

# How to Increase Form Conversion Rate



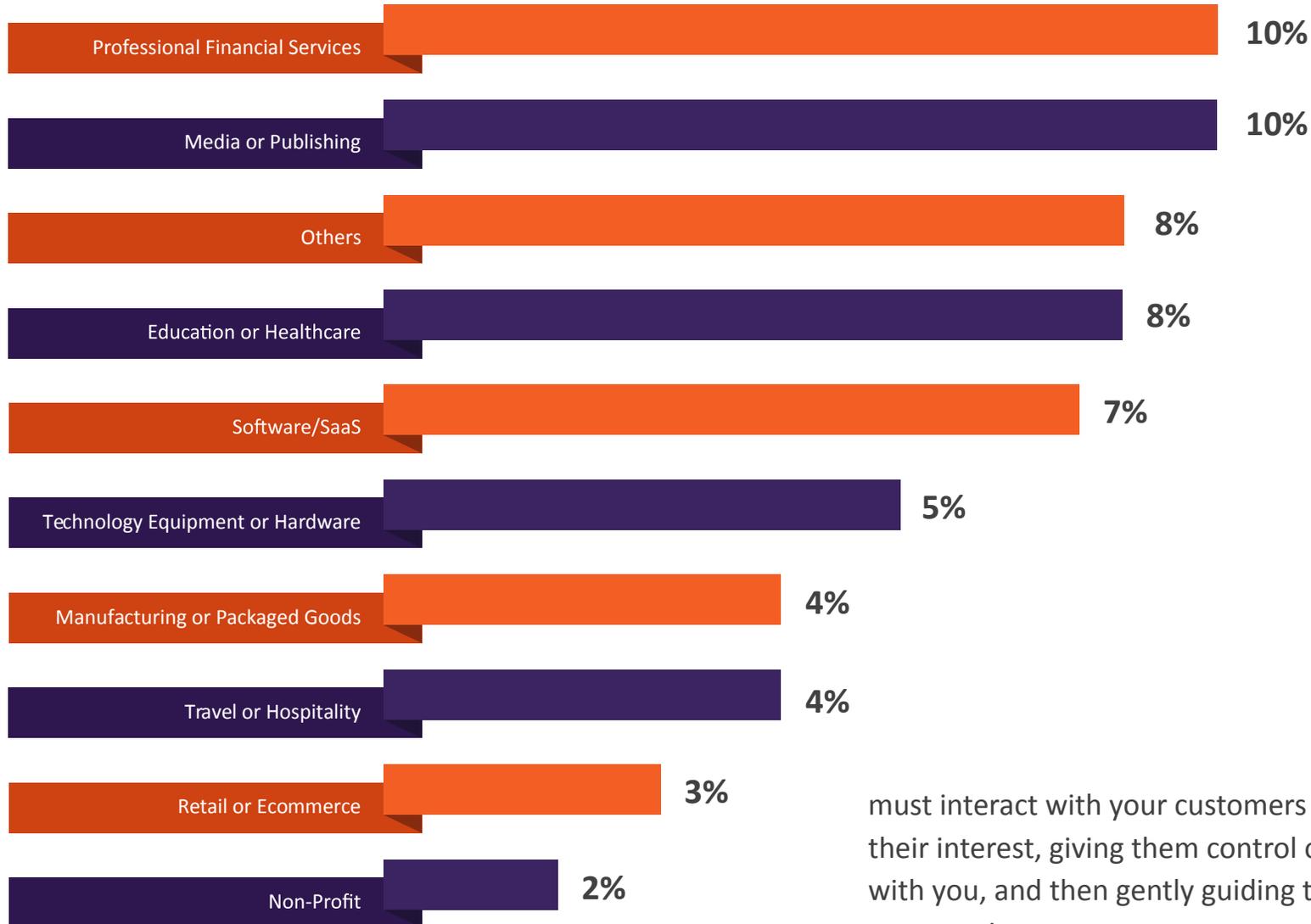
# How to increase form conversion rate

The Internet is a fascinating place, although the speed at which things happen brings a unique challenge. It is believed that “**customers are just a click away**,” but merely reaching them is not enough. The key to a successful campaign is the conversion rate of visitor traffic to sales, which, of course, is not easy.

Customers are bombarded with numerous promotional emails on a daily basis, and you have very little time to impress them and turn them into paying customers.

First, it is important to have a complete and realistic understanding of the form conversion rate. So, let’s discuss what a “**good conversion rate**” is.

## Marketing Research Chart: Average website conversion rates, by industry



How can you minimize the chance of prospective customers abandoning your form and there by maximize the results of your campaign? To improve the form conversion rate, you

must interact with your customers in new ways, capturing their interest, giving them control over the relationship with you, and then gently guiding them towards a conversion.

This paper presents a few valuable tips to help you maximize your conversion rates by making necessary adjustments and additions to your current campaign.

# 01 Drafting a conversional message

The journey of conversion starts with a visitor viewing your message and then clicking on it to reach your website. However, one of the biggest risks of email campaigns is boring customers with uninspiring style and flow.

A campaign that is creative and intelligent and has a clear message that holds relevant information for your prospective customers will increase the chances of generating leads. But a poorly crafted message can ruin an otherwise successful promotional campaign. Therefore in order to make the content catchy and compelling, you should keep the following in mind:

- Understand your target audience through “**persona creation.**”
- Create confidence and trust.
- Understand the emotions involved in each buying stage.
- Balance the image and text. Highlight the benefits in the headline.
- Use incentives.
- Communicate the benefits of opting-in.



## 02 Form fine-tuning for maximum visibility

Your form is where you would want to direct maximum prospects. So, always place your form where it is easy to locate; it should be visible at the first instance on the landing page of promotional mailers.

- Keep the form simple and interesting for visitors who haven't yet read your full message, so they find it attractive.
  - Prioritize customers' preferences and give them strong reasons to sign up.
  - Ask only for the information required to take the next step.
- Keep the essential fields of the form simple so that customers can quickly fill them.
  - Don't try to obtain all possible information from customers at once. You can collect secondary information in the next step or at the next point of contact.

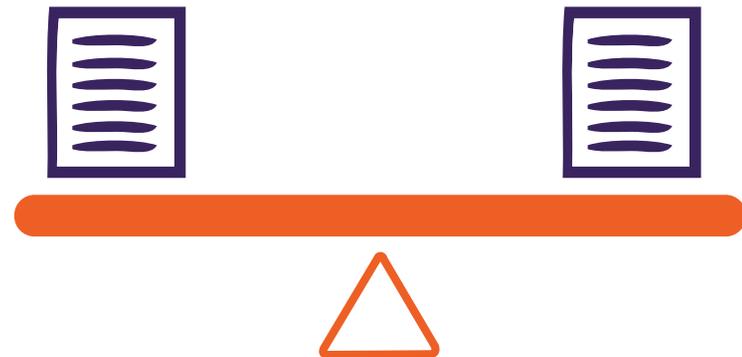


# 03 Balancing the form fields

Form fields are a tricky aspect of forms. You have to be very careful when deciding the number of fields in a form. According to Eloqua, the optimum number of fields is between five and ten, but it can differ from campaign to campaign.

Still, there is a set notion that prospects don't like the hassle of form filling. They prefer things to be ready-made. It is clear that the fewer fields in your form, the better are the chances that customers will want to fill the form. So, include only necessary fields in the form, and don't use any field that is not absolutely essential. It is recommended to have as few fields as possible while maintaining the core objective of your campaign.

- In the initial stage, use only those fields that request the necessary information, for example, contact information, for the first phase of the conversion.
- Make sure that your form is not tedious. For example, if certain fields can be answered with a simple "Yes" or "No", use them wherever possible.
- Fields not applicable to the majority of customers should be avoided.
- If your form structure allows you to show fields only when they are needed, then implement it intelligently.

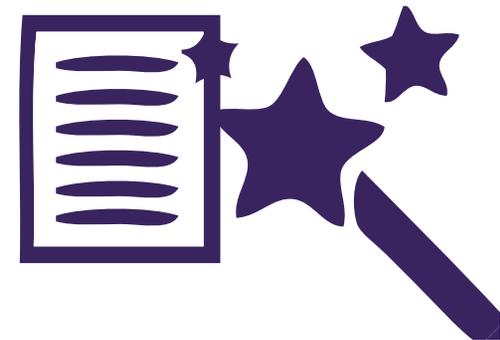


# 04 Use the magic of progressive profiling

Progressive profiling is a great way to put your prospects at ease while they fill the form and to establish a deeper relationship with your brand. Progressive profiling is a technique that doesn't irritate your prospects with the same questions but with new questions each time that they visit you. In this way, they are gradually building a profile with you. Today, most brands are aggressively using this technique to get additional information on prospects with each interaction.

Moreover, it also allows you to gather the right information at the right time with the following capabilities:

- Eliminates the monotony of being repetitive;
  - Empowers you to capture demographic data and preferences overtime for a higher conversion rate;
  - Saves you time from creating separate forms tailored to different landing pages on your marketing campaign;
  - Enables you to optimize your form for gathering more information to personalize and qualify customer interactions; and
  - Captures additional lead intelligence that can be used to better segment customers and ensure growing sales volumes in the future.
- Enables you to design smart forms and collect necessary information from customers without annoying them with lengthy form-filling processes;



# 05 Call to action

An appropriate call to action can have a great impact on the form conversion rate. Calls to action should complement your message and help customers to reach the information they are seeking quickly. They should be placed such that they directly send your prospects to the information they are seeking. For instance, if your prospects click on “**Free Download Here**,” “**Buy Now**,” or “**Know More**,” these links should really provide that value without any intermediate steps.

Below are a few tips to help make your call to action more interesting:

- Design a button that stands out from the background and is shouting out the visitor’s benefit.
- Mention the incentive for the call to action.
- Offer a desirable opt-in incentive.
- If it is feasible, personalize your call to action to get your prospects to promptly click it.
- Don’t confuse your prospects by embedding too many choices.
- Avoid stressing people out with information overload as it can lead them away from your form.

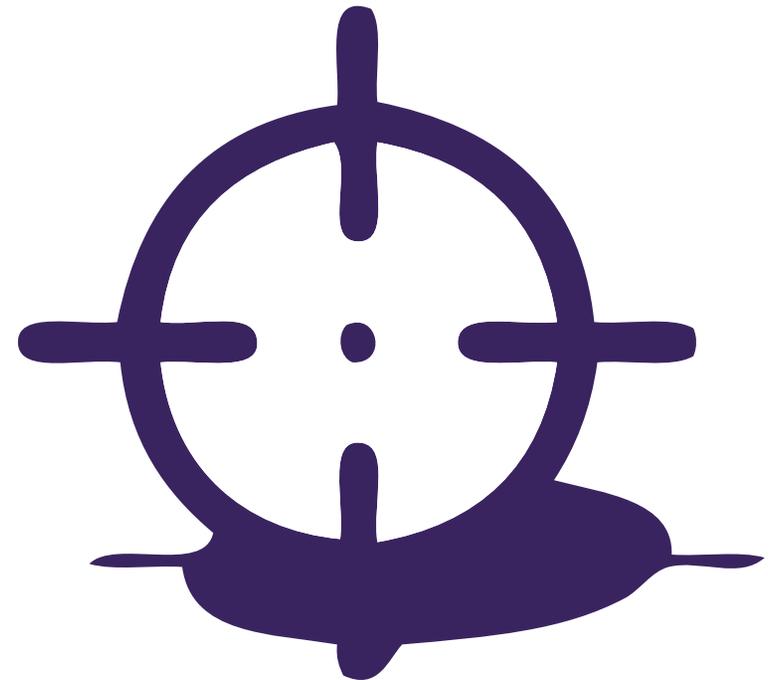


## 06 Avoid distraction

Customers today seek information that is accurate and precise. Hence, it is important to offer information that encourages prospects to read or use it for their benefit. Adding irrelevant information will only distract the prospects, and they may leave the page without filling in your form. Encourage your prospects to give real data or positively affect their willingness to provide additional information.

- Clearly inform your customers about the purpose of collecting information.

- Give clear information to your customers about what they are getting in exchange for filling up the form.
- Use precise and jargon-free information that will complement the main objective of your campaign.



# 07 Form Efficiency

It is essential to actively test and improve your forms over time in order to improve conversion rates and information accuracy with each test. You need to measure the results of your forms. Keep testing your form under different situations to analyze its capability. Break the form into chunks and test it.

Use your analytics platform to analyze the number of visitors that read your message and access your forms as well as the location of your visitors.

- By comparing visits with actual submissions, you can calculate the number of visitors that follow through and the number of those that exit without completing the form.
- Analyze the type of forms that drive the most visitors to action and then use that information to improve the form for higher conversion rates.
- Effectively determine when to ask your customers to fill up the form. Wrong timing can affect your conversion rate.
- Pay close attention to key performance indicators such as average order value and number of conversions.



# 08 Responding to customers who have filled in forms

Once your prospects fill out the form and send it to you, it is important to respond to them with a thank you note or an auto-responder email.

According to a Marketing Sherpa post, 39% of viewers accept offers on “**thank you**” pages. The post also indicates that “Prospects are in the perfect mood right then to learn more about you-why not deepen the relationship right then?”

So, always send a special note to your customers with a personal touch. This has the added benefit of getting you entry into the recipient’s inbox.

Now you have got an idea of blending successful conversion approaches with a particular focus on the prospects you want to attract. So are you ready to do what it takes to improve form conversion rates?

If you have other useful tricks, we welcome your suggestions.

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