E-commerce Landing Page Conversion: Avoid Deadly Sins 📄PDF

Discover the biggest mistake e-commerce brands make on landing pages and funnels, hindering conversion rates. This thread unveils a 'deadly sin' - blindly following best practices. Instead, learn to build a 'persuasion machine' using a 6-step system focused on intensifying desires. Master benefits descriptions, future-pacing, social proof, competitor comparison, and daily use scenarios to transform your landing page and skyrocket sales!

1. This is probably the DEADLIEST SIN e-com brands make with landing

Youssef ✓ @YoussefEcom · Jul 2, 2024

This is probably the DEADLIEST SIN e-com brands make with landing pages and funnels.

Might sound like a big claim, yet it's true.

The "Sin" is sneaky, rooted in a shallow understanding of how the conversion rate works.

And it could cause your landing page to BOYCOTT your paid ads instead of doing the heavy lifting of turning traffic into $$.

This "Sin" is to follow best practices, templates and swipes.

The truth is there are no "real" best practices or magic sections/templates.

To have a landing page that prints, it needs to be a PERSUASION machine.

Persuasion is the keyword that will make your landing page a printing machine.

Too many brands see traffic as page views and throw in best practices to have a good conversion rate.

Every "page view" is a real human being.

To maximize the chances of them buying, you have to run them through a virtual A-player salesman.

In return, you'll have a better CVR > more profits from ads > compounding marketing > scale.

One of the strongest persuasion techniques is the Intensification of desires.

While most landing pages try to "sell" their products with platitudes and shallow copy,

Your goal is to touch on all the angles and psyches of your prospects and create a VIVID, clear picture of why your product will literally change their life.

With every section, your goal is to reinforce the picture with a fresh, new perspective so it takes a "bigger estate" in their mind.

⚙ Here is a 6-Step System you need to execute on right away to intensify the desire of your funnel/landing page.

And turn it into a persuasion machine.

↳ Step 1. Describe the benefits of your product based on the market's sophistication

Describing the product's benefits is the starting point, nothing crazy there.

But funnily enough, that's also where most brands will stop.

They would describe the product's benefits and ask for the sale right away.

First, this is just the beginning.

And second, there's a right and a wrong way to do it.

The "benefits" you choose depend on the level of sophistication of your market.

If your market is sophisticated, you can't come up with generic claims like everyone; it will simply not hit.   Remember, your traffic is not dumb.

You want to differentiate, have a unique positioning, and use benefits that resonate with them.

Example: Instead of broadly saying

 "Our product makes your skin healthier," which is too vague and generic for a sophisticated market

Say

"Our serum uses a unique blend of antioxidants and peptides to visibly reduce fine lines and improve skin elasticity within 2 weeks."

Now that you've presented your top benefits, it's time to reinforce and occupy more of their mental estate.

⚠️ Reinforcing doesn't mean repeating.

Repeating your messaging will lose your prospects while reinforcing will create a fresher perspective for the same desire.

↳ Step 2. Reinforce the image of your product in your prospects' minds through education & logic

A lot of brands throw in "science behind, technology behind, why it works" sections just for the sake of it.

The purpose is not just to fill the page with educational content your prospect doesn't care about.

The goal is to expand on the "image" your product holds in their mind.

And to intensify the desire he/she has while explaining how your product solves it with a logical and more sophisticated argumentation.

Even if we're talking about the same desire(s), we're not repeating ourselves because we are explaining HOW the product solves the desire(s).

At the end of the section, they should not only feel their desires "agitated",

But also persuaded that your product WORKS.

↳ Step 3. Future-pace how your product will work for your prospects.

Future-pacing is the process of vividly describing a future scenario in which your prospect is using your product, experiencing its benefits, and achieving their desires.

This works very well for intensification because it turns your "virtual" claims into real-life applications.

It helps them imagine and start creating scenarios about what happens after they buy your product, which is exactly what we want

It works in your favour to create an even more vivid image of your product WITHOUT feeling repetitive and without losing them.

Example:

After 7 days, experience .. X
After 14 days, experience .. Y
After 60 days, experience .. Z

You can even add stats to back up the claims.

For example, 97% of users experience X after Y days.

↳ Step 4. Bring in an external audience: previous users, experts, authorities, celebrities..

Bringing other humans into how your prospects perceive your product will provide an ever-fresher point of view.

The goal is NOT to throw testimonials just because social proof is known to increase conversions.

You want to incorporate HOW the product changed the lives of other people who LOOK LIKE your prospect so he/she can relate to them.

The more precise, the better.

Testimonials shouldn't be dry and high-level but should act as another reinforcement of the benefits and pains the product is solving.

You're pushing the same benefits but in a different, fresher format.

Adding experts and authorities into the mix will only make it stronger.

Because an expert POV is always deemed more aligned with truth.

After agitating the desires through emotions and painting a vivid picture, adding experts will help you validate the claims through LOGIC and proof.

↳ Step 5. Compare your product and prove its superiority

Another way of reinforcing the image of your product and intensifying it without repetition is to POSITION it against other solutions.

As I said in the beginning, your traffic is not just page views.

They are real human beings.

They have a lot of comparisons and alternatives that pop into their minds as soon as they see your product.

The ultimate goal is to identify and annihilate every single one of them.

Depending on your market's sophistication, those alternatives could be:

(Example: Product = Skincare serum)

• Direct competitors: Other skincare serum
• Alternatives or indirect competitors: Other skincare solutions, surgery, etc.
• Other: Simply not using a skincare serum

↳ Step 6. Paint a vivid picture of how your prospect will use your product in their daily life

Also known as the "How to use" sections.

But most don't get it right.

The goal of the How to use section is NOT only to educate and explain. It's not an instruction manual.

The goal is to expand the image that your product holds in your prospects' minds.

The best combo is to show how to use it, how easy it is to use it, and the great value it provides at the same time.

In other words, you want to create an asymmetric contrast between the value it provides and its ease of use.

Example:

Step 1: Apply a few drops in seconds after cleansing in the morning.
Step 2: Experience smoother, radiant skin and feel confident ALL DAY

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Hope you found it helpful

If you run a DTC brand and want to scale your paid ads through funnels/landing pages.

👉Check ecomfunnels.io -

> 1. Follow @YoussefEcom 2. Liking and/or Retweeting this post will also be appreciated.

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❓ Frequently Asked Questions

What is the 'deadly sin' e-commerce brands make with landing pages?

The 'deadly sin' is blindly following best practices, templates, and swipes without understanding customer psychology and persuasion.
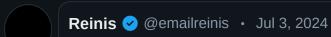

How can I turn my landing page into a 'persuasion machine'?

Implement a 6-step system that intensifies desires by focusing on benefits, education, future-pacing, social proof, competitor comparison, and daily use scenarios.

Why is it important to differentiate benefits based on market sophistication?

Sophisticated markets require unique and resonating benefits instead of generic claims that won't grab their attention or persuade them.

💬 Replies & Comments

Reinis ✅ @emailreinis • Jul 3, 2024

Good take, I've always thought of writing my pages as if a sales rep would be selling the product

Where using swipes is useful is deconstructing how the competitors imaginary sales rep sales their product

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Önder @Chess_Trainer_ • Jul 3, 2024
👍👍

The Macro Dudess @MacroDudess · Jul 3, 2024

Thanks @YoussefEcom , this is really great!
Stupid question: How do you get something like your 1-15-28 day graphic
to display nicely on mobile?

David Green @lovallampo · Jul 3, 2024

Bookmarked.