



semantic



Selling your value proposition online

The power of psychology

Humans are lazy. Learn how to
use this to your advantage.

Semantic Website Wins #9

Neil Lewin – April 2020

Welcome

Semantic Website Wins is a new series of mini guides to help marketers optimise their website, learn something new, and make the most of these strange times.

Many of us are working from home or furloughed, so day-to-day work has reduced or stopped. We hope that you can use our guides to find website wins to use now, or in the future and also build your skills so that you're ready to bounce back stronger.

We'll be writing guides with advice, tips and ideas to help you optimise your website in the coming weeks. Of course, we're always happy to help with any questions and provide further support if you get stuck.

Just drop me a line I'll be back in touch:
neil@semantic.co.uk or 02380 111 545.

In the meantime, stay safe, and stay positive.

Neil

P.S. Need some extra support?

We're offering free video-call consultancy sessions for leisure & tourism, sports, theatres and professional bodies impacted by Coronavirus.

We can cover SEO, conversion rate optimisation, technical or critical analysis of your site.

Just give us a call for more details on 02380 111 545.

The power of psychology

Now that we've got your copy, images and videos sorted, it's time to see how we can take it to the next level.

At Semantic, we work hard to understand your customers, and part of that is knowing how people think. Layering psychological principles into key parts of your user journey can help boost your online results.

Of course, this is a large subject. In this guide we aim to whet your appetite with enough ideas that you might go off and read up on them further.

We have split this guide into several key areas:

- The Lift Model
- Pricing tactics to read up on
- Upselling

There are a lot of great books that you'll enjoy on this too –

- Don't Make Me Think, by Steve Krug ([Amazon](#))
- The Psychology of Price, by Leigh Caldwell ([Amazon](#))
- Alchemy: The Surprising Power of Ideas That Don't Make Sense, by Rory Sutherland ([Amazon](#))

Let us know how you get on, and if you've read any other great books on this. We'd love to hear from you.

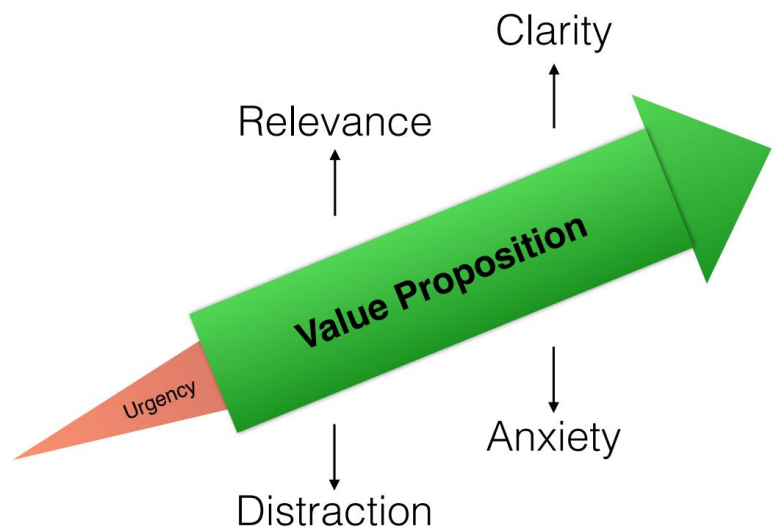
The Lift Model

One of the best tools we use to assess how effective a page is called the Lift Model.

Developed by Chris Goward, author of [You Should Test That!](#), it is a simple framework, split into 6 key parts.

Start by visualising a rocket – the higher it flies, the more conversions you have.

Consider your value proposition...



Fly high

- **Clarity - is your Value Proposition clear?**
Is it clear who you are, what you do, and what's in it for users?
- **Relevance - is it relevant?**
Who is likely to be on this page? What mindset are they in? Is the content targeted to help your users solve their problem?

Flyer higher

- **Anxiety – is there anything that might make a user worry?**
E.g. rainy weather, price etc... how can we address their concerns?
- **Distractions – what's distracting them from purchasing?**
Annoying popups? Banners? Extra info? Test removing this!

Fly faster

- **Urgency – can we nudge them to take action NOW?**
Adding scarcity, countdown timers and incentives to act all helps.

Pricing tactics

As you can see, there are whole books devoted to this topic, so we can't hope to cover everything here.

Here are 5 of the top ideas that you should dig into in more detail. Think about them in context of your offering and what you could test on your website... we can help set up a split test, whether or not we build your site!

- **Anchoring**

New users often hook onto the first price they see as a yardstick to compare future prices to.

- **Decoy pricing**

You can add lower value products to pricing pages to make your core product look better to help drive sales.

- **The power of 'free'**

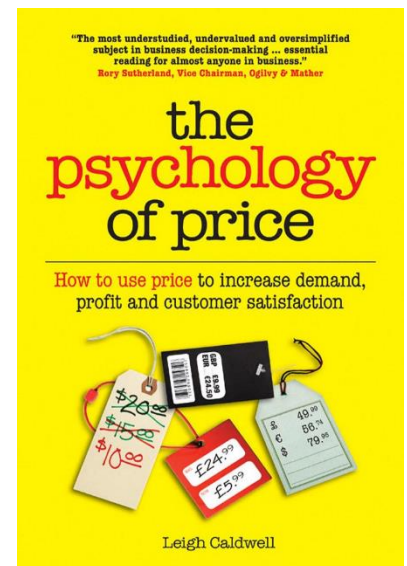
Users place a greater focus on the word 'free' so you can build this into packages to make them look more valuable.

- **Product positioning and segmenting**

Where you position your product in a supermarket, impacts the amount customers think it's worth. Use branding and messaging to help with this online too... are you budget or luxury?

- **Social proof**

Consider adding messaging to show how popular a product is, or make more of customer reviews. People are lazy and generally risk averse. Reviews speed up and de-risk decision making.



And finally, let's take a deeper look at **upselling**...

Upselling

Now more than ever, websites will have two priorities – generating traffic, then converting leads with the best results possible. We often use upselling with decoy pricing to shift users to the middle offer. Here's a layout to help you start planning a new pricing page test:

Decoy product	Main product (89 people bought this in the last hour)	Upsell product
Image	Image	Image
£19	£29	£49
✓ Feature 1	✓ Feature 1	✓ Feature 1
	✓ Free parking	✓ Free parking
		✓ Free VIP pass
BUY NOW	BUY NOW BUTTON	BUY NOW

- **Upsell strategically**
Make sure the product is related, and ideally comparable. Keep the price jump sensible... we've seen examples with the middle product at £29, then the upsell going to a holiday at £150+
- **Add upsells into the booking journey**
Test adding them at key points. Low price upsells can be a no brainer. For example, insurance on event tickets, VIP entry, shop vouchers, reduced parking - whatever works for your business. Multiply these low cost extras over thousands of customers and it creates huge incremental revenue. *Test don't guess!*
- **Think mobile-first**
Whilst the layout above is good for planning, you'll need some design wizardry to bring it to life on mobiles.

Need a hand?

We hope this brief summary of some of the psychology ideas that we use has whetted your appetite to learn more about the subject. We'd love to hear your ideas for split tests and how you might be able to put it into practice for your website.

Remember, we always say *Test, Don't Guess*.

Data should drive decisions, so be sure to check out our next guides – they're all about improving your online results using Conversion Rate Optimisation.

Keep an eye on our blog and LinkedIn for more tips and updates. If you need a hand in the meantime, then we're always happy to help.

- Email me on neil@semantic.co.uk
- Call 02380 111 545
- Book a time in my diary to chat at <https://calendly.com/neillewin/>



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