

# GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at [sli.do](#) event name [GatorCon2020](#)



# GREAT BRITISH SPLIT TEST WITH GOOGLE OPTIMISE.

SIMON MOSS | MARKETING DIRECTOR.

# WHAT WAS TESTED?

EMAILS

SENDER ALIAS

SUBJECT LINE

DESIGN / LAYOUT

BEST TEMPLATE EVER!

# WHAT WAS TESTED?

SQUEEZE PAGES

TEXT

FORMS

VIDEOS

IMAGES

BEST TEMPLATE EVER!

# AVERAGE TRENDS – EMAILS.

## SENDER ALIAS

**1% AVERAGE CTR**

**JOKE NAME VS NORMAL NAME**

**0.8% AVERAGE CTR**

# AVERAGE TRENDS – EMAILS.

## DESIGN

0.8% AVERAGE CTR

BUTTON VS NO BUTTON

1% AVERAGE CTR

0.5% AVERAGE CTR

COUNTDOWN VS NO COUNTDOWN

0.7% AVERAGE CTR

1.1% AVERAGE CTR

CTA FIRST SENTENCE VS LAST SENTENCE

0.7% AVERAGE CTR

2% AVERAGE CTR

PYRAMID VS STRAIGHT

1.4% AVERAGE CTR

1.6% AVERAGE CTR

ZIGZAG VS STRAIGHT

0.9% AVERAGE CTR

# AVERAGE TRENDS – EMAILS.

## SUBJECT LINE

1.4% AVERAGE CTR

EMOJI VS NO EMOJI

0.9% AVERAGE CTR

0.9% AVERAGE CTR

PERSONALISATION VS NO PERSONALISATION

0.6% AVERAGE CTR

0.9% AVERAGE CTR

REVERSE PSYCHOLOGY VS STANDARD SUBJECT LINE

0.5% AVERAGE CTR

1.2% AVERAGE CTR

SQUARE BRACKETS VS NO SQUARE BRACKETS

0.8% AVERAGE CTR

# CTA FIRST LINE vs CTA LAST LINE

Hi Kia,

Did you know that only 2% of your website visitors will directly contact you? [How do you capture the other 98%](#)?

We're bringing all our experts into one room for our [Lead Generation Crash Course](#) to show you just what you need.

You'll see the campaigns that doubled our sales pipeline in just 30 days, alongside advice on how to tailor them to your specific audience.

[Book your seat here](#)

Best regards,  
Simon

0.28%

1.73%

Hi Kia,

[Book your seat here](#)

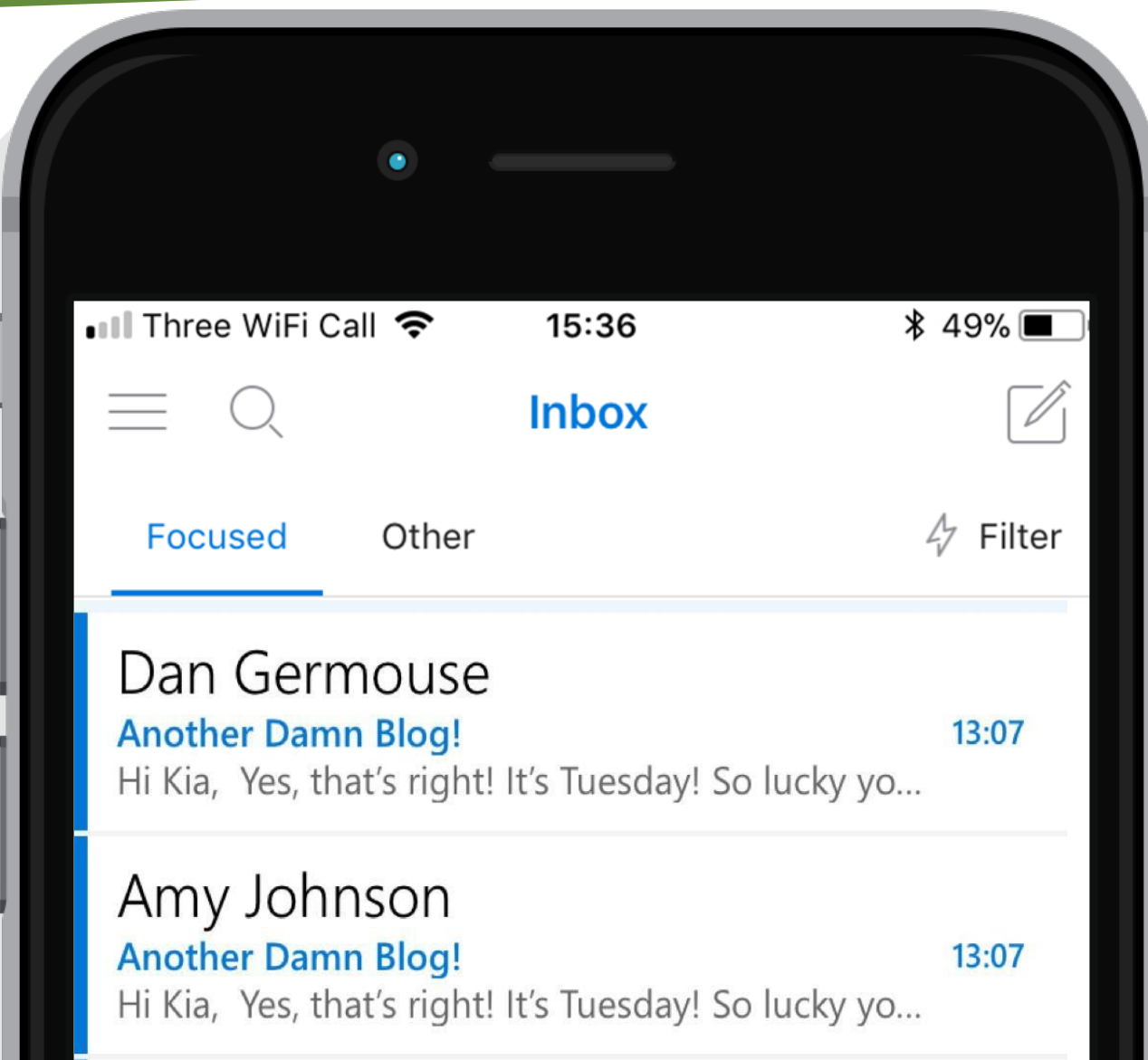
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Best regards,  
Simon

# JOKE NAME vs NORMAL NAME



2.01%

0.35%



# OUTLOOK vs PYRAMID

Hi Kia,

Whether you're on the naughty or nice list, we're giving to you the [gift of knowledge](#) for free!

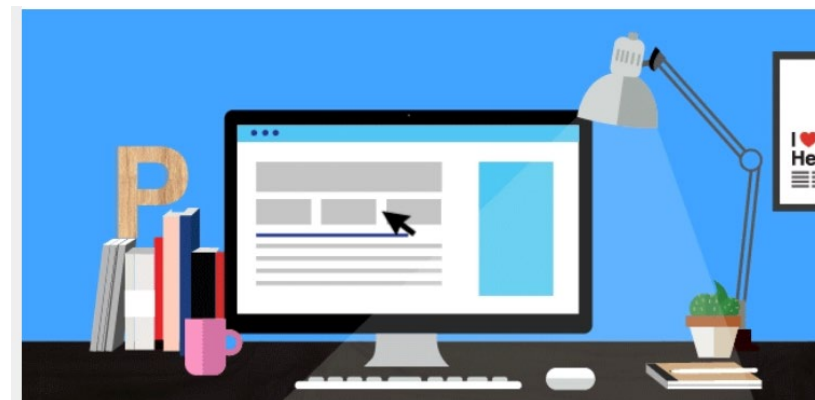
We know January can be blue, so before you check into Christmas, check-out what we have on offer for the New Year. We will be kicking off our seminar season on the 28th January in London, with a *cracker* from PPC experts Session Media. Talking all things [PPC and Google Adwords](#).

Get ahead of the crowd and get [your-elf booked on!](#)

Warm regards,  
Grace

2.05%

1.2%



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Get ahead of the crowd and [get your-elf booked on!](#)

Warm Regards,  
Grace

# BUTTON vs NO BUTTON

0.66%

SO NICE, WE'RE DOING IT TWICE!

Our breakfast club is back, and this time we're welcoming friends Katie Hart and Steve Pailthorpe to the stage to talk to you about Psychology in Marketing and how to Double your Sales Leads in One Year.



**Steve Pailthorpe** Double your Sales Leads in 1 Year.

**When:** 3rd December 2019 09:00am - 13:00pm

**Where:** DMA House, 70 Margaret St, Fitzrovia, London W1W 8SS

[I Want to See Steve!](#)

**Katie Hart** and The Psychology in Marketing

**When:** 5th December 2019 09:00am - 13:00pm

**Where:** UK Chamber of Shipping, 30 Park St, London SE1 9EQ

[I Want to See Katie!](#)



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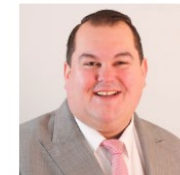
[I WANT TO SEE STEVE](#)

**Katie Hart** and The Psychology in Marketing

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**Where:** UK Chamber of Shipping, 30 Park St, London SE1 9EQ

[I WANT TO SEE KATIE](#)



0.52%

# ZIGZAG vs STRAIGHT

1.62%

## Using Social Media to Generate Leads



All Marketing activity needs to contribute to the pipeline, and [social media is no exception](#).



Listen in as we explore [the channels where your leads live](#), and how exactly you can draw out the value.



We also look at advocacy; [the art of boosting your reach](#) via your employees' social profiles.

Watch the Video

Best regards  
Amy Johnson

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Watch the Video

Best regards  
Amy Johnson

0.33%

# COUNTDOWN vs NO COUNTDOWN

0.31%

Hi Kia,

My colleagues have emailed you a couple of times about the [Lead Generation Crash Course](#) we'll be hosting on Tuesday 12th November at The Studio, Manchester.

So you don't miss out, I just thought I'd send you a quick email to see if you are interested?

We will equip you with [a list of actionable items](#) which you can put into practice straight away.

If you are interested, let me know and I'll put your name on the list today. Alternatively, you can [book your spot here](#).

Best regards,  
Sam

Samuel Ricard | Commercial Director  
CommuniGator

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00 : 00 : 00 : 00

Days Hours Minutes Seconds

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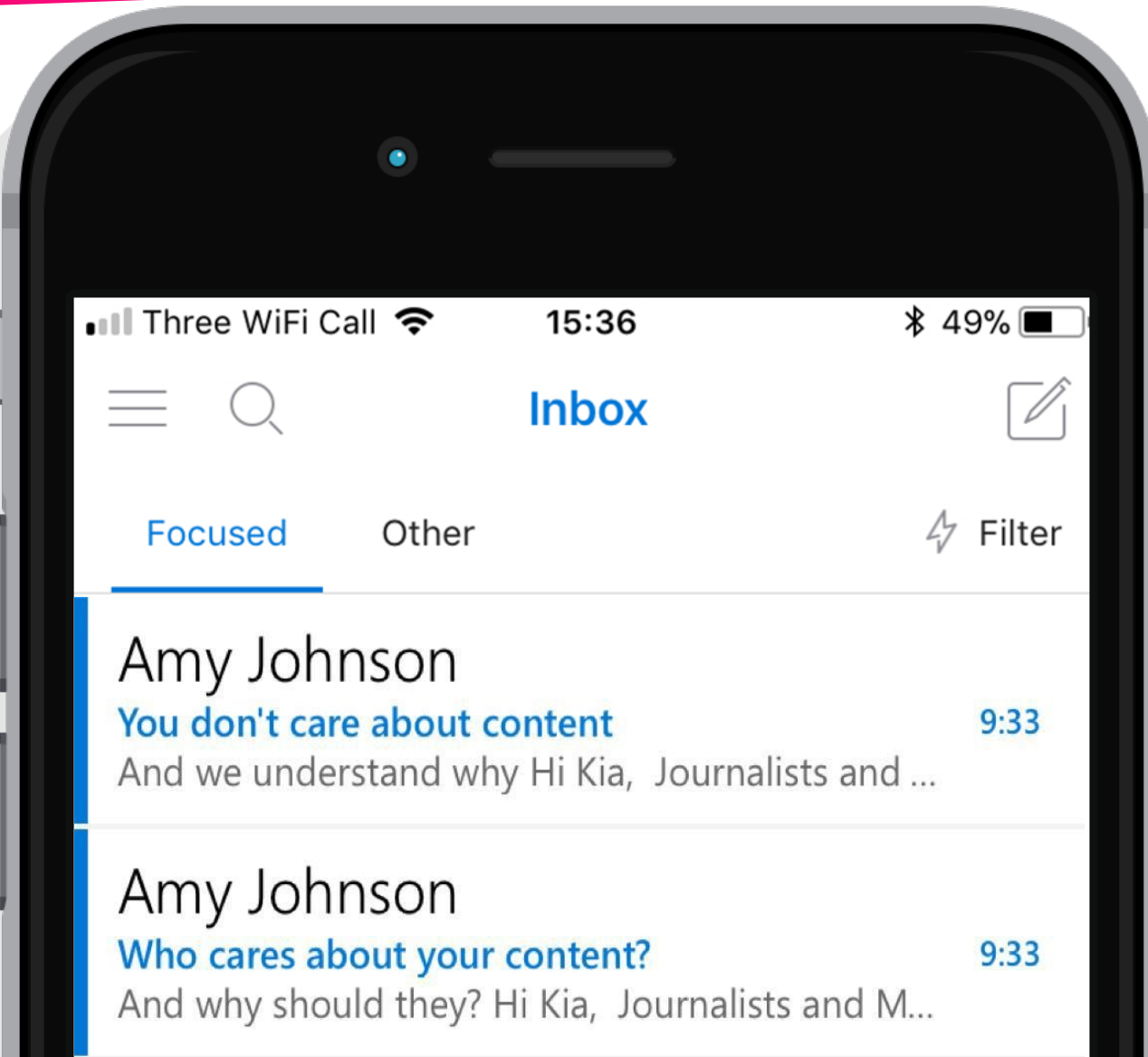
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Best regards,  
Sam

Samuel Ricard | Commercial Director  
CommuniGator

0.17%

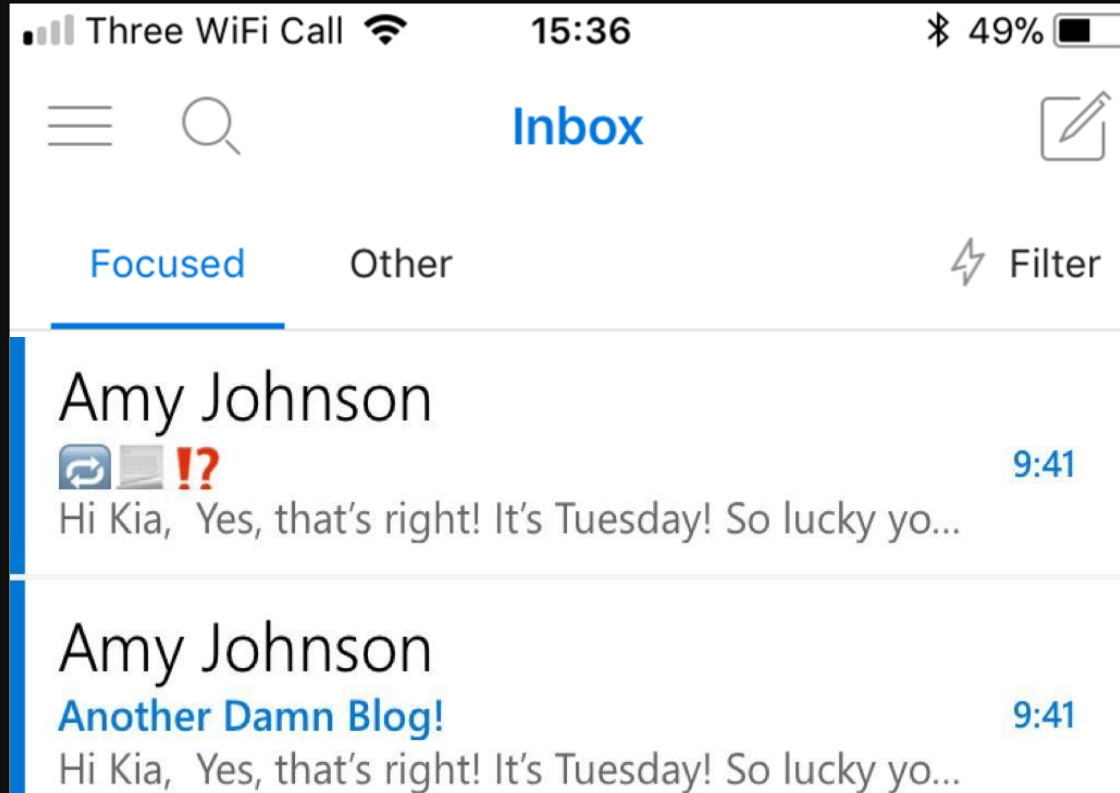
# REVERSE PSYCHOLOGY vs NORMAL SUBJECT LINE



1.35%

0.77%

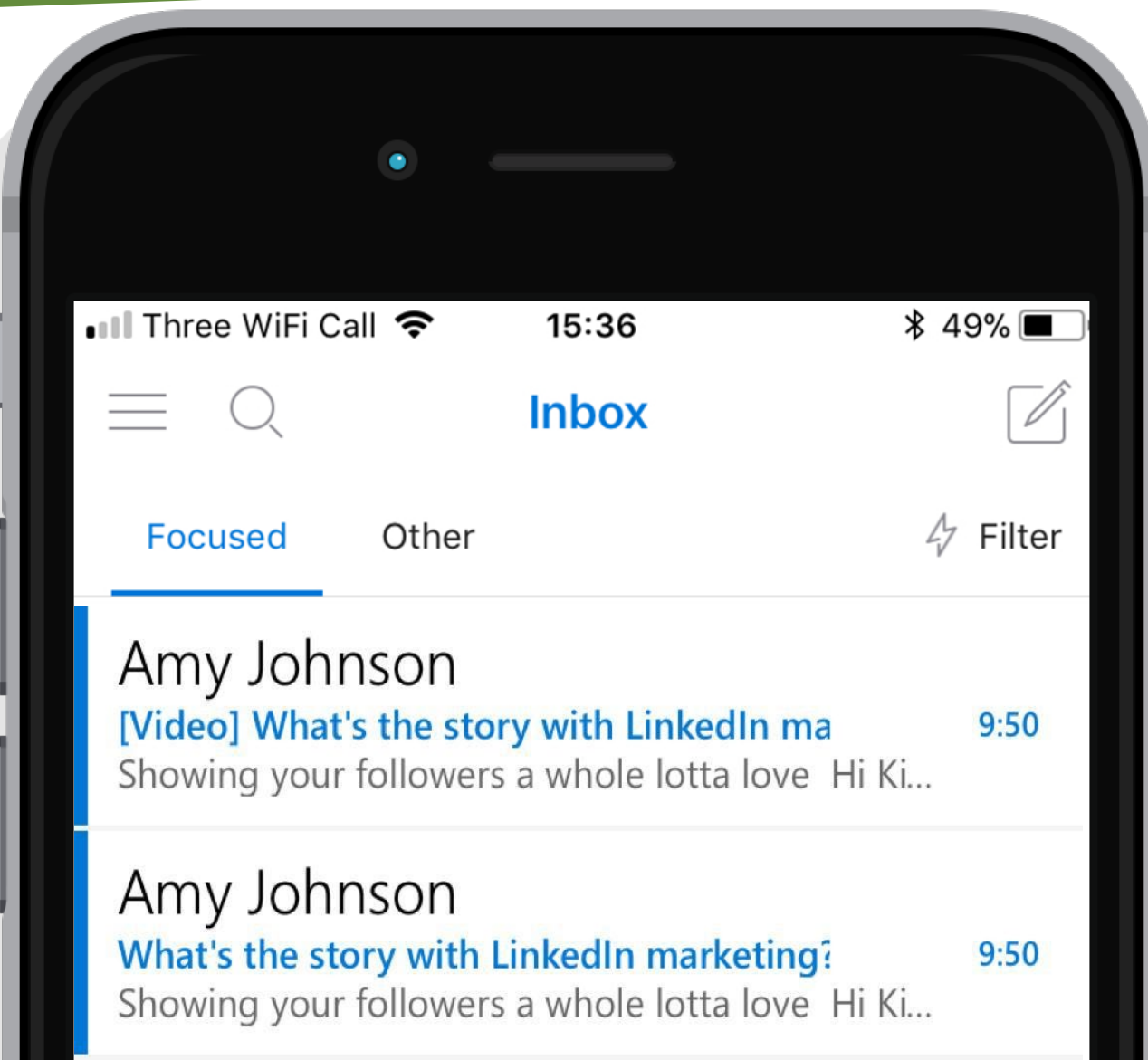
# EMOJI vs TEST SUBJECT LINE



1.5%

0.79%

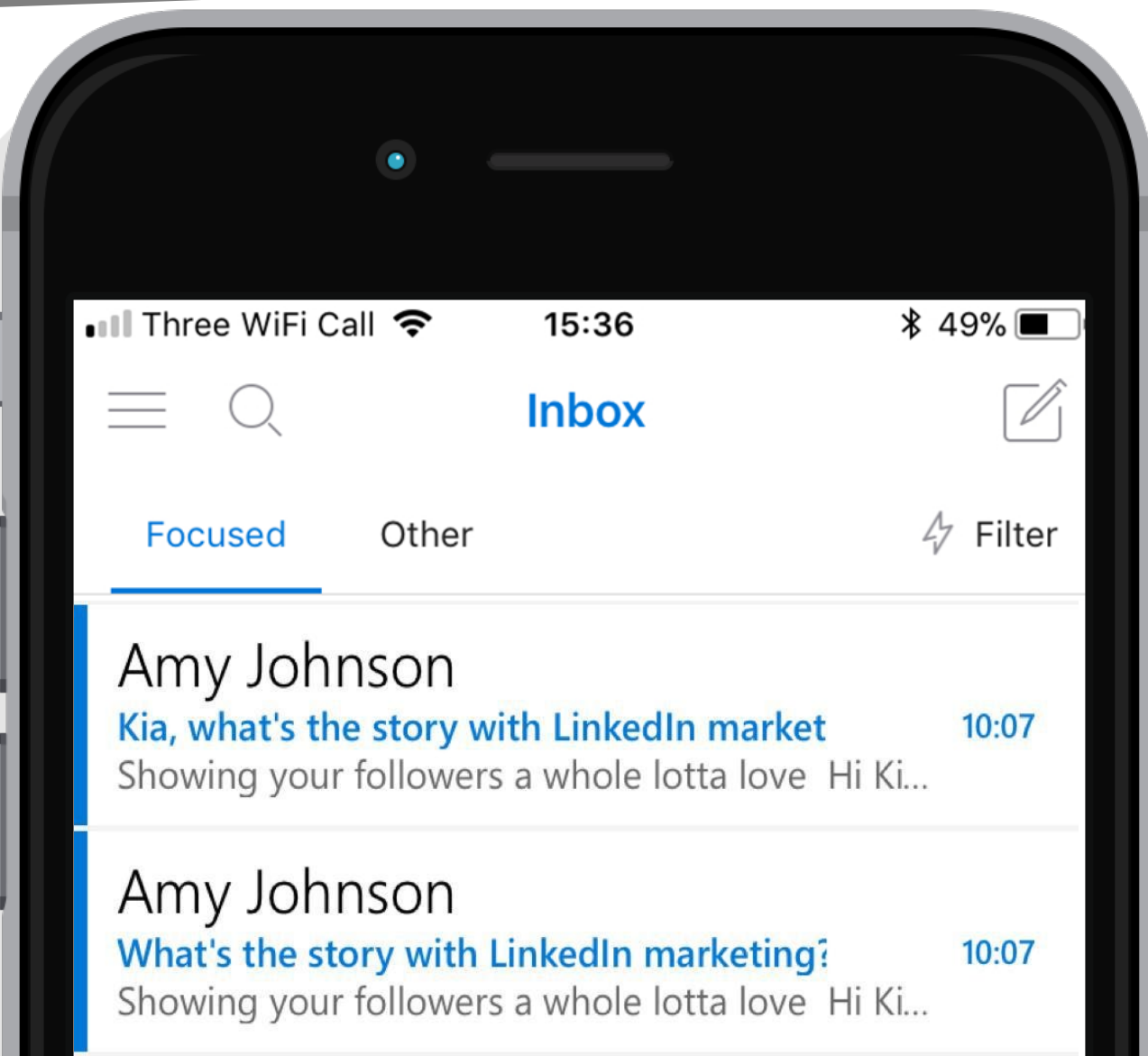
# BRACKETS vs NO BRACKETS



2.22%

1.44%

# PERSONALISATION vs NO PERSONALISATION



1.3%

0.86%



SPLIT TEST EXPERIMENT

EMAIL

BEST COMBINATION - MOST TYPE WINS OF SUBCATEGORY

SENDER ALIAS

SUBJECT LINE

DESIGN

JOKE NAME

EMOJI

NO BUTTON

PERSONALISED

NO COUNTDOWN

REVERSE PSYCHOLOGY

CTA FIRST SENTENCE

SQUARE BRACKETS

OUTLOOK

ZIGZAG



# A/B Testing with Google Optimize

# AVERAGE TRENDS – SQUEEZE PAGES.

## VIDEO

8.6% AVERAGE CTR

LEFT TEXT VIDEO VS  
CENTRE TEXT VIDEO

2.9% AVERAGE CTR

## IMAGE

17.4% AVERAGE CTR

MALE vs FEMALE

4.9% AVERAGE CTR

## TEXT

1.7% AVERAGE CTR

CENTRED TEXT  
VS LEFT TEXT

4.18% AVERAGE CTR

TEXT & FORM ONLY

7.1% AVERAGE CTR



A/B Testing with  
**Google  
Optimize**

## DIGITAL MARKETING TRENDS FOR 2019

Best-selling digital marketing author & founder of [SOSTAC® planning](#), PR Smith, talks about digital marketing trends, particularly marketing automation trends and how to write the perfect digital marketing plan – with marketing automation at the heart of the plan. Providing a crystal clear solution in a chaotic digital world.



Business Email Address\*



Watch The Video

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28.57%

4.2%

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# A/B Testing with Google Optimize

## HOW LINKEDIN USES LINKEDIN FOR MARKETING

Want to get the inside track on driving demand and raising brand awareness on the world's largest professional social network? LinkedIn's head of content and social media (Jason Miller) breaks down how LinkedIn uses its own platform to market to customers and prospects across the entire funnel.



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18.52%

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8%



A/B Testing with  
**Google  
Optimize**

# HOW IP LOOKUP TECHNOLOGY CAN IMPROVE YOUR WEBSITE ROI

Business Email Address\*



Get The Guide

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25%

# HOW IP LOOKUP TECHNOLOGY CAN IMPROVE YOUR WEBSITE ROI

6%

This whitepaper will address how you can find new ways to connect with your potential customers online using the IP lookup tools available on the market. Discover how they work and the best practices to improving your website ROI.

**In particular, this whitepaper covers:** Why IP address technology was created | *Staying ahead of your competition using IP lookup* | Understanding your IP lookup data | *Overall benefits, statistics and facts*

Business Email Address\*



Get The Guide



A/B Testing with  
**Google  
Optimize**

## OUR EMAIL DELIVERABILITY ESSENTIALS GUIDE

There are a number of elements that can affect your email's ability to get into the right inbox. For the purpose of this email deliverability guide, we will focus on the essentials.

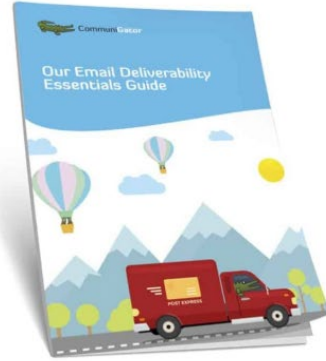
Included inside you'll find:

- How your IP address & domain affect deliverability
- IP address best practice
- Authentication & infrastructure considerations
- Types of spam filters & how they work
- Understanding blacklists
- Email deliverability definitions & metrics

If you want to improve your email deliverability, see how our [email marketing platform](#) can work for you.

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30.77%

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Included inside you'll find:

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3.4%

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18.52%

## MANAGING B2B MARKETING AUTOMATION IN 2019

CommuniGator and Smart Insights have teamed up once again to look at how the marketing automation landscape has evolved.

Along with stalwart questions about barriers to adoption and lead scoring techniques, we looked at how much impact Artificial Intelligence has had, separate from all the hype.



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4%





A/B Testing with  
**Google  
Optimize**

**25%**

## USING SOCIAL MEDIA TO GENERATE LEADS

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Using Social Media for Lead Generation  
GatorSocial: Where are your audience?

Engagement by Network  
Breakdown of social engagement by network.

Network	Percentage
Network 1 (Orange)	43.0%
Network 2 (Green)	13.0%
Network 3 (Blue)	4.0%

#gatorsocial

**7.5%**



A/B Testing with  
**Google  
Optimize**

40%

## AI FOR MARKETERS: A BEGINNER'S GUIDE

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Get The Guide

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## AI FOR MARKETERS: A BEGINNER'S GUIDE

You're either a believer or you're not, but the truth of the matter is AI is fast creeping up your lane and is metres away from knocking on your door.

Whether you've employed an AI strategy in your company yet or not, in the nicest possible sense, it doesn't matter. AI is something that all marketers need to be aware of.

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2%

SPLIT TEST EXPERIMENT

# SQUEEZE PAGES

BEST COMBINATION - MOST TYPE WINS OF SUBCATEGORY

LAYOUT

VISUAL

LEFT TEXT

NOTHING!

HEADING

PARAGRAPH (OR TWO)

IMAGE OVER VIDEO

FORM

IF IMAGE - MALE

# QUESTIONS & ANSWERS

#GatorCon2020

Live Q&A at [sli.do](https://sli.do) event name **GatorCon2020**

