

GATORCON 2018

#GatorCon2018

Live Q&A at sli.do event name **GatorCon2018**



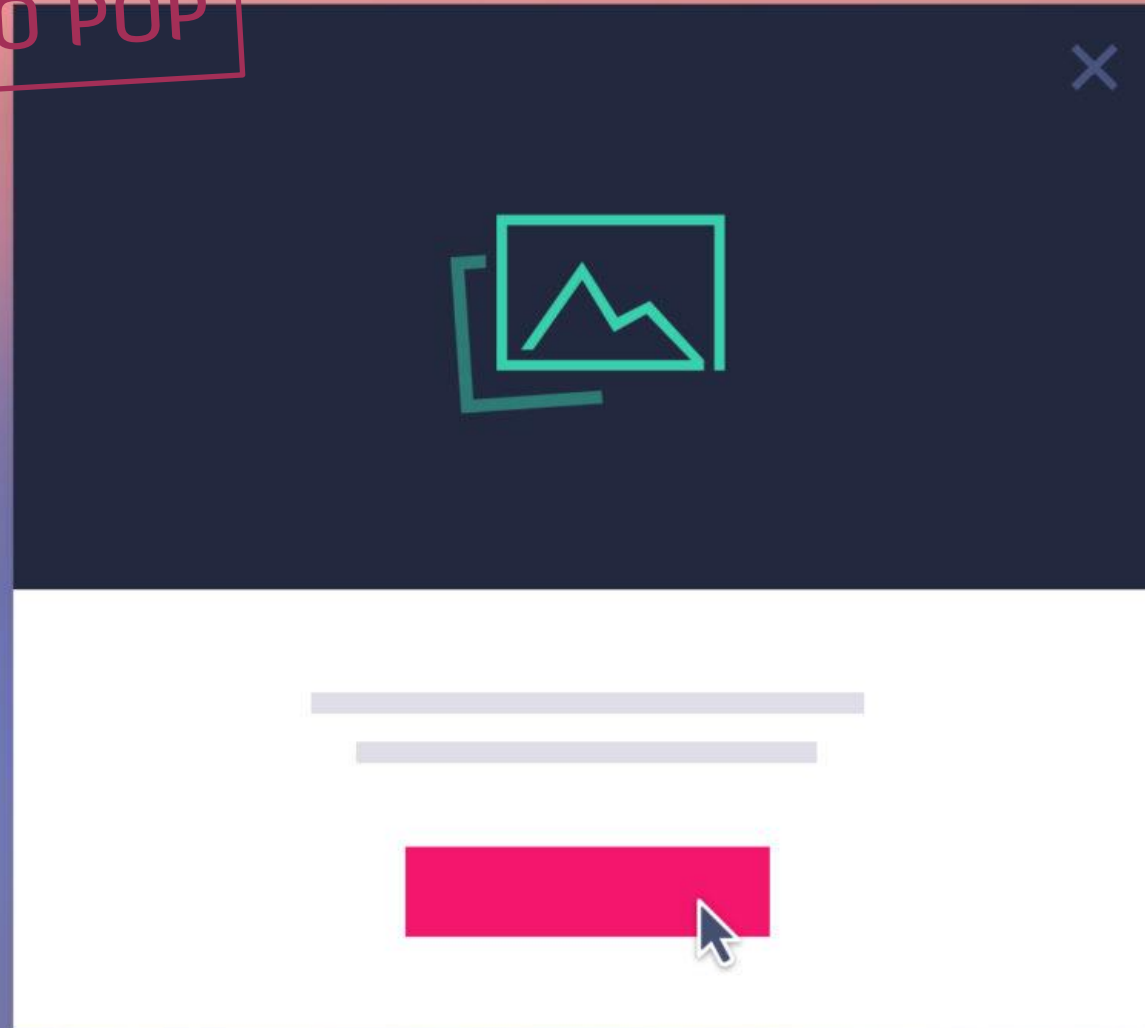
Communi**Gator**

POP UPS

POP-UPS

TO POP OR NOT TO POP

Popups can lead to a 60% reduction in your bounce rate



Popups can lead to 50% more time-on-site.

STATISTICS

49% of all the brands offered some sort of lead magnet like an ebook, free content, tools, templates, promotions, or discounts.

36% of all the brands include the word "free" somewhere on their popups.

Cons

Pros



They're annoying as hell: Again, this is especially true for full-screen pop ups.

They block content: And, because they tend to load last, users have already started reading by the time you block their view.

They force a user to take action: Which is fine if they convert, but only exaggerates your intrusion if they don't.

Pop-ups are awful on mobile: Google penalise sites for showing pop-ups to mobile traffic.

They can damage brand reputation: The spammy nature of pop ups isn't exactly a confidence boost for consumers.

1

2

3

3

3

1

2

3

3

3

They convert like crazy – There are so many case studies of pop-ups increasing lead counts, it's easy to see why they're popular.

They demand attention – Hijacking the entire screen isn't subtle, but it certainly gets attention.

They focus on one message – With so many different messages on your site, pop-ups give you space to focus on one call to action (CTA).

Huge ROI potential – Pop-ups basically cost nothing, so the ROI potential is massive.

They're less intrusive now – A number of variations on traditional pop-ups are designed to be less intrusive on user experience.

TYPES OF LAYOUT OF POP UPS



Smart triggers

Have full control over your widget's behavior, choose to start and stop widgets based on scrolling, after a set amount of time, on a certain date or day of the week.



Exit popups

Lower your site's bounce rate and increase time on-site by showing a custom message to the visitors leaving your website.



Targeting

Target visitors by country, device, browser, OS, traffic source, IP or UTM parameters, target new or returning visitors. Show widgets on selected pages only.



Customization

Bars, popups, buttons or panels - you choose how your widgets will look like. Add custom images, choose colors, fonts and animations.



A/B testing

Create several versions of the same widget and let your website visitors determine the winner to find out what colors, layout, texts and call-to-actions work best.



Mobile responsive

Offer your website visitors better mobile user experience with widgets that are responsive and mobile-ready.

The Four Types of Popups

1. THE ENTRY POPUP

Get access to 85% of my best business hacks:

Enter your email address

Add Me

Want Marketing Hacks?

Get my **free** newsletter and the exclusive strategies I've used to grow AppSumo to 700,000+ subscribers and more.

Enter your email address

GIMME NOW!

Entry: The most controversial form of popup, entry popups appear as soon as a visitor arrives on the page. They're risky to use in some situations, but are a great way to give discounts or inform visitors about a promotion before browsing the rest of your site

The Four Types of Popups

2. THE EXIT POPUP



Exit: Exit popups appear when visitors are about to exit a page or create a new tab. They are a great way to capture leads with an enticing last-ditch offer such as when a visitor is about to leave your site.

The Four Types of Popups

3. THE TIMED POPUP

Timed: Timed popups appear on your page after a visitor has reached a certain time threshold. It is up to you to decide exactly what that amount of time should be.

They can work wonders for your email list as they appear on a landing page or website after a visitor has remained there for a certain amount of time. Be careful with these popups as timing is crucial. You don't want to turn away visitors by showing too soon, but too late and your visitors may already have bounced.

After 20 seconds of being on Post Planner's website, for instance, you will be hit with a timed popup.



 GraphicStock

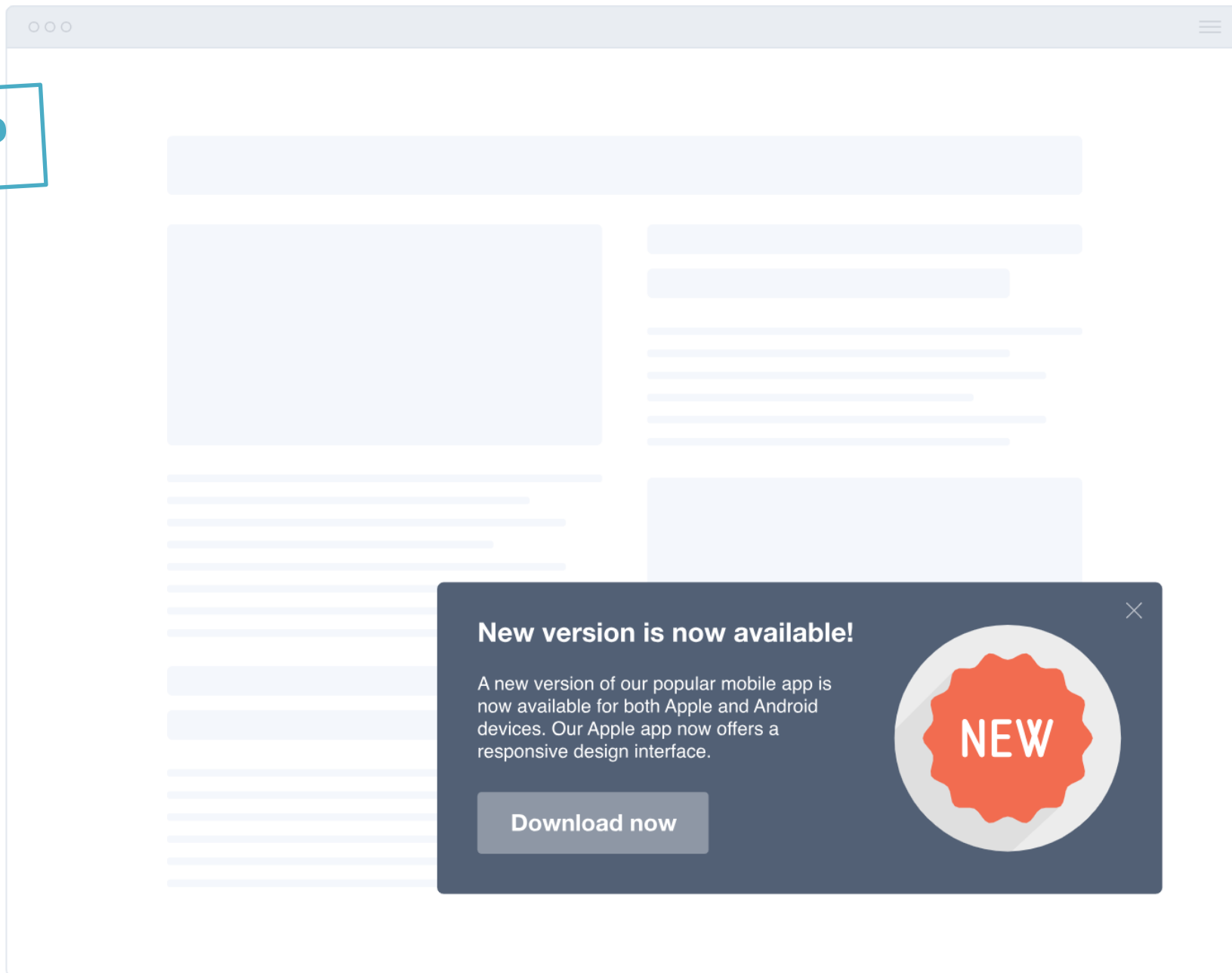
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GET STARTED >

4. THE SCROLL POPUP

Scroll: A scroll popup are a great way to generate leads from your business blog or website. They appear on the page once the visitor has scrolled past a certain point. This makes them effective for lead-gen as they a viewer part-way down the page has more info on your business and has shown more interest by getting to that point.



POP UPS

WHAT THE GATORS USE

Pop ups
What the Gators Use

THE NURTURE POPUP

The screenshot shows the CommuniGator website with a navigation menu (Products, Support & Services, Integrations, Gator Toolkit, About Us) and a search icon. The main content area is partially obscured by a white popup window. The popup has a close button (X) in the top right corner. The popup text reads: "Want to get inside the mind of your leads?" followed by a paragraph: "Psychology plays a huge part in marketing. Understanding why people do what they do is critical to getting better results. Discover how to positively influence your leads into converting." Below the text is a blue button labeled "Psychology & Marketing". To the right of the text is a circular icon containing a glowing yellow lightbulb with a white lightning bolt inside. The background website content includes a green crocodile logo, a table of contents with items like "Email Marketing (105)", "GDPR (24)", "General News (12)", "Infographics (10)", "Automation (57)", "Management (13)", "Strategy (28)", "Media (18)", "Media Marketing (25)", "Updates (14)", and "Projects".

4.68%
CTR

Pop ups
What the Gators Use

THE SALES POPUP

Get a Free, Personalised Demo

If you want to learn how to manage all your marketing in one place, this would be the place to start.

Get a complete insight into our marketing automation software today and see how it can aid your lead generation and automation campaigns.

[Book Now](#)



3.45%
CTR

Pop ups
What the Gators Use

THE IN-PRODUCT POPUP

#GatorCon17...
invite is deliver

The conference is here. Two days of g
and content. Claim your company's fre

[Register Now](#)

New Post Tool

GatorSocial had an update over the weekend and now there is a new way to post and compose your messages - you can even post images to all channels!. Have a go and let us know what you think.

[Get Posting](#)



#GatorCon2017 - Get Your Free Ticket

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TARGETING OPTIONS



Referrer Detection

Show targeted messages based on where the user is coming from.

OnSite Follow Up Campaigns[®]

Create on-site drip campaigns triggered by visitor interactions.

Geo-Location Targeting

Personalize campaigns based on visitor's location.

Device-Based Targeting

Create unique campaigns for desktop, tablets, and mobile devices.

Page-Level Targeting

Customize your campaigns based on the page or section of your website.

OnSite Retargeting[®]

Create special offers and promotions for returning visitors.

Cookie Retargeting

Fine-tune your personalization with custom cookie retargeting.

AdBlock Detection

Recover adblock revenue with targeted messages.

POP UPS

BEHAVIOUR CRITERIA

Start to display the widget

- at once
- under the following conditions PLUS
 - when the user is leaving the website
 - when the user reaches of the page
 - after seconds
- programmatically PLUS

Frequency

- on every page view
- not more than once every per user

Stop to display the widget

- never
- under the following conditions
 - after the user performs the action
 - after showing it time to the user

Date

- start on
- stop on

Time

- from to time zone

Days of the week

- Sun
- Mon
- Tue
- Wed
- Thu
- Fri
- Sat

POP UPS

CONCLUSION

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Popups are no longer something to be ashamed of. Each of the five types serves its own purpose and should be used to reach a specific goal with a specific offer.

It's not a coincidence that major B2B and B2C brand have all started implementing popups on their websites — they are effective and they work. Give them a try and you will be rewarded with a high conversion rate and valuable leads for your business.

ANY QUESTIONS?
LETS SHOW YOU
THE POP UP TOOL