




# Testing — Simple Case Studies

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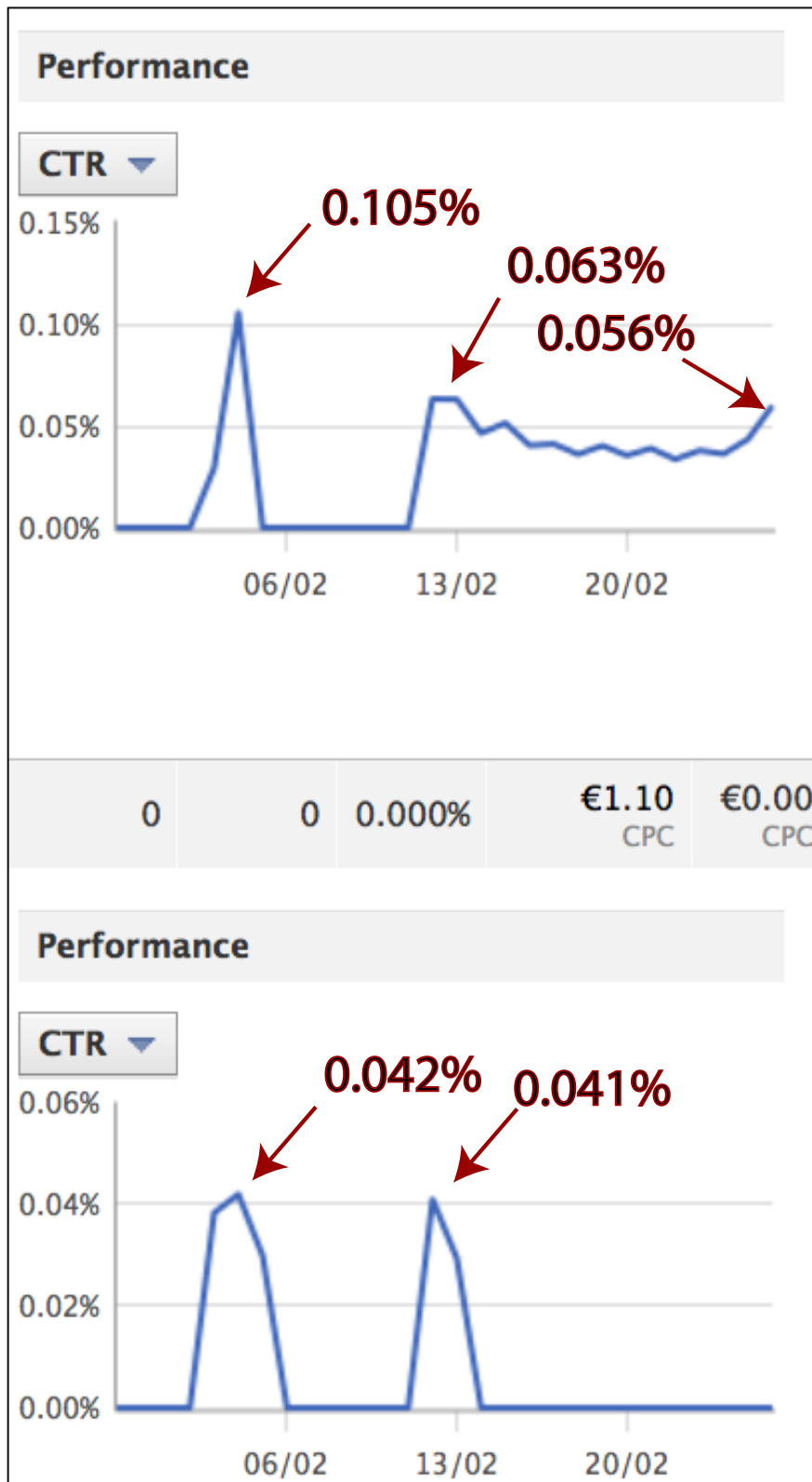
## 1. Facebook Advertising (ads and click through)

### The two ads

| Advert Preview <a href="#">Edit</a>  |                           | Targeting <a href="#">Edit</a>  |         |
|--|---------------------------|---|---------|
| <p><b>Small Business Marketing</b><br/>small-business-marketing-tips.com</p>  <p>52 FREE ideas to grow your business FAST, from Ireland's leading direct response marketing expert.</p> <p><a href="#">View on site</a> · <a href="#">Create a similar advert</a></p>   |                           | <p><b>This advert targets 72,360 users:</b></p> <ul style="list-style-type: none"><li>▪ who live in Ireland</li><li>▪ between the ages of 18 and 60 inclusive</li><li>▪ who are not already connected to Direct Response Marketing with Jon McCulloch</li><li>▪ who are in the category Small Business Owners</li></ul> <p>Suggested bid: €0.35-0.84 EUR</p> <p><a href="#">Close</a></p>                 |         |
| <input type="checkbox"/>   | Direct Response Marketing |    | 0 0.0 0 |
| <p><b>Advert Preview</b> <a href="#">Edit</a></p> <p><b>Small Business Marketing</b><br/>small-business-marketing-tips.com</p>  <p>52 FREE ideas to grow your business FAST, from Ireland's leading direct response marketing expert.</p> <p><a href="#">View on site</a> · <a href="#">Create a similar advert</a></p> |                           | <p><b>Targeting</b> <a href="#">Edit</a></p> <p><b>This advert targets 72,360 users:</b></p> <ul style="list-style-type: none"><li>▪ who live in Ireland</li><li>▪ between the ages of 18 and 60 inclusive</li><li>▪ who are not already connected to Direct Response Marketing with Jon McCulloch</li><li>▪ who are in the category Small Business Owners</li></ul> <p>Suggested bid: €0.33-0.82 EUR</p> |         |

The only difference is the image.

## The results



Scenario 1: 95.1% confident the first ad was a winner.

Scenario 2: 75.3% confident the first ad was a winner.

## What this means

Last 7 days ▾

All except deleted ▾

Select rows to edit

Full report

Campaign reach?

Frequency?

Social reach?

Connections?

Clicks?

CTR?

Spent?

58,043

22.7

0

0

502

0.038%

€319.89

502 clicks at €319.89 is 62.8 cents per click (about 53 pence).

This translates to 70.78 leads at €4.52 per lead (see below).

Q: Is that good or is that bad?

A: It *always* depends.

**Example:** if I have a downloadable product selling at €37 and it costs me €5 in processing fees then I have to get a conversion to sale rate of 15% to cover my costs:

100 leads costs me €452.

At €32 profit times 15 is €480.

This is simplistic and doesn't take into account LTCV)

Is 15% doable?

Definitely. My last promotion for my wife converted at 37%.

## What testing showed me

In a previous test (not shown) I sent traffic to a Facebook Fan page.

The result was a cost per lead of €21. Much too high given the numbers I'm aiming at.

## 2. A weber optins

### The landing pages

Two versions of the page, split tested with Google Website Optimizer:

Jon McCulloch's

Small Business Marketing Tips

Serious marketing for small businesses



You are here: [Small Business Marketing Tips](#) >> 52 small business marketing ideas to put to work in your business

52 small business marketing ideas to put to work in your business

[EDIT]

D

ear Business Owner,

If you want to see your business growing **FAST** and you know the potential's there... but you're just looking for the right ideas to make it happen for you... then your day is about to get a lot better

Because I have 52 tested and proven business-growing ideas for you here, and they're all **FREE**.

Why am I giving them away for free?

Quite simply because I hope to prove myself to you so we'll have a mutually profitable long-term relationship. And the quickest and easiest way for me to do *that* is to show you what I can do for you, not just tell you

So, all you have to do is leave your details on the right, click the button, and let me take care of the rest. You'll be reading the first of my 52 ideas almost immediately. You'll also receive my daily business-building email tips.

And, relax. I take your privacy **very** seriously indeed, so I'll never sell, rent, lend or give your details to anyone, ever, or for any reason. And that's a promise.

Warmly,







Name:

Email:

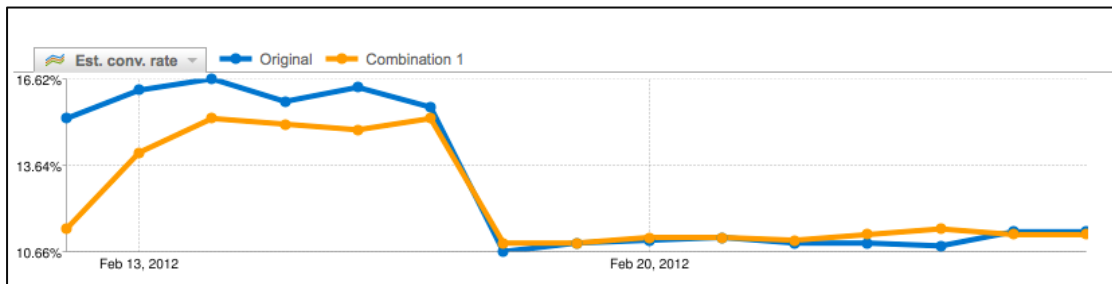
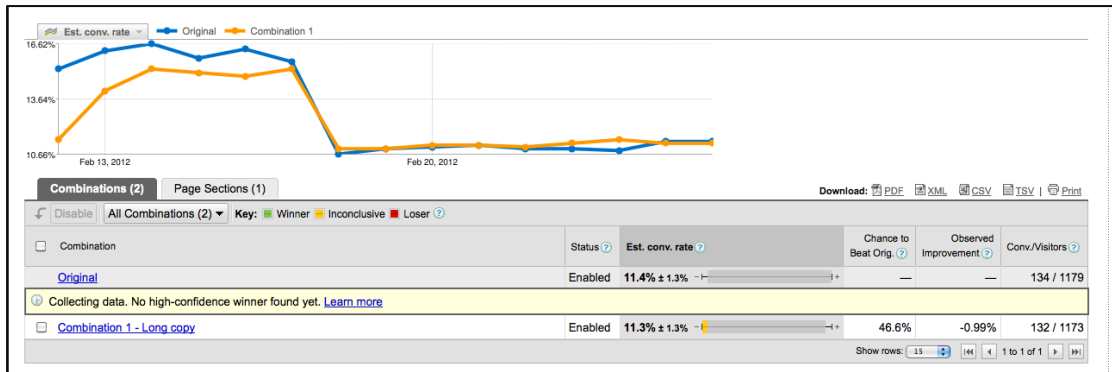
I want the ideas!

HOMECONTACTSITE MAP

WordPress Admin

Here's what the Optimizer is telling me:

5



The important thing to note is the disparity at the beginning.

It's important to leave tests running until you have statistically significant results.

| Chance to Beat Orig. ?      | Observed Improvement ? | Conv./Visitors ? |
|-----------------------------|------------------------|------------------|
| —                           | —                      | 134 / 1179       |
| 46.6%                       | -0.99%                 | 132 / 1173       |
| Show rows: 15   1 to 1 of 1 |                        |                  |

Got an evens chance of beating the original.

## The Numbers (from Aweber)

| Name                         | Type   | Displays | Submissions | S/D   | Unique Displays | S/UD  |
|------------------------------|--------|----------|-------------|-------|-----------------|-------|
| <u>52 ideas page</u> ①       | inline | 329      | 58          | 17.6% | 221             | 26.2% |
| <u>FB 52 ideas page</u> ②    | inline | 1584     | 207         | 13.1% | 1470            | 14.1% |
| <u>FB 52 ideas page v2</u> ③ | inline | 993      | 64          | 6.4%  | 984             | 6.5%  |

1. Is from article marketing traffic and some SEO. Very highly qualified and a very high optin rate (some other pages I have convert at 67%).
2. Is from the ads we've just seen with an Irish audience.
3. Is from the same ads but with a UK audience.

**Lesson:** you MUST test for every scenario! What works best in one place may not work well in another!

### 3. Email marketing

#### Subject lines

| Sent Date         | Subject                             | Segment   | Type      | Spam? | Sent  | Bounces     | Complaints | Opens            | Clicks       |
|-------------------|-------------------------------------|---|-----------|-------|-------|-------------|------------|------------------|--------------|
| 03/12/11 07:13 AM | How John got me to agree to perm... | Split Test<br>03/12/11<br>06:57 AM<br>Group 1 50% | Text/HTML | 0     | 2,010 | 3<br>(0.1%) | 0.05 %     | 1,007<br>(50.1%) | 63<br>(3.1%) |
| 03/12/11 07:13 AM | [ ] How John got...                 | Split Test<br>03/12/11<br>06:57 AM<br>Group 2 50% | Text/HTML | 0     | 2,004 | 5<br>(0.2%) | 0.10 %     | 898<br>(44.8%)   | 55<br>(2.7%) |

| Sent Broadcasts   |  |   |           |       |      |             |            |               |        |
|-------------------|--|---|-----------|-------|------|-------------|------------|---------------|--------|
| Sent Date         | Subject                                | Segment   | Type      | Spam? | Sent | Bounces     | Complaints | Opens         | Clicks |
| 03/14/11 05:29 AM | The Big Secret to a Top Banana ma...   | Split Test<br>03/14/11<br>05:23 AM<br>Group 1 50% | Text/HTML | 0     | 239  | 1<br>(0.4%) | 0.00 %     | 65<br>(27.2%) | 0      |
| 03/14/11 05:29 AM | [Jon McCulloch] The Big Secret to a... | Split Test<br>03/14/11<br>05:23 AM<br>Group 2 50% | Text/HTML | 0     | 239  | 0           | 0.00 %     | 78<br>(32.6%) | 0      |

The only difference in these two split tests was including the name of the list in brackets at the beginning of the Subject line.

In one case it increased opens (with 99.96% confidence), in the other, it didn't (less than 10% confidence though because of the small sample size).

**Again the Lesson:** you **MUST** test for every scenario! What works best in one place may not work well in another!

You can (and should) split test clicks and sales from your emails, too.

In a recent promotion to a sub-list of 537 we got the following:

| Opens          | Clicks        |
|----------------|---------------|
| 339<br>(68.6%) | 68<br>(13.8%) |
| 340<br>(72.2%) | 35<br>(7.4%)  |
| 313<br>(74.0%) | -             |
| 291<br>(71.7%) | -             |
| 224<br>(55.7%) | -             |
| 197<br>(50.8%) | -             |
| 289<br>(82.3%) | -             |



All in all it converted to 200 sales, a conversion rate of 37% (with a 223-word sales letter)

We were able to achieve this because of TESTING – knowing with high confidence how our audience will respond to certain subject lines and body content.