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Hyper conversions framework.

How to skyrocket monthly reccuring revenue
through a highly converting website.

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Introduction

Hi there! My name is Leo, Creative Director here at Solace. I wanted to thank you for downloading this eBook personally, and I hope it can be of great value to you. The startup space is thrilling, full of energy and potential. Getting the knowledge and resources to reach the next funding round step is pivotal in your journey to scale exponentially.

I have compiled conversion led thinking to communicate how to execute the focal point of the business precisely—your marketing website. The website bridges the gap between a prospective buyer and a paid acquisition. Therefore, ensuring the approach is tailored to convert users and communicate the value of your product will leave you favourable returns.

Are you acquiring the customers you need to scale up?

Time and time again, founders will design new landing pages, send them out to the market and hope that leads will flood through the door. Disappointment sets in when customer acquisition is slow, and it's back to the drawing board.

What if I told you an exact formula you can follow to create a landing page that sells from day 1. The framework will convert your customers, clearly communicate your product and sell your product. Turn your website into a customer acquiring goldmine and get a positive return on ad spend.

I've compiled thinking from working with numerous funded startups from Seed - Series A to devise highly converting websites. Thrown in the mix are industry best practices, proven models and lots of experiments. Tried and tested, the framework is there to be used. So please make use of it!

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Hyper Conversion Framework - In Ten Steps

1) Use the problem > solution > value structure

Problem »

| It takes time to build a world-class design department in house. |
| Founders find it challenging to validate features with users. |

Solution »

| Solace uses it's mature design team for startups to accelerate. |
| Solace takes the weight of the UX design process. |

Value »

| Time-to-market is quicker and design standard is high calibre |
| User retention increases and the product grows traction. |

Features are no longer enough to sell your product. Instead, visitors want to be sold on the pain you're alleviating.

Communicating what problem you solve, who you target, and why you exist will fundamentally build clarity in the customers' minds.

1. Look at the problem you are solving for your ideal customer personas.
2. Jot down three primary problems to address on the landing page. Look at how your product provides a solution to these problems.
3. Tie in the value provided to your customer to clarify the returns they can expect.

As the visitor scrolls down the page, a pain point will instantly jump out to them they can resonate with.

2) Use headlines that tell the whole story

Benefits led headline. Provides context to the section and the value add of the product
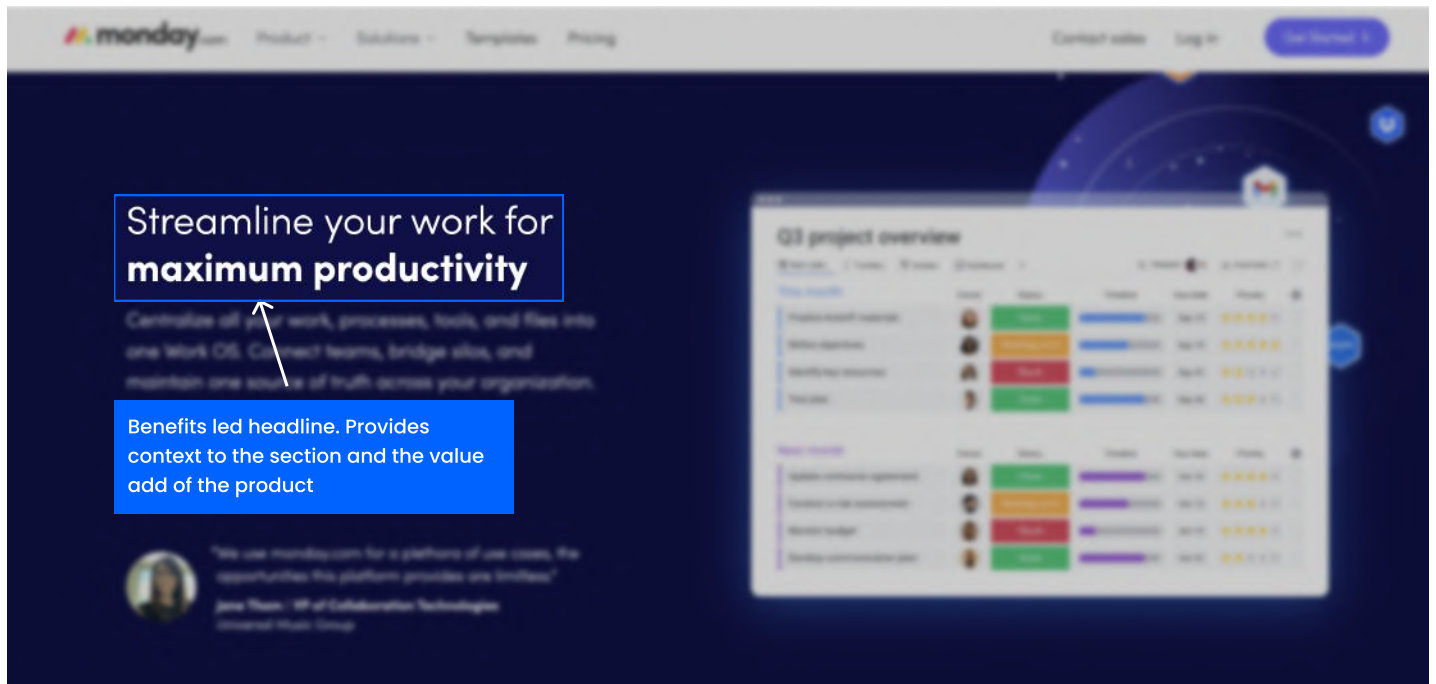
Believe it or not, visitors avoid micro-copy. They have short attention spans and use a skim-reading approach. Headlines jump out right away, so make sure to use them effectively. They need to communicate a value add of the product and be a full sentence. For example, stop using titles like "The Features". Instead, you could try "{{businessName}} provides the features required to accelerate growth".

3) Benefits led call to actions (CTA)
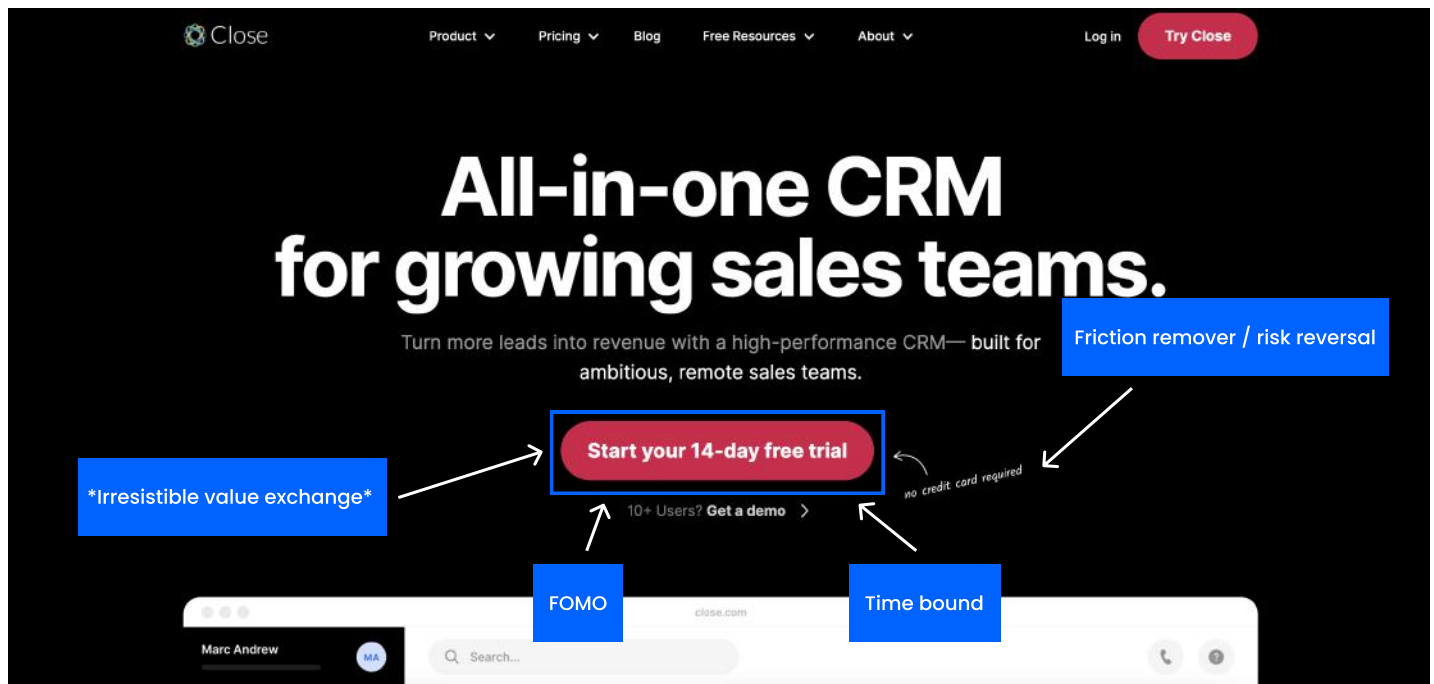
Visitors need incentives to engage with your product. "Learn more" and "Contact us" CTAs leave the visitor thinking "WHY". Why should they take the next step today? Instead, create a fear of missing out (FOMO) to make visitors feel like they need to take action now. Also, make the call to action time-bound to reduce friction. A prime example of a successful CTA where both principles apply is "Get FREE 7-day trial". This is perfect, as who would say no to such an irresistible offer?

Supplementary to the call to action button, you can add a risk reversal. Also known as a friction remover, it's a statement that removes doubt in the visitors' minds. "No credit card required" and "30-second sign-up" are examples of statements that make you want to take the plunge right away.

4) Emotive language first

Emotive language. Using before/after scenarios to show transformations and pain alleviation.
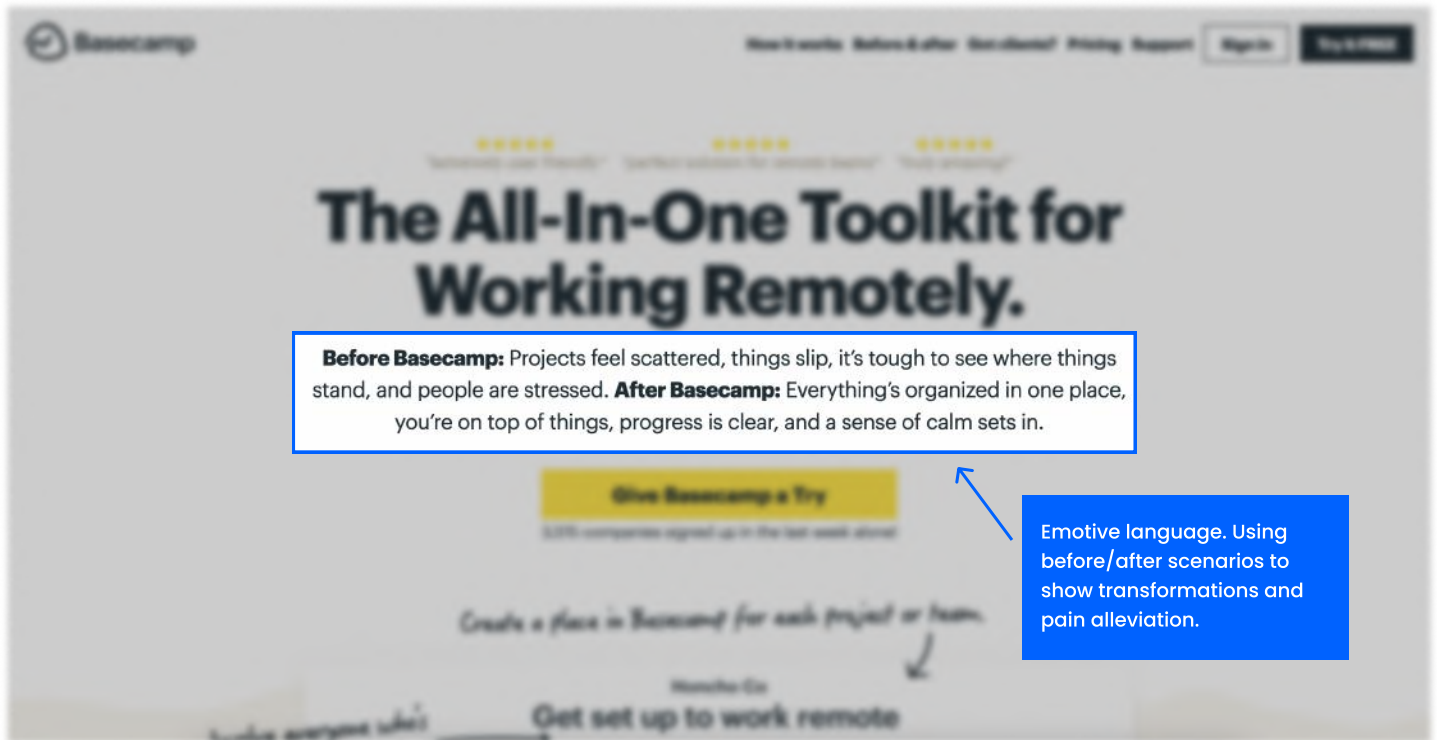
Startups often rave about their game-changing features, communicate their product's vast function, and hard-sell. Visitors, first and foremost, want to know how you are solving a problem they are facing. Therefore, initiate first with emotive-driven language, when communicated, move onto functional language. Emotive driven language can be rhetorical questions such as "Not achieving revenue growth targets? or "Ad spend not yielding a return on investment?". You can also use a statement such as "Say goodbye to 6 month long funding rounds". Humans are emotion-driven, and making sure to tailor your pitch to intrinsic motives will yield desirable results.

5) Use all your credibility
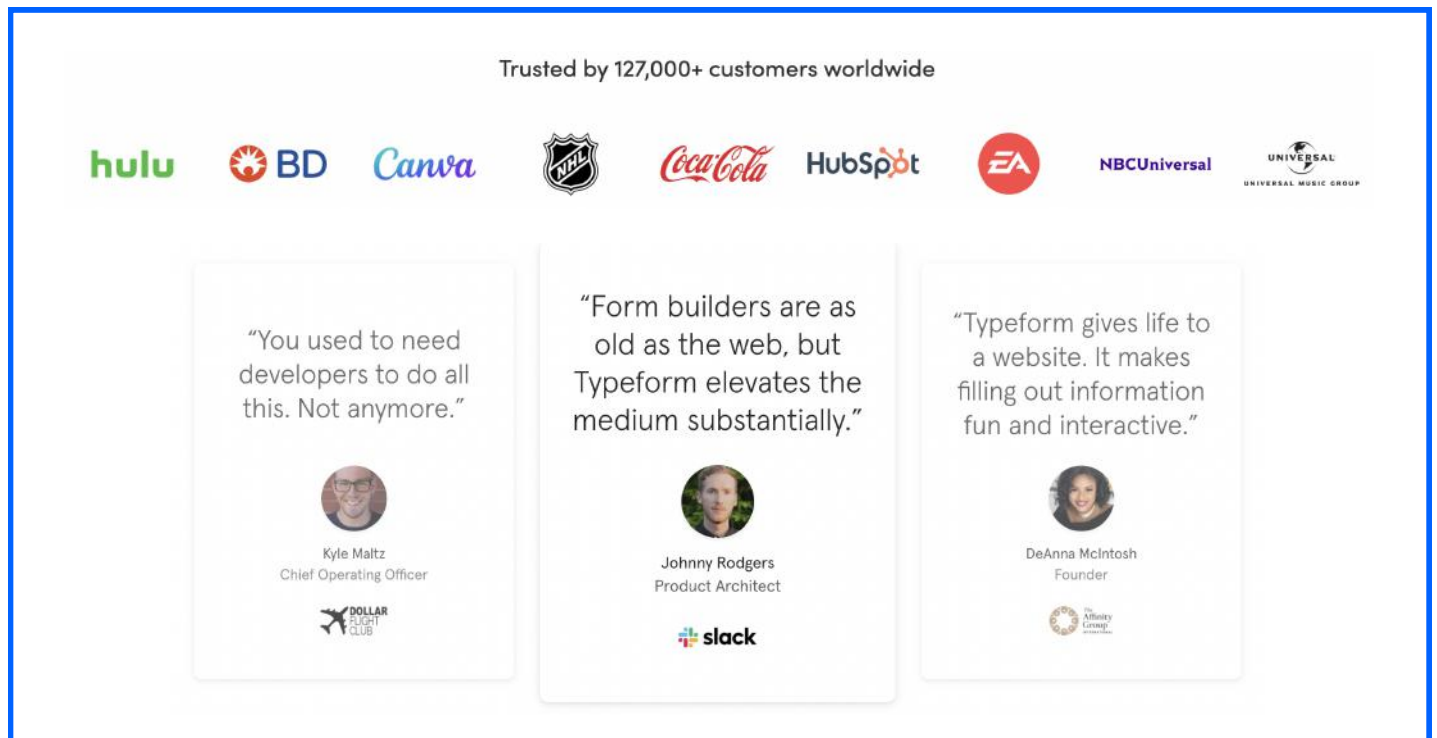
To effectively sell your product, you need to convince prospects that it's viable and proven to work. Building trust with your visitors is pivotal to giving them the belief that your product is a feasible purchase.

Here are some of the credibility sections you can introduce:
- Partner/Customer logos
- Case studies
- Proven results for clients
- Awards
- Press
- Reviews
- Investors
- Team
- Industry accreditations

6) Position yourself in the market

Mentions target audience "Bootstrapped SaaS Founders" in the headline.

Specific to an audience and talks to a niche segment of SaaS founders. Clear positioning.
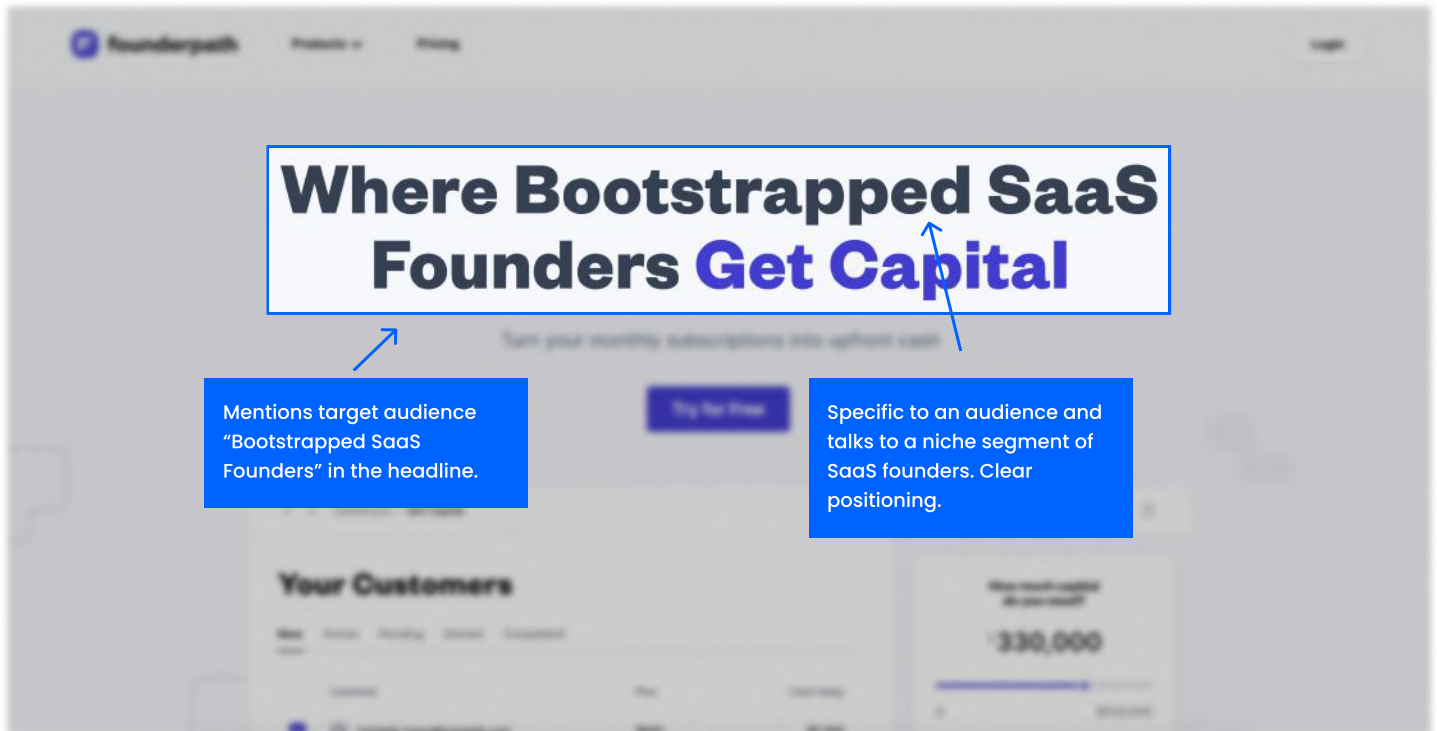
There's a saying that businesses that sell to everyone sell to no one. It might be possible for a global conglomerate to access multiple market segments, but as a startup, this is tough. Your niche is what gives you power. You get the ability to solve a specific problem for a narrower group of people. Those people will feel empowered by your product as language will speak directly to them. They will feel understood, and your brand will show empathy. Tailor your landing page to your ideal customer persona and mention the group, e.g. "funded startups" or "micro-influencers". By framing your messaging and visuals around this one group, they will be compelled to buy your solution.

7) Make sure visuals depict your messaging
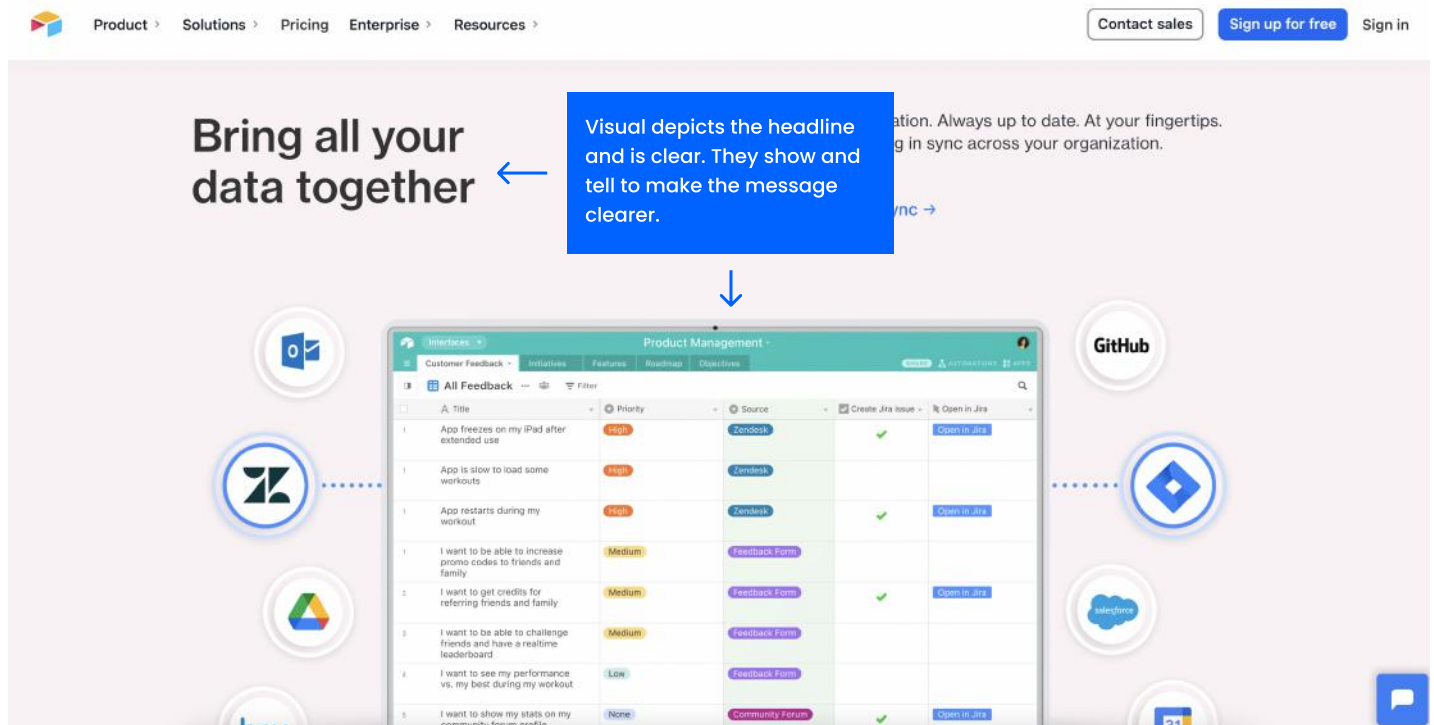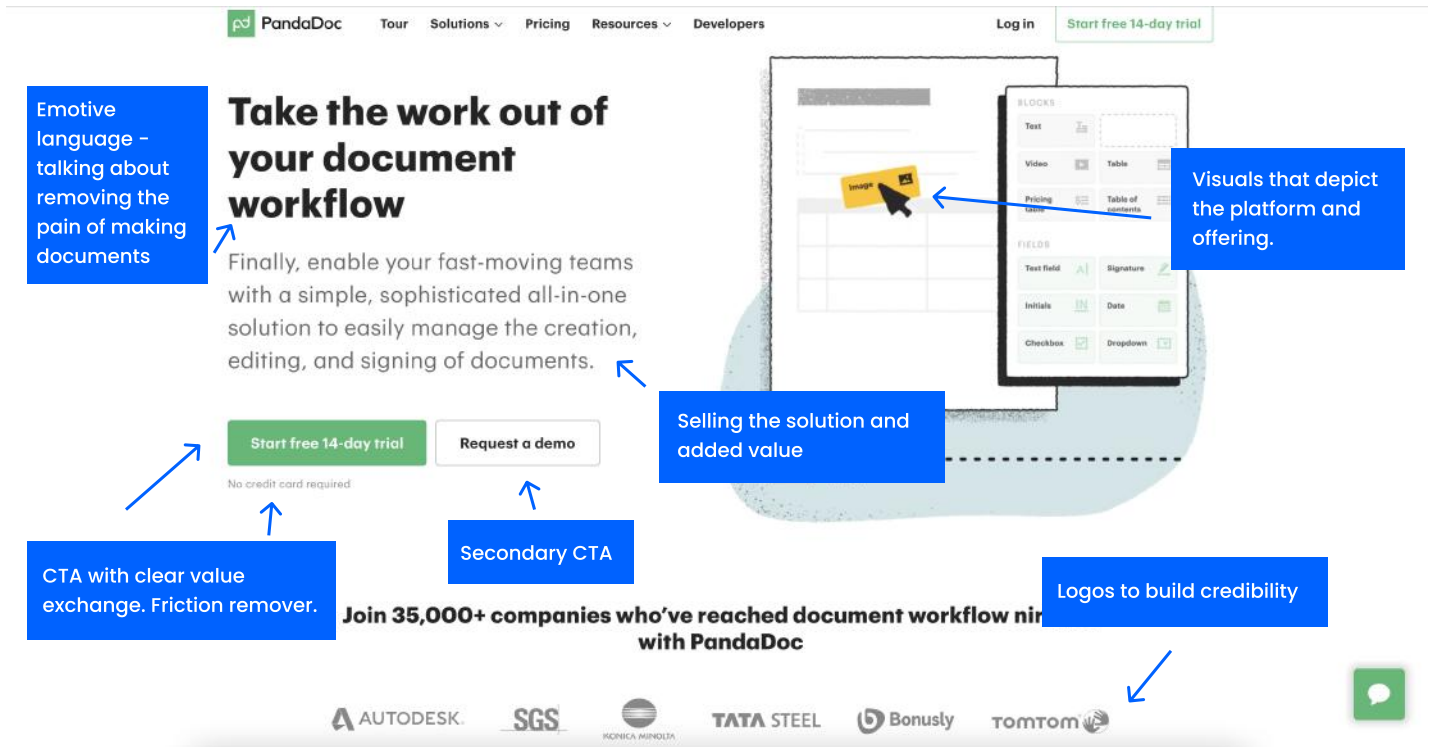
Make sure to show, not just tell. Visual learners need a graphical representation of the words they are reading. For example, you could try images that sell emotion, vectors that show a precise function or video content that tells a story. Aligning visuals to your brand identity will aid the decision-making process. All formats can work to depict messaging. Thinking about the connotations of primary visuals and using aligned graphics will leave an everlasting impression on visitors. Using an image only because it's visually appealing will have a negative impact on selling your offer.

8) Communicate return on investment (ROI)
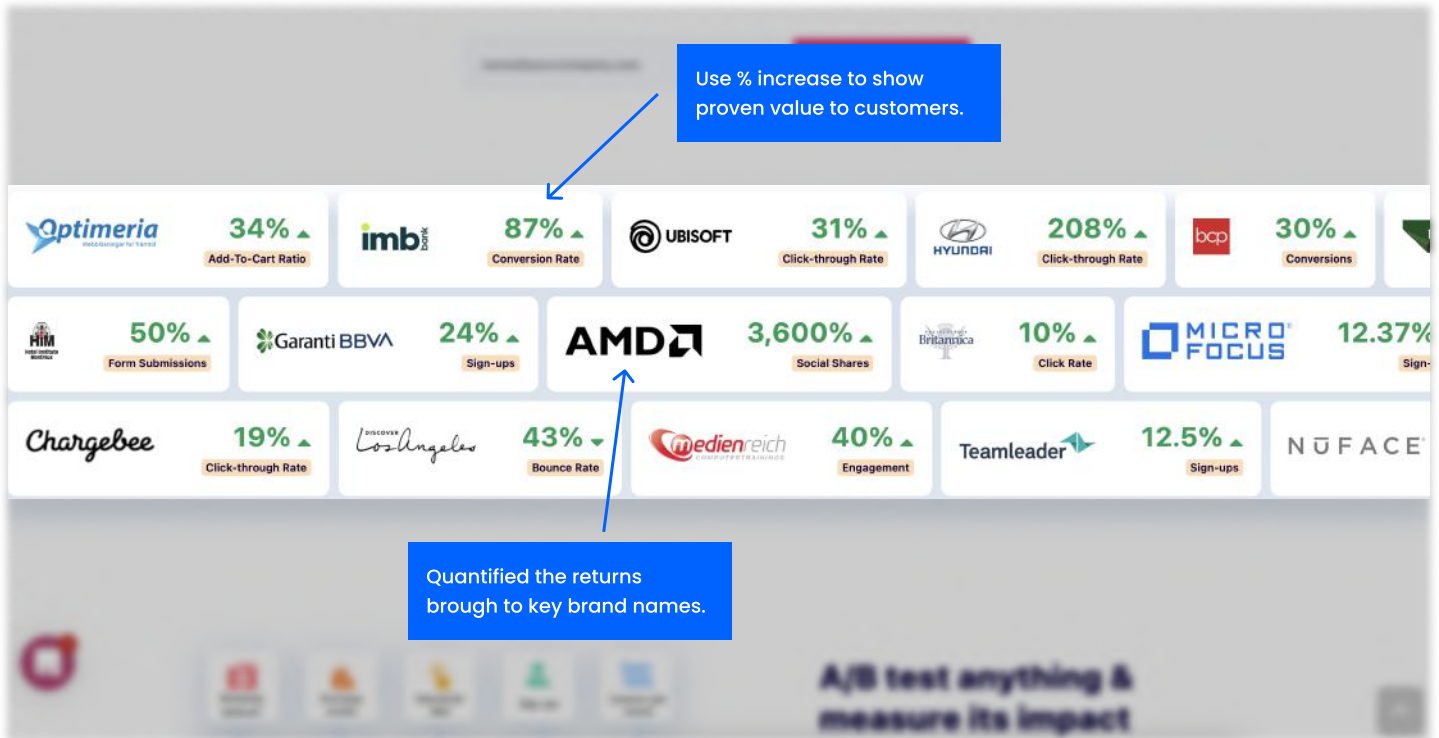
Use % increase to show proven value to customers.

Quantified the returns brough to key brand names.

Customers buy your product because of a transformation. You sell the difference between today and an aspirational future state. Communicating the returns they will receive for your product builds trust. A quantifiable ROI is too good to miss, and people will want to commit. An example of ROI is "15x more leads in the first month". You can flaunt the numbers in key placements and show irrefutable evidence of the success you can provide. To take it one step further, you can pair the ROI to an actual customer success story. The customer might have a testimonial about using the product, and you showcase in adjacent real-world results for them.

9) Prove yourself above the fold

Customers buy your product because of a transformation. You sell the difference between today and an aspirational future state. Communicating the returns they will receive for your product builds trust. A quantifiable ROI is too good to miss, and people will want to commit. An example of ROI is "15x more leads in the first month". You can flaunt the numbers in key placements and show irrefutable evidence of the success you can provide. To take it one step further, you can pair the ROI to an actual customer success story. The customer might have a testimonial about using the product, and you showcase in adjacent real-world results for them.

10) High-value lead magnet


90% of your website visitors will leave and never return. That's why it's vitally important to capture their email address and nurture them over time in an email list. Visitors won't leave their email for no reason, so coming up with a high-value free resource is pivotal. You can offer a webinar, video, course, or ebook that aligns with your target audience. The resource should provide value to a functional problem they're facing. Remember that the educational value exchange should be more robust than what your product offers if you want them to download. Spending time on creating super useful resources will pay back dividends.

Conclusion

Growing your monthly recurring revenue is a primary success metric for a high-growth startup. Often, your landing page is a barrier to scaling your revenue to its true potential. Lost revenue comes in the £1000s, with landing pages losing up to 20% of sales through poor optimisation. To yield the growth metrics that count, i.e. customer acquisitions, the landing page must be thought out, refined and executed to a high level. Having a well-crafted offer will set you ahead of the competition and enable you to communicate value in a way customers understand. Unravelling why they should engage and curating a message that speaks to them directly will leave a long-lasting impact.

Overall, there's more than meets the eye to a highly converting landing page. Science underpins the information architecture, messaging and visuals, and numerous hours of thinking goes into the landing page. After product-market fit, it's time to nail down the landing page and get the core digital asset at a market-leading level. By following these ten steps effectively, you will be able to decrease your cost per acquisition, increase monthly recurring revenue to scale up exponentially.
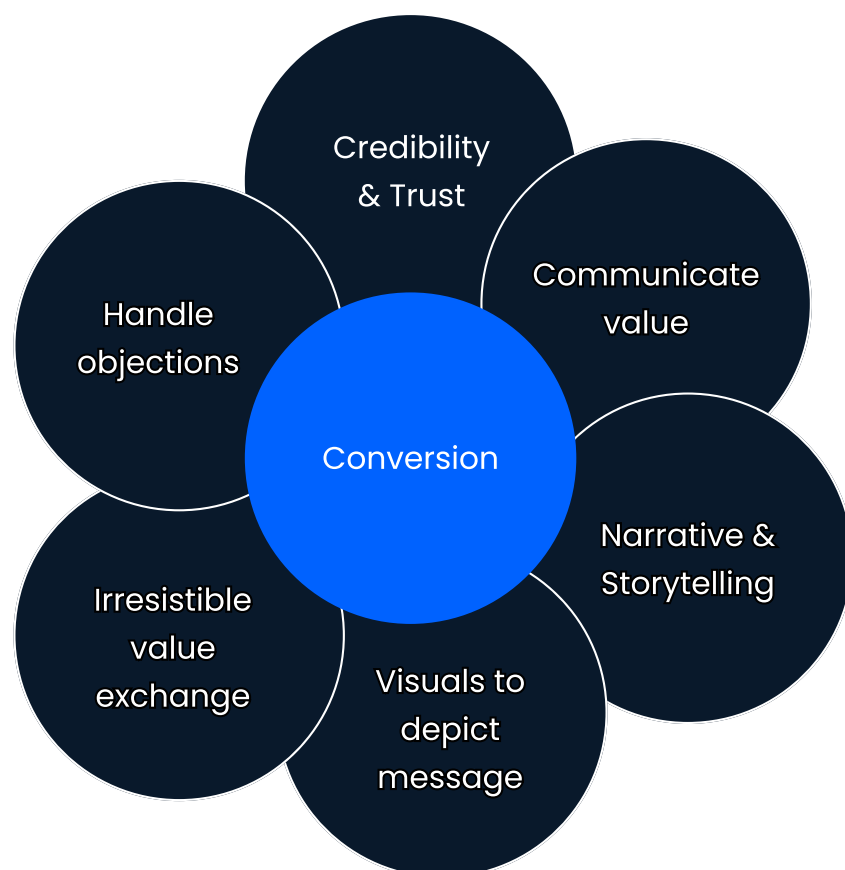
See our startup landing page audits:
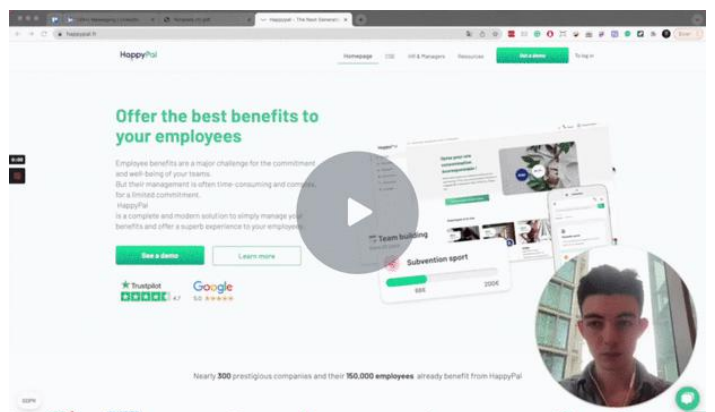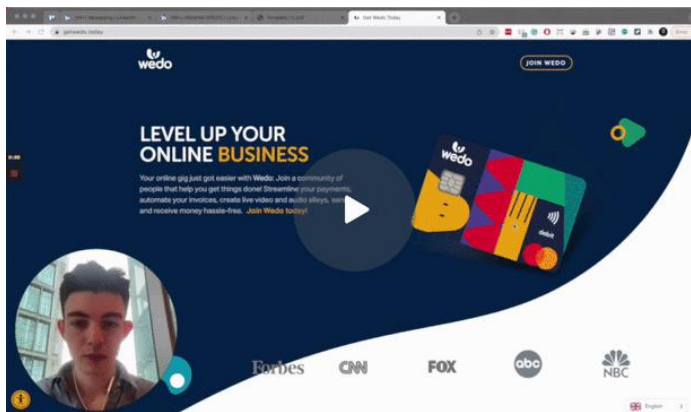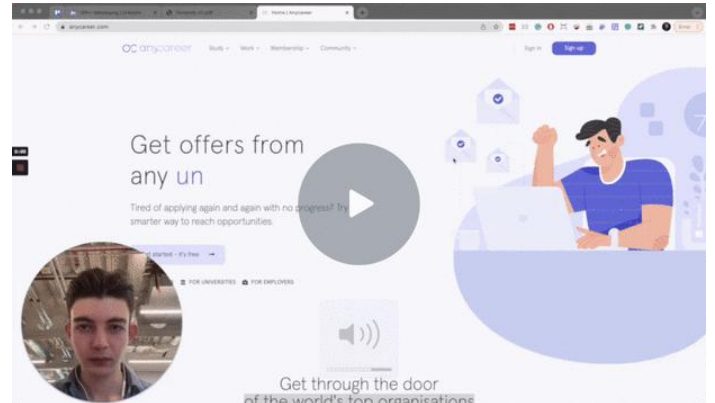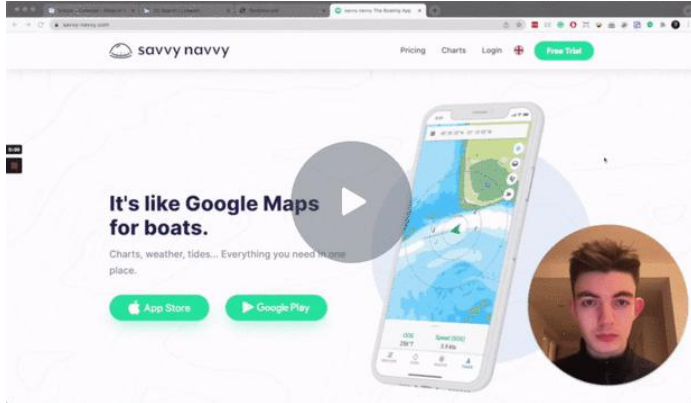
144

Audits Recorded

296

Video Views

15

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