or developer?

Have you created your Marketplace profile in the Partner Portal yet?

Not sure how to use the Marketplace or your Partner Portal? *Contact Partner Support at partnersupport@constantcontact.com or call 1-866-811-1344 (US & CA), 0800 096 9279 (UK).*

© 2014 Copyright Constant Contact Inc.

Designing for Conversion: Best Practices

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Designing for Conversion

- To entice your visitors to convert, your site should address their fears, answer their questions, and evoke their trust.
- Is your service priced accordingly? On your pricing pages, offer a range of packages and highlight–or at least offer–a more expensive one than you think most customers would choose. We value things when they cost more. “Cost” may be monetary or an investment of time.
- Whether you are designing your own website or hiring a designer to create it for you it might be a good idea to create a wireframed version of it–a site prototype. This might help you to test and refine the site’s navigation, page layout, page flows, etc. before investing time into creating visuals.
- For user testing where you get qualitative results it’s considered a good practice to perform the test with 7-10 users. Lower number of users might not provide a well-rounded feedback.

© 2014 Copyright Constant Contact Inc.

Images and Logos

© 2014 Copyright Constant Contact Inc.
partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

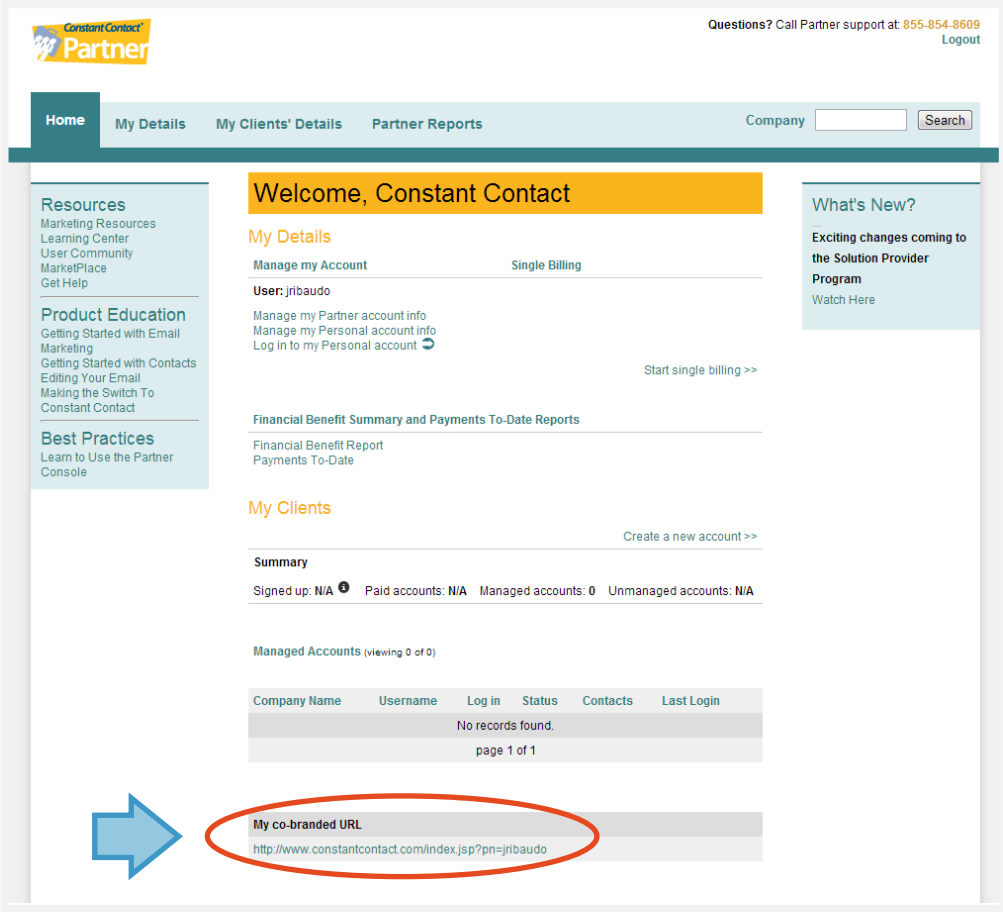
Constant Contact Logos

Constant Contact Solution Provider Program Logos

The grey box above is only for display purposes to show that the logo within it may be used on dark backgrounds.

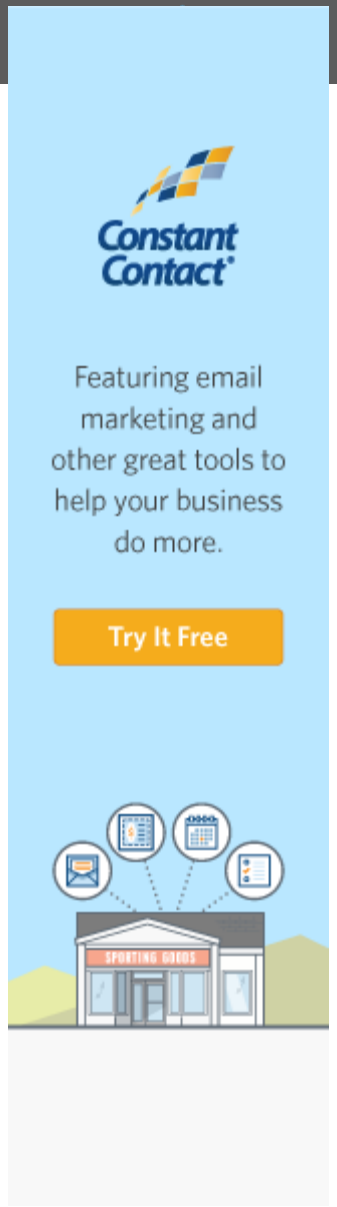
Your Co-Branded URL

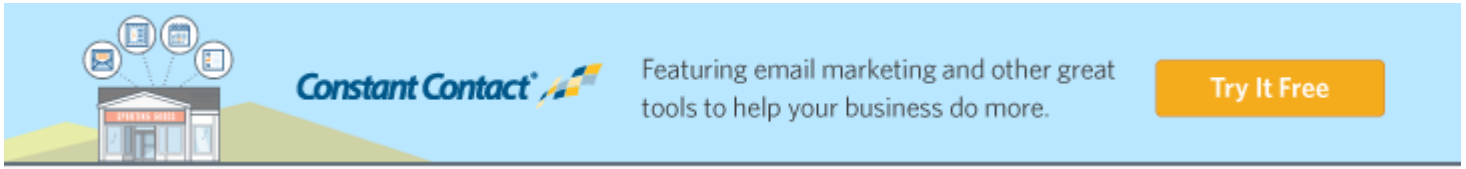
- Log in to your Partner Console, and it's located toward the bottom of the page
- Link to this address whenever you show a Constant Contract call-to-action button
- This is so we know to give you credit for any unmanaged trials you generate
- Good to put on your website, social media channels, your campaigns, and email signature!

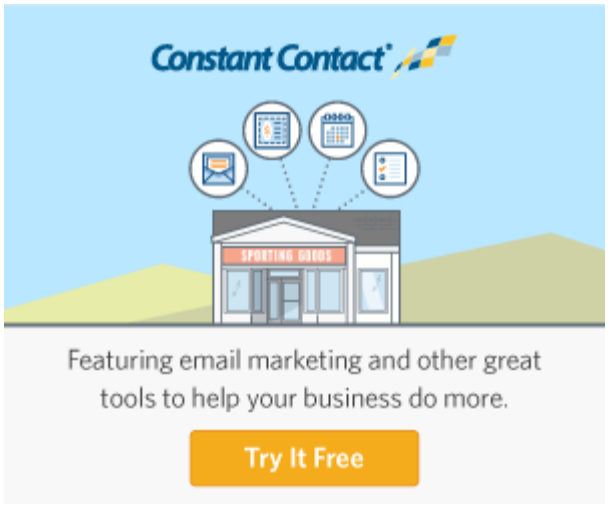


© 2014 Copyright Constant Contact Inc.

Constant Contact Banners (1 of 4)

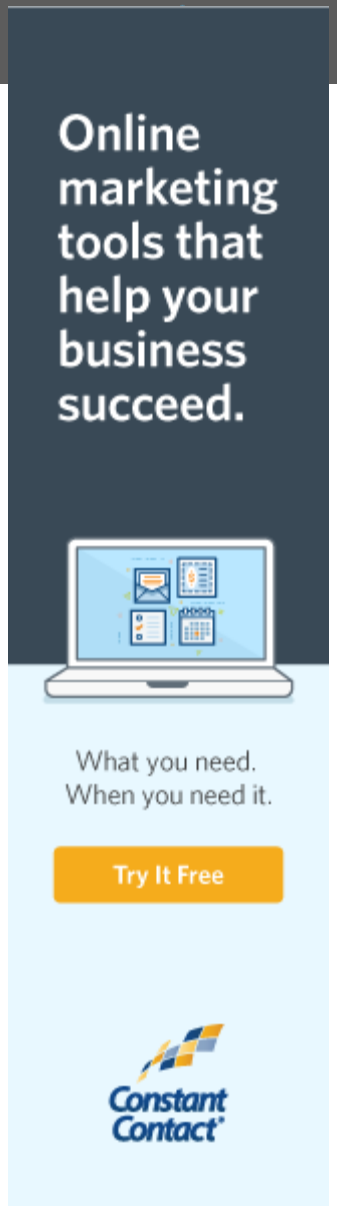






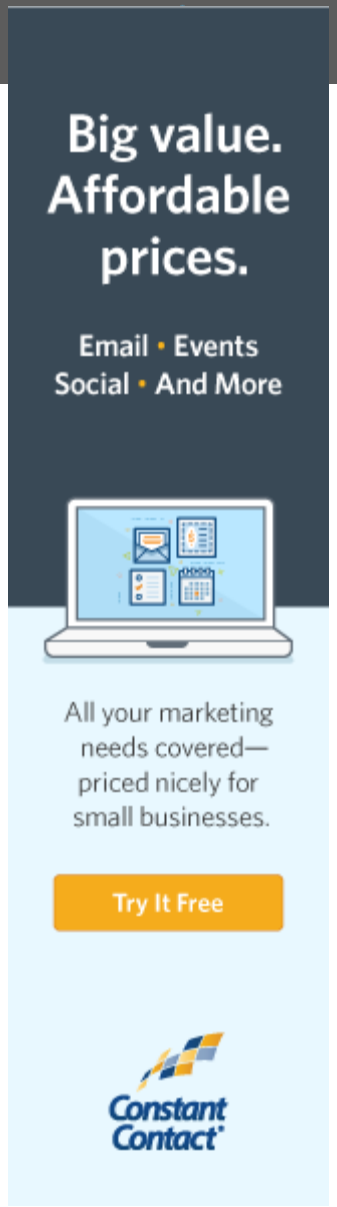
Tip: Don't forget to link these to your co-branded URL!

Constant Contact Banners (2 of 4)



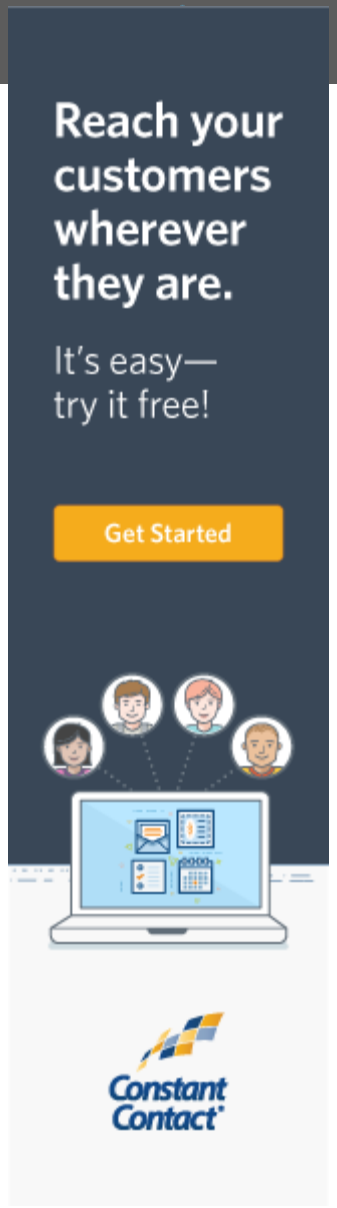
Tip: Don't forget to link these to your co-branded URL!

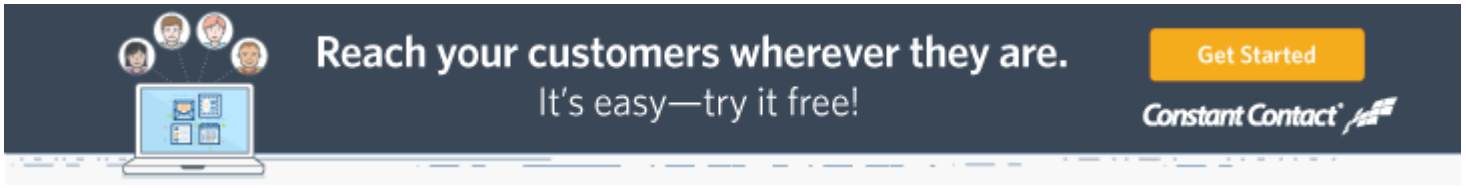
Constant Contact Banners (3 of 4)



Tip: Don't forget to link these to your co-branded URL!

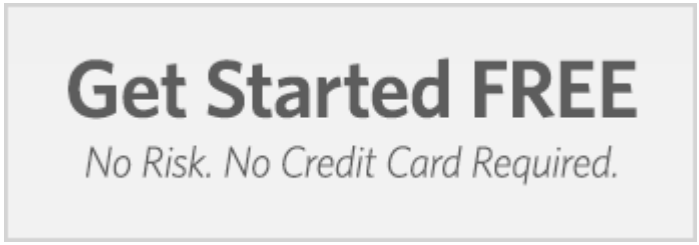
Constant Contact Banners (4 of 4)

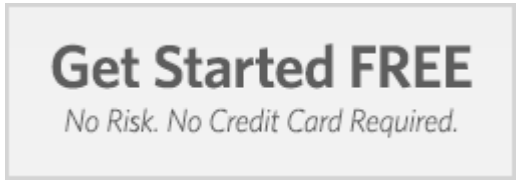


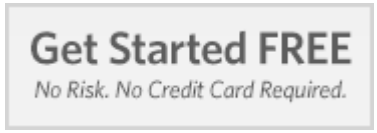


Tip: Don't forget to link these to your co-branded URL!

Constant Contact Call to Action Buttons







Tip: Don't forget to link these to your co-branded URL!

Sample Copy

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Talking about Toolkit

It's Toolkit, not "the Toolkit."

The word "the" should never immediately precede the word "Toolkit," but there are instances in which it can appear a few words earlier. It can get a bit tricky, so here are a few examples:

Correct (without "the"):

Sign up for Toolkit!

Toolkit makes it easy to...

Constant Contact's Toolkit is...

Correct (with "the"):

Sign up for the Constant Contact Toolkit!

The all-in-one Toolkit makes it easy to...

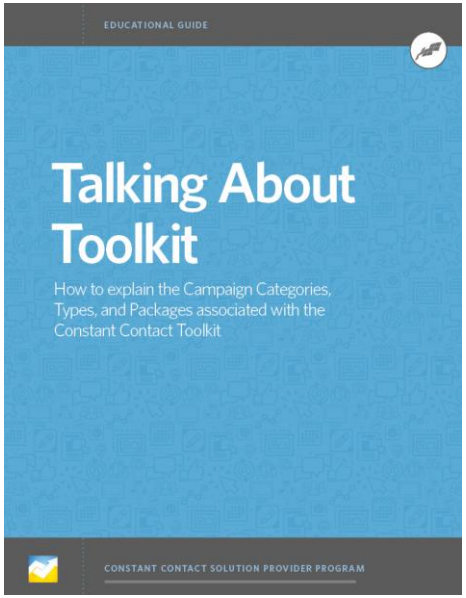
The all-new Constant Contact Toolkit is...

Incorrect:

Sign up for the Toolkit today!

The Toolkit makes it easy to...

The Toolkit is...



The "Talking About Toolkit" guide *is included in the Designing for Conversion ZIP file should you like to take a deeper dive into some of the new terminology associated with Toolkit.*

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Introducing Constant Contact

Introduction:

Constant Contact is your source for fast, easy, and affordable online marketing to reach your goals. Bring all of your marketing together in one convenient place: it's the source for the marketing campaigns, contact management, list growth tools, and coaching you need to engage and grow your audience across email, social, web, mobile, and more.

Constant Contact lets you save time and reach your goals by bringing all of your online marketing together in one convenient place so you never miss an opportunity to find new customers or engage the ones you have.

Constant Contact empowers you to grow your business: increase sales, engage loyal customers, get new customers, and spread your word of mouth with Toolkit.

Brand Positioning Statement:

For small businesses and nonprofits who want to grow their business or organization through email, social media, web and mobile marketing by partnering with a company that's committed to making them successful with easy-to-use tools and coaching. The Constant Contact Toolkit lets you save time and reach your goals by bringing all of your online marketing together in one convenient place so you never miss an opportunity to find new customers or engage the ones you have.

© 2014 Copyright Constant Contact Inc.

Introducing Yourself as a Solution Provider

[Company Name] is a Solution Provider with Constant Contact—the leader in online marketing. [I/we] can provide you with an unprecedented level of service and expertise for all of your marketing campaigns like email and social media marketing, event management, along with the ability to create offers and local deals for your business.

[I am/we are] equipped with easy-to-use, state-of-the-art tools designed to help you build meaningful relationships with your customers through all of the different campaigns found within Constant Contact.

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Communicating Your Value as a Solution Provider

Option 1:

[My/Our] marketing expertise can help you engage your current customers, while attracting new ones. Rely on [me/us] to save time and money, so you can focus on what you do best: running your business and building great customer relationships. Let me show you how [my/our] services, packaged around the Constant Contact Toolkit, can help your business flourish. Just call or email [me/us] to arrange a free consultation. Ready to get going right away? Start your free trial today.

[INSERT CALL-TO-ACTION BUTTON HERE, LINKED TO YOUR CO-BRANDED URL]

Option 2:

[I/We] realize that marketing isn't your full time job. Toolkit from Constant lets you save time and reach your goals by bringing all of your online marketing together in one convenient place so that you never miss an opportunity to find new customers or engage the ones you have.

As a Constant Contact Solution Provider, [I've/We've] got the expertise and know-how to help you use Toolkit to create targeted online marketing campaigns that reach your customers and prospects in all the places they are: email, social, web and mobile.

Give [me/us] a call at 000-000-0000 to see how [I/we] can help you convert prospects into customers with Constant Contact, or click the button below to start your free trial.

[INSERT CALL-TO-ACTION BUTTON HERE, LINKED TO YOUR CO-BRANDED URL]

© 2014 Copyright Constant Contact Inc.

Communicating Your Value as a Solution Provider

Option 3:

In addition to [my/our] current roster of services, [I/we] can now help you develop additional strategies to engage with your prospects, customers, clients, or members wherever they are. From their inbox to web to mobile, [I/we] can consult and support you when you need to reach them via email, social, survey, event registration, and more!

Give [me/us] a call at 000-000-0000 to see how [I/we] can help you convert prospects into customers with Constant Contact, or click the button below to start your free trial.

[INSERT CALL-TO-ACTION BUTTON HERE, LINKED TO YOUR CO-BRANDED URL]

Option 4:

The best way to build your business is to provide a stellar customer experience, keep your customers engaged, and stay in touch.

But you're busy actually running your business, so how can you find the time to consistently engage your customers in a meaningful way? Simple, leave it to [me/us], your Constant Contact Solution Provider. You can count on [me/us] to be your go-to source for all your marketing needs, freeing you up to do what you do best, which is run your business.

[I/we] recommend you start with the Newsletter or Announcement Campaign; it's a great way to get a beautiful, customizable message out across email, social, and mobile. Just sign up for your free trial of the Constant Contact Toolkit, or give [me/us] a call to discuss how it can work for you.

Whether setting up your account, segmenting your contact list, managing your online marketing campaigns, or helping you grow your list, [I/we] can help you bring your marketing together with all of the online marketing tools you need in one convenient place.

Give [me/us] a call at 000-000-0000 to see how [I/we] can help you convert prospects into customers with Constant Contact, or click the button below to start your free trial.

[INSERT CALL-TO-ACTION BUTTON HERE, LINKED TO YOUR CO-BRANDED URL]

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Marketing Constant Contact

(Short)

The Constant Contact Toolkit is your source for the marketing campaigns, contact management and list growth tools, and coaching you need to engage and grow your audience across email, social, web, mobile, and more. [SP Company Name] is here to get you up and running.

(Long)

Whether you're looking to engage your customers, build your audience, drive sales or donations, or increase your overall brand awareness, [I have/we have/Company Name has] the online marketing expertise to help you succeed. In addition [Company Name] has partnered with Constant Contact—the leader in Small Business Marketing—as part of their Solution Provider program to help you bring all of your marketing efforts together to grow your business. The Constant Contact Toolkit is your single source for the marketing campaigns, contact management, and list growth tools you need in order to engage your audience across email, social, web, mobile, and more. Contact [me/us] today to learn more about how we can leverage the power of the Constant Contact Toolkit to help your business succeed.

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Marketing Constant Contact's Stand Alone Products

Email Marketing

Whether you're looking to increase revenue through an online promotion, promote an event, increase your social media presence, or just stay in touch with your audience, email marketing is an effective tool that will power your business's growth. We can coach you through getting set up, help you get your first campaign out, or handle it all for you.

Social Media Marketing

Grow your fan base and create social word of mouth with a Facebook Fan Promotion. By running an online sweepstakes, coupon, or providing a piece of downloadable content on your Facebook page, we can help you grow your audience and keep them interested in your business.

Online Promotions and Deals

Drive sales and revenue for your business by creating an online coupon that is trackable, redeemable, and shareable. We'll develop a strategy for promoting it through email, social media marketing, and your website.

Events and Registration

Let [SP Company Name] manage all of the details for your next event. We'll create a professionally-designed landing page complete with all of your branding and event details, manage your registration, and collect all of your payments through one seamless experience for your customers. You can focus on making the event experience a great one, we'll handle the rest.

Feedback & Surveys:

[SP Company Name] understands that great marketing starts with knowing your audience and discovering what they like most about your business. We'll build you an interactive online survey or poll that delivers meaningful results–and this feedback will allow us to create effective marketing campaigns around what your audience really wants.

© 2014 Copyright Constant Contact Inc.

partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Online Resources

Please note that Constant Contact does not endorse any blogs, merchandise, books, or companies associated with the websites recommended in this section.

© 2014 Copyright Constant Contact Inc.

Video

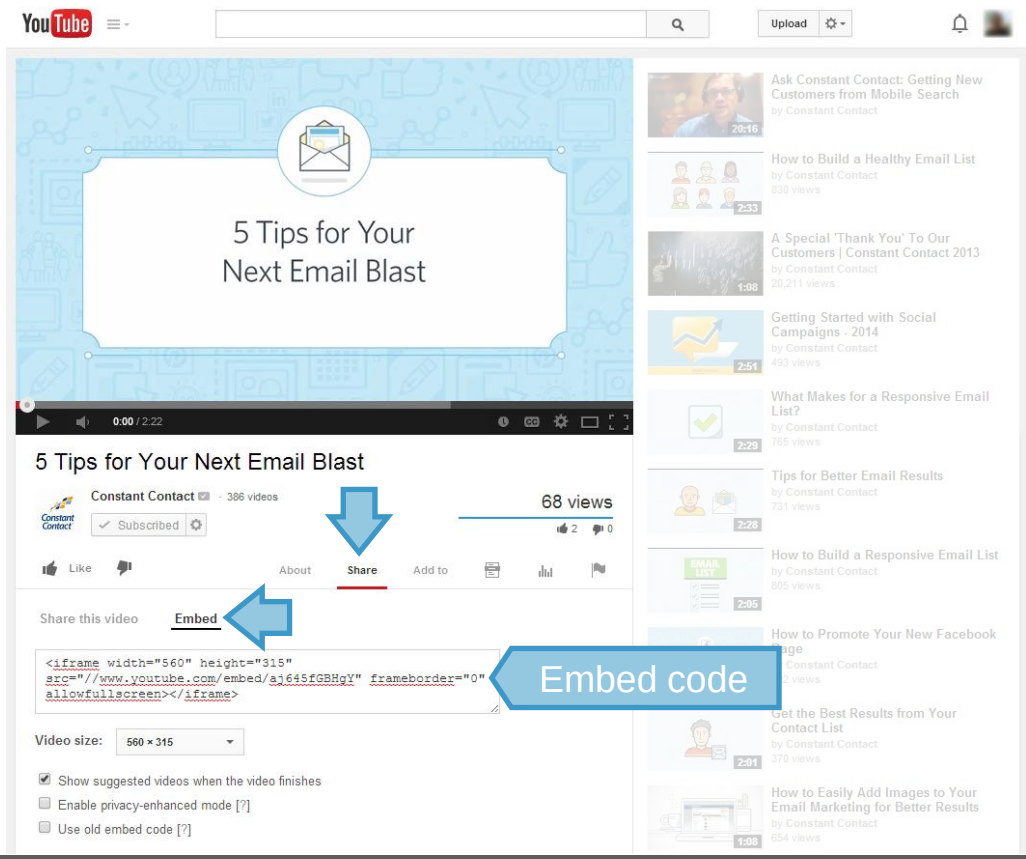
Constant Contact on YouTube:

http://www.youtube.com/constantcontact

Embed our educational videos in your website/blog and share them to your social networks!

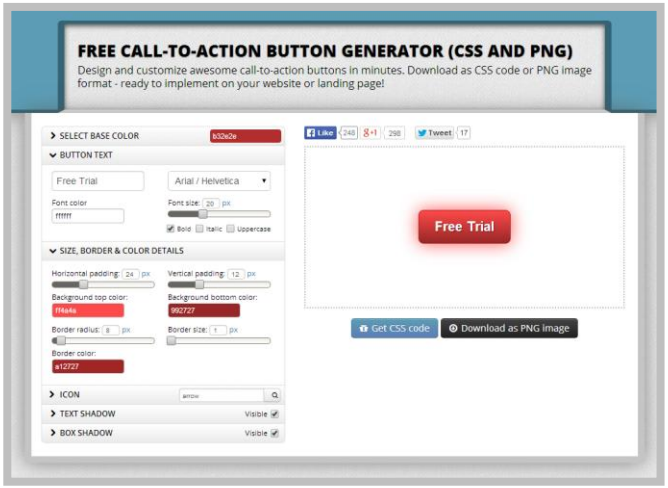
- Position yourself as the expert
- Educate your clients
- Drive engagement on and traffic to your site or blog

Want more tips? Visit our blog:
http://blogs.constantcontact.com/product-blogs/social-media-marketing/how-to-embed-a-youtube-video/



© 2014 Copyright Constant Contact Inc.

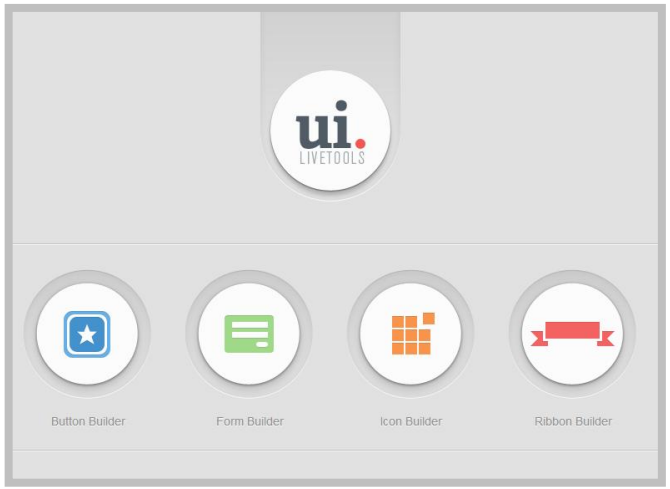
Buttons and Icons



Button Optimizer

www.buttonoptimizer.com

A free tool to design and customize call-to-action buttons in minutes; download them as CSS code or PNG image format!



User Interface Livetools

http://livetools.uiparade.com/

A free tool to design and build buttons, forms, icons, and ribbon graphics in HTML and CSS.

© 2014 Copyright Constant Contact Inc.

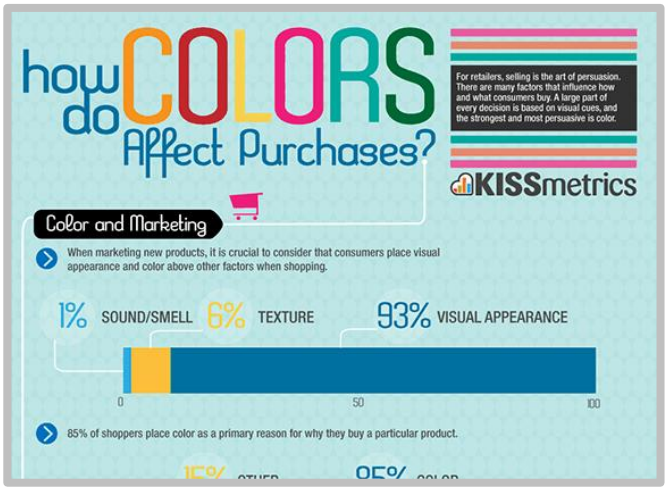
partnersupport@constantcontact.com | Mon-Fri 9am-8pm ET 1-866-811-1344 (US & CA) | Mon-Fri 2pm-8pm 0800 096 9279 (UK)

Color

Whitespace In Web Design

http://blog.teamtreehouse.com/white-space-in-web-design-what-it-is-and-why-you-should-use-it

White space is the portion of a page left unmarked, the portion that is left blank.

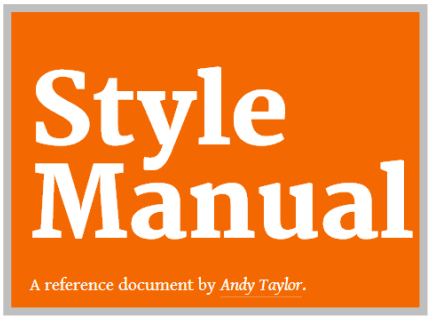


How do colors affect purchases?

http://blog.kissmetrics.com/color-psychology/

© 2014 Copyright Constant Contact Inc.

Copy Writing and Typography



Style Manual: A Reference Document

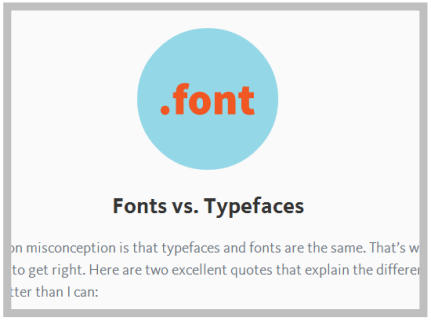
http://stylemanual.org/

An extensive collection of punctuation, style, and commonly misused words.

CopyBlogger

http://copyblogger.com/blog

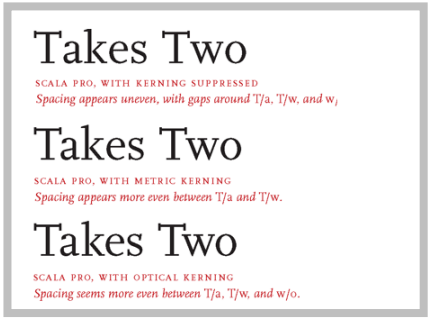
An extensive collection of punctuation, style, and commonly misused words.



A Pocket Guide to Mastering Typography

http://www.typogui.de/

A great quick-reference guide on typography best practices.



Thinking With Type

http://thinkingwithtype.com/

A detailed guide on typography.

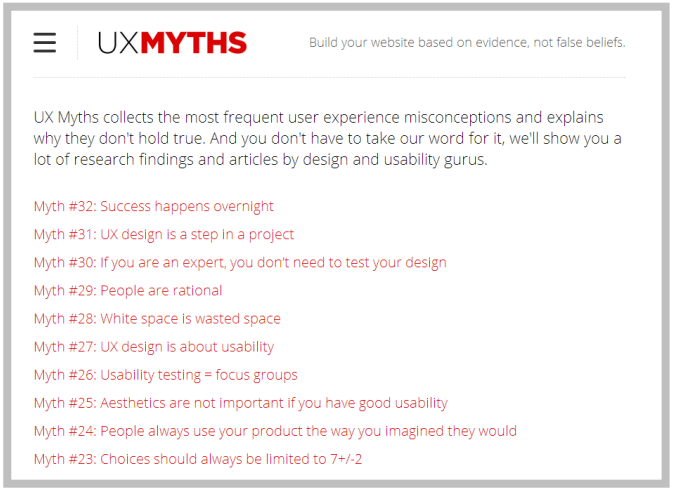
© 2014 Copyright Constant Contact Inc.

Information Design and Visual Hierarchy

Understanding Visual Hierarchy

http://webdesign.tutsplus.com/articles/understanding-visual-hierarchy-in-web-design--webdesign-84

Visual hierarchy is one of the most important principles behind effective web design.



UX Myths

http://uxmyths.com/

UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true.

© 2014 Copyright Constant Contact Inc.

Additional Web Design Resources

- Smashing magazine
  http://www.smashingmagazine.com/
- A list apart
  http://alistapart.com/
- UX booth
  http://www.uxbooth.com/
- User Interface Engineering
  http://www.uie.com/brainsparks/
- Usability.gov
  http://www.usability.gov/
- Boxes and Arrows
  http://boxesandarrows.com/

Need help with your website?

Why not engage a fellow Solution Provider through the Solution Provider Directory in your Resource Center? See slide 3.

© 2014 Copyright Constant Contact Inc.

We want your feedback!

Are we missing any logos, resources, copy blocks, or graphics that you need to quickly and effectively market your business on your website?

partnerfeedback@constantcontact.com

© 2014 Copyright Constant Contact Inc.