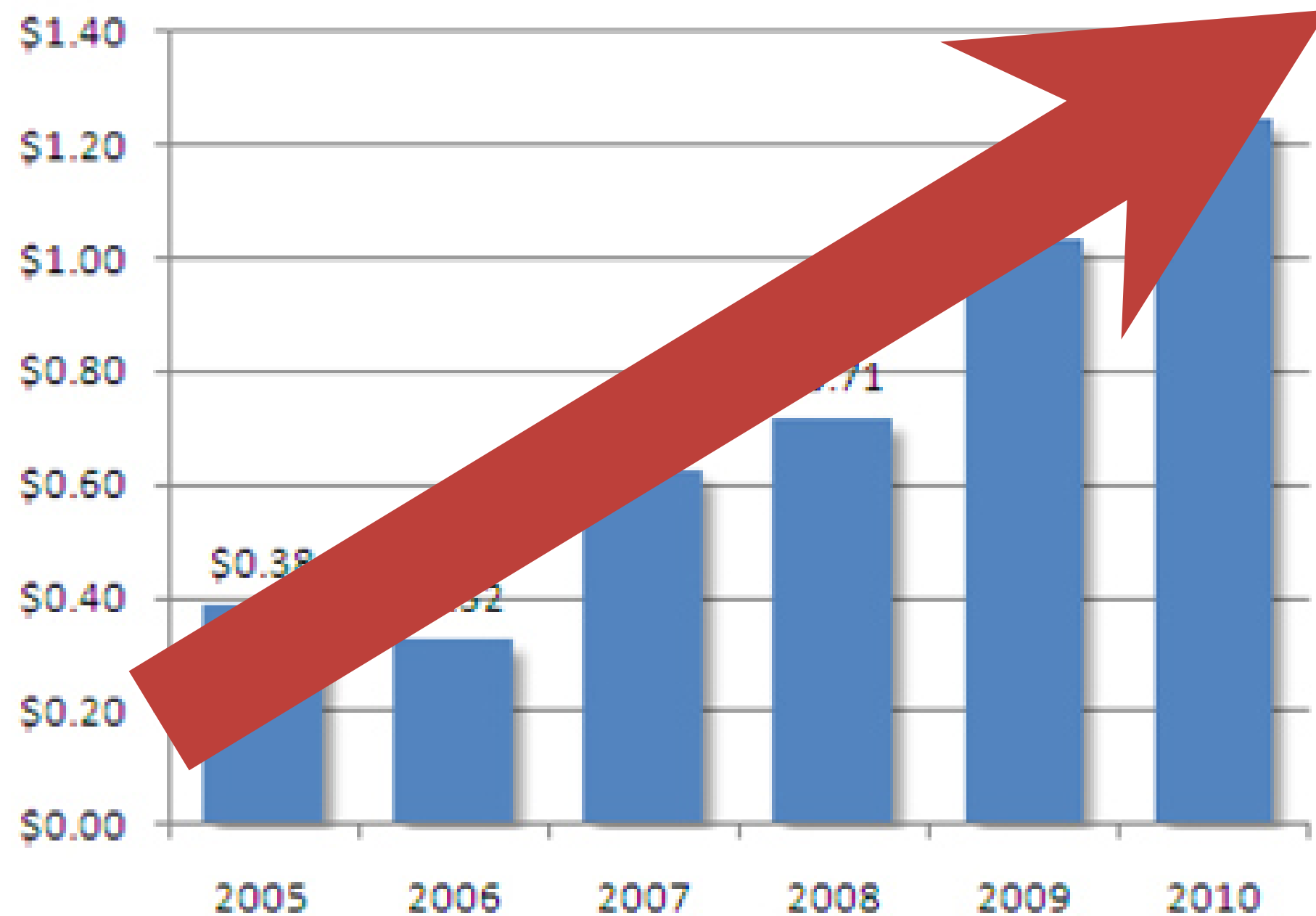


How to increase your
prices by 17% ...

... without losing sales

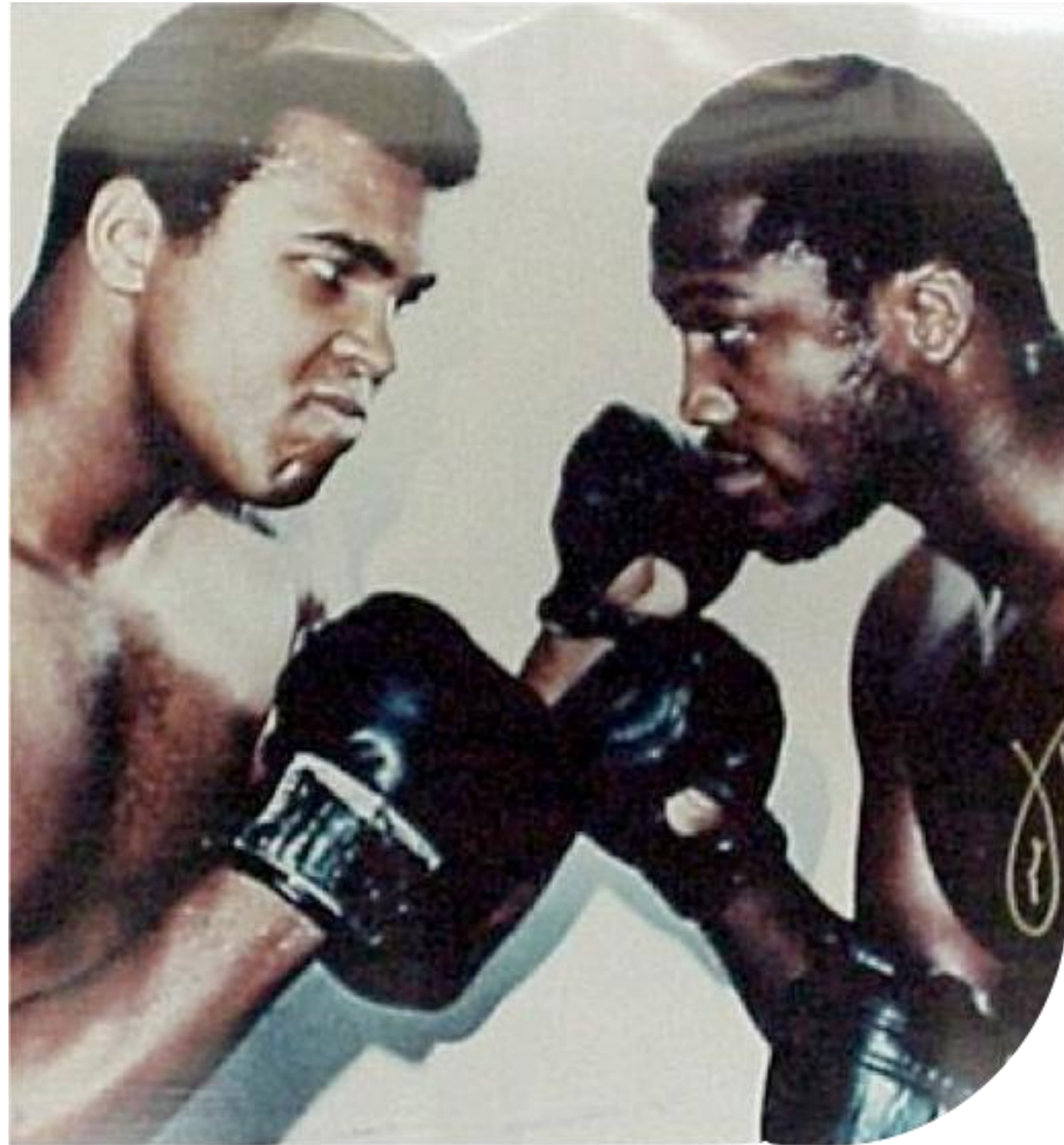
We have a
problem!

The cost of traffic is increasing



Source: *WordWatch*

SEO competition is getting tougher



The internet is becoming less open

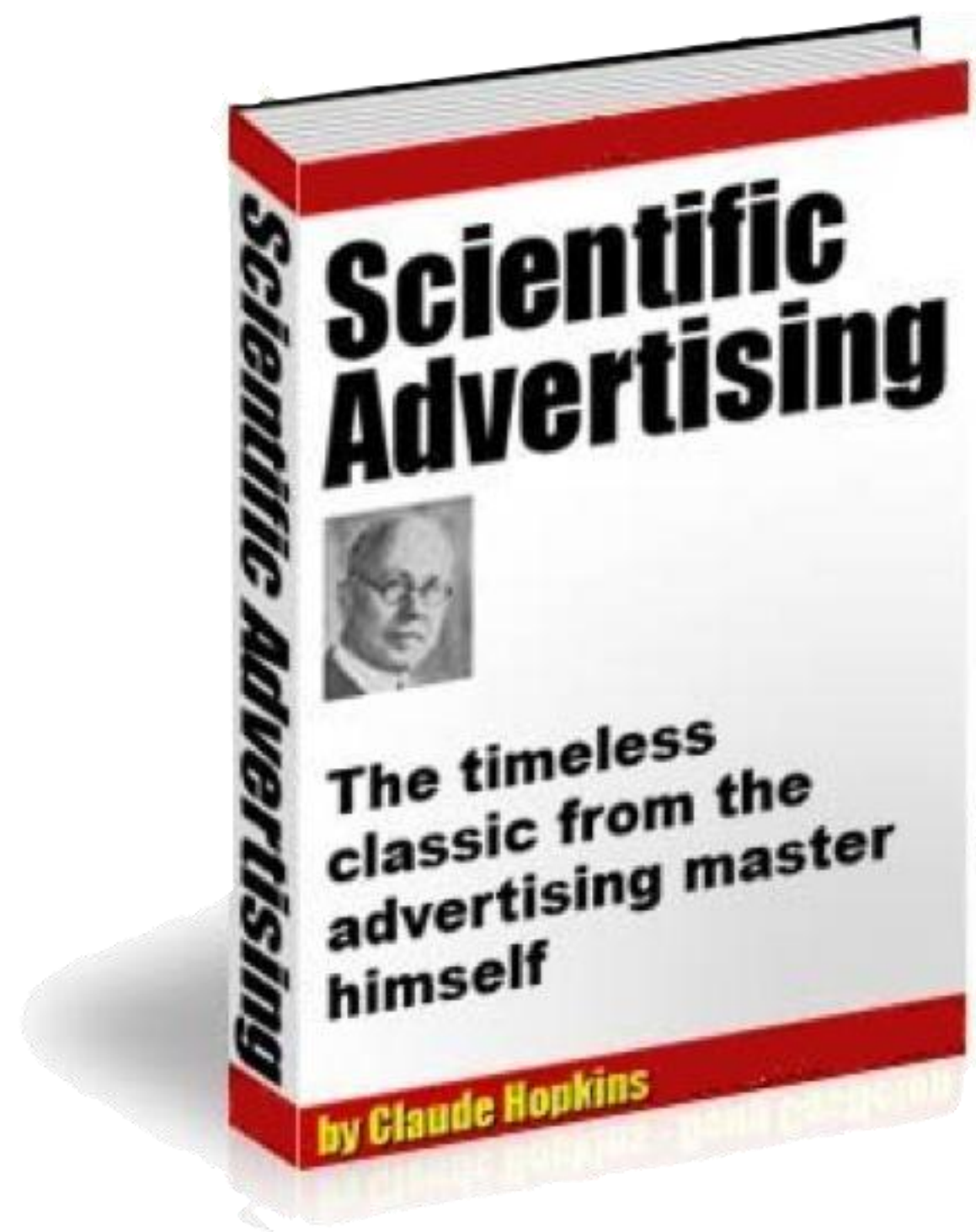


Do you lose 98% of potential customers?



Who's this?





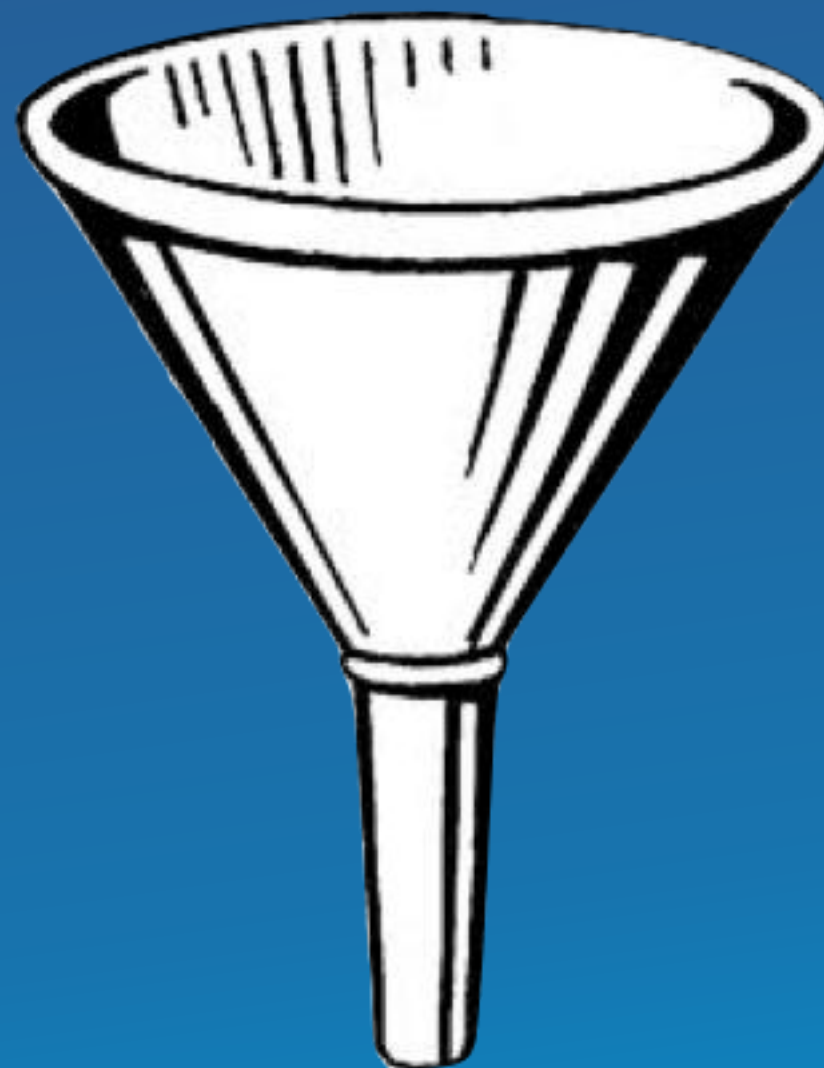
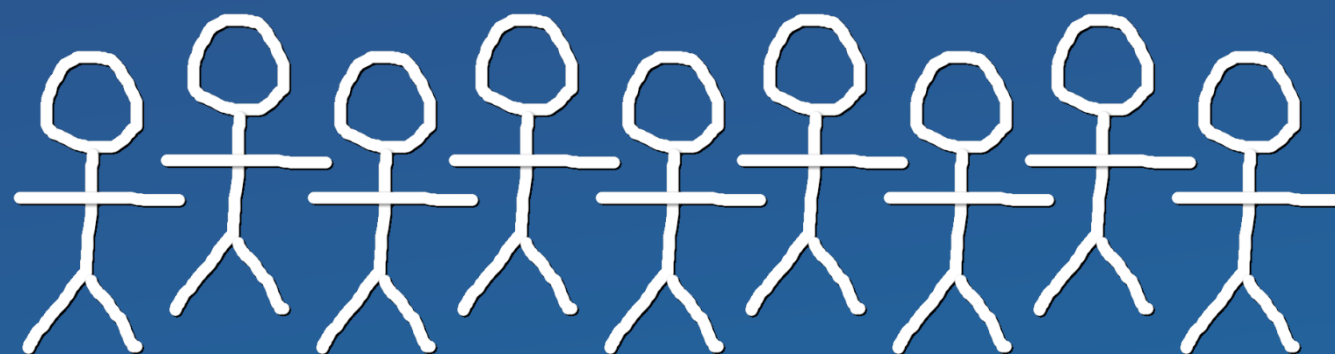


“The severest test of an advertising man is in selling goods by mail.”



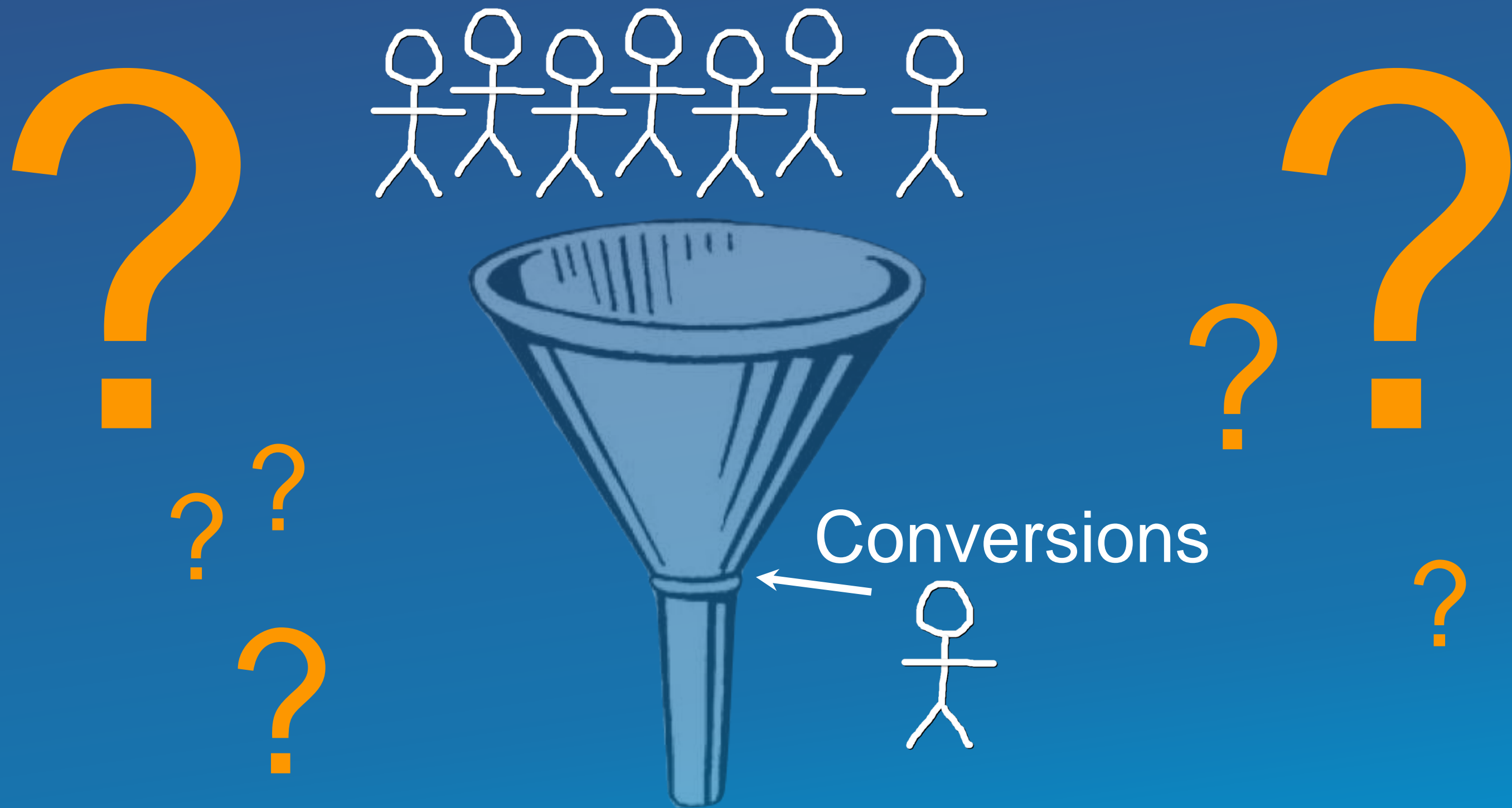


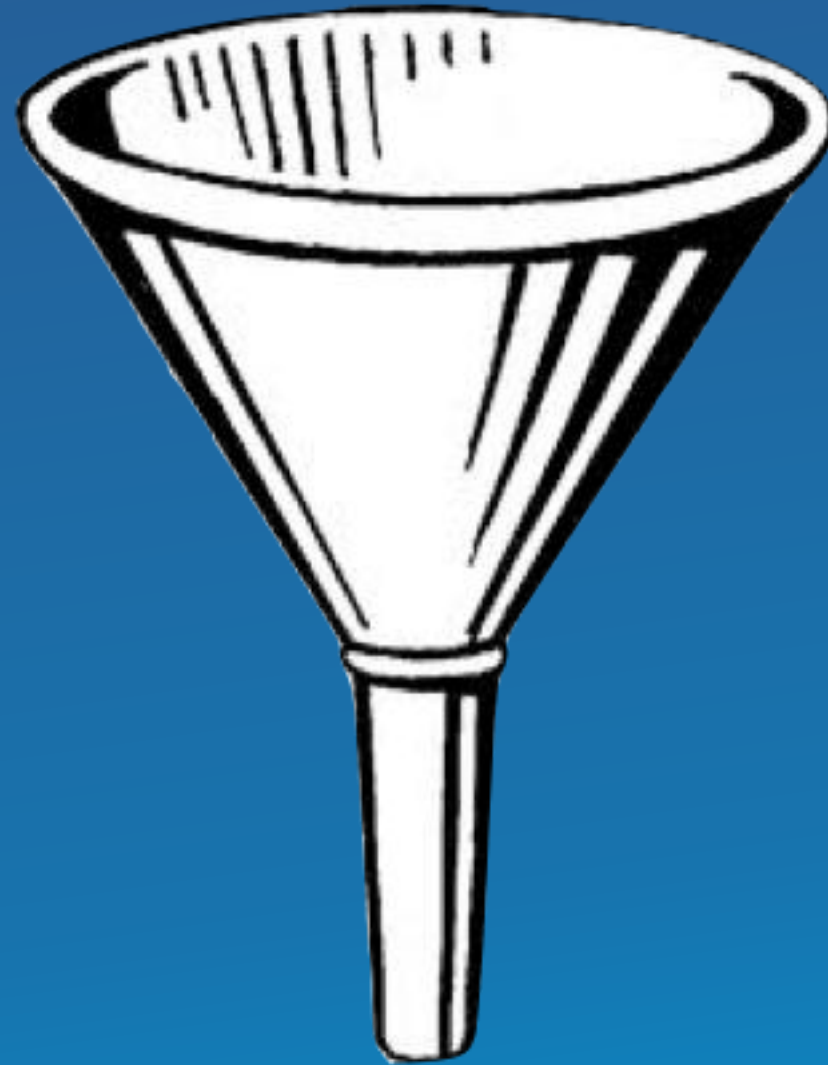
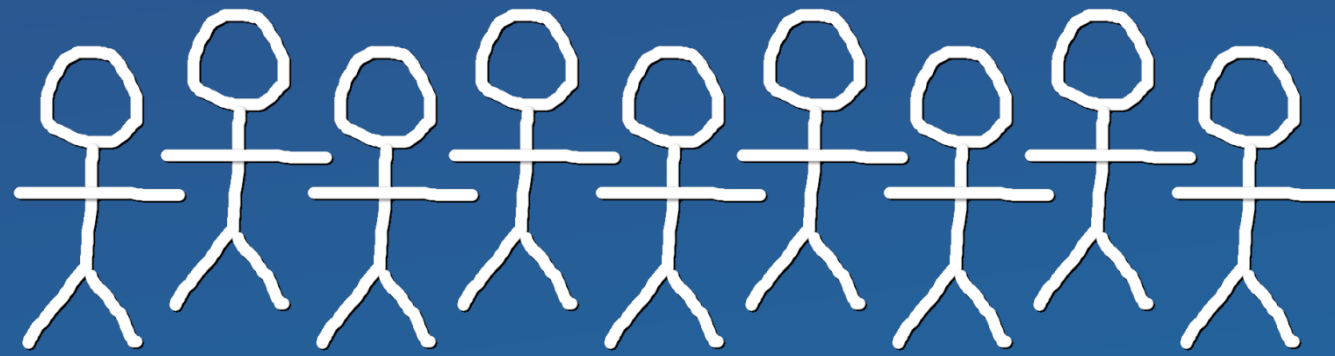
“Let us help you for a week without cost or obligation”



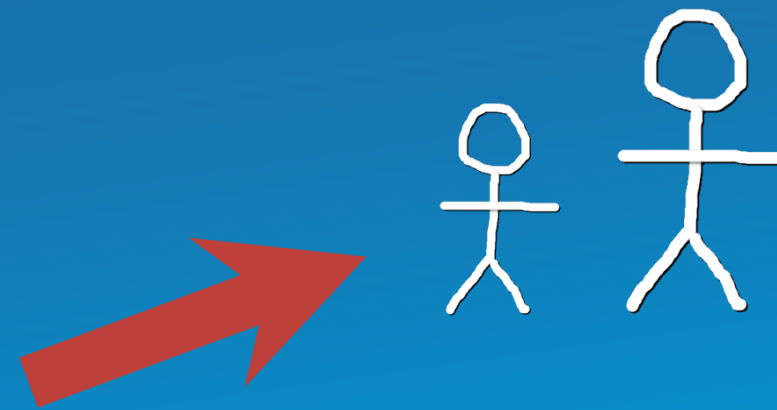
Conversions







Conversions



1. Eat your own dog food



Record your purchase

- Screen recording software (Screenflow)
- Take screenshots (Skitch)

Monitor your conversion funnel

- ClickTale
- UserTesting.com





Keywords



*Get Traffic!
7 weeks to SEO success*

START NOW

Sign up to Wordtracker Keywords

Wordtracker 7-day risk-free trial

You can [cancel at any time](#) during your first 7 days or continue your membership for just **\$69.00 per month** (plus VAT where applicable).

First name

Last name

Email

Phone

Password

Confirm password

7 DAY
Free trial

 **30 DAY**
money back
guarantee

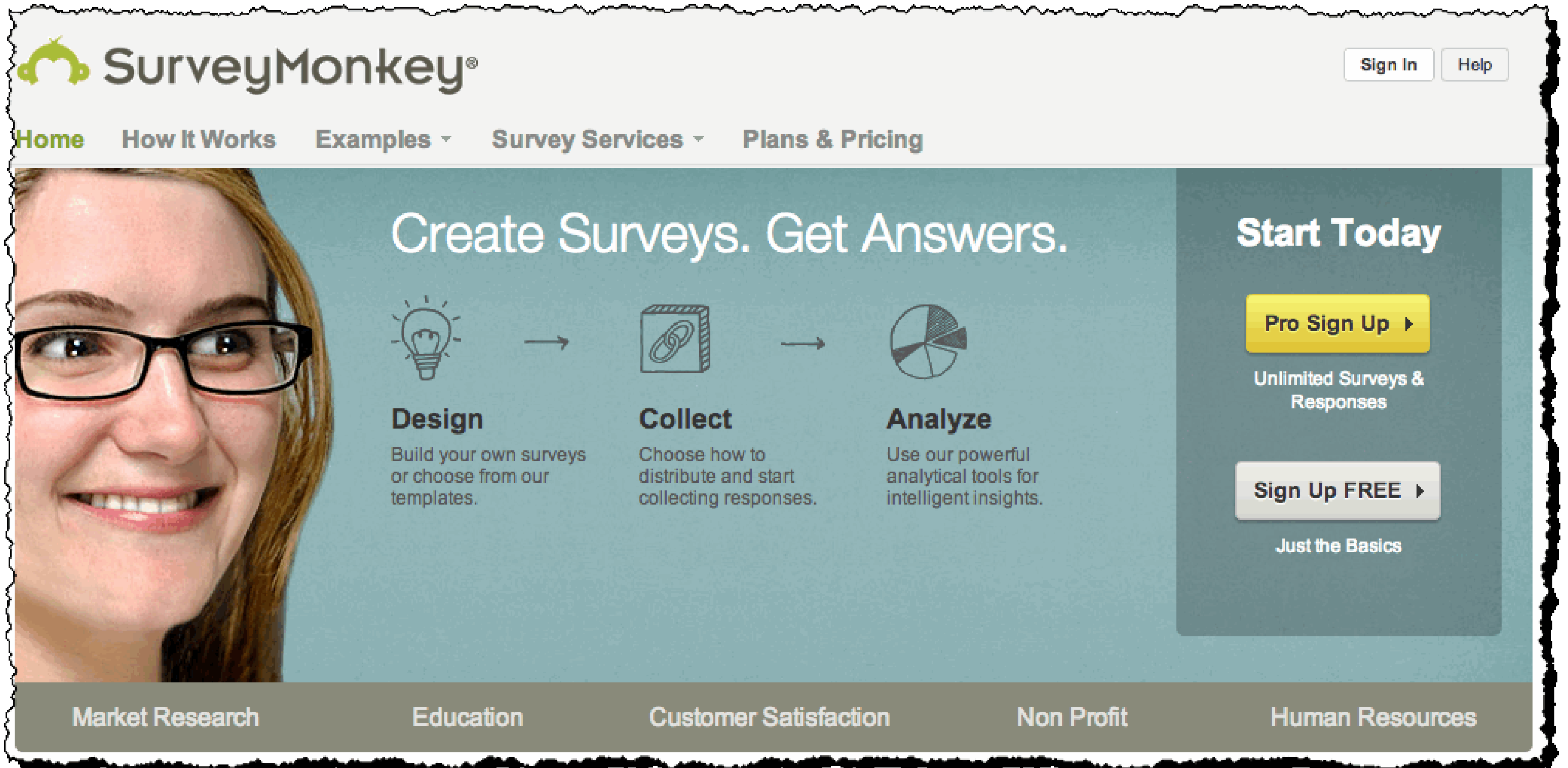


(worth \$19)



(worth \$49)

SurveyMonkey.com



Ask!

- Ask your customers
- Ask visitors that don't buy
- Talk to your sales team



The original:



A



BESTSELLER

Casio
Mens G-Shock Metallic

\$99.00

B



BESTSELLER

Casio
Mens G-Shock Metallic

\$99.00

FREE SHIPPING

✓ IN STOCK



C



BESTSELLER

Casio
Mens G-Shock Metallic

\$99.00

WhichTestWon.com

Test of the Week:

Bubble Pop vs Slider Bar — Which Widget Got 145% More Visitors to Chat with Customer Service?

VERSION A [Click to enlarge image](#)



vs.

VERSION B [Click to enlarge image](#)



How good is your gut?

Vote for which version you think won... and then see real-life test results:

I choose: ☐ VERSION A ☐ VERSION B

CLICK TO VOTE

[Click to see results without voting](#)

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Collections

Features

How it works

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Testing tools

- bit.ly/responsive-bookmark
- bit.ly/switcher-plugin

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• DVD, Blu-ray & Games Rental • Stream films instantly to your internet-connected TV & PS3™

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Prices are per month after your FREE trial ends - and you can change package any time.



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Unlimited Instant streaming

£4.99

No DVDs/Blu-rays
Excluding pay per view titles



BY POST

3 discs a month by post

£5.99

1 disc out at a time
Streaming not included



MOST POPULAR

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£11.22

2 discs out at a time

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Common questions

> What can I watch?

By post you can access over 70,000 DVDs and Blu-rays. With LOVEFiLM Instant you have access to over 5500 titles however it does not include our Box Office (pay per view) titles.

> How does By post work?

> Which games do you have?

> Why are there prices if it's a free trial?

> What happens at the end of the trial?

> What if I want to change my package?

Want to start again? [Cancel signup](#)



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INSTANT

Unlimited Instant streaming

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No DVD or Blu-rays
Excluding pay per view titles



BY POST

3 discs a month by post

£5.99

1 disc out at a time
Streaming not included



MOST POPULAR

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Instant streaming +
Unlimited DVDs and Blu-
rays by post

£7.99

1 disc out at a time



£9.99

2 discs out at a time



**Xbox, PS3
Wii and
DS games**

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2 discs out at a time

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Common questions

> What can I watch?

By post you can access over 70,000 DVDs and Blu-rays. With LOVEFiLM Instant you have access to over 5500 titles however it does not include our Box Office (pay per view) titles.

> How does By post work?

> Which games do you have?

> Why are there prices if it's a free trial?

> What happens at the end of the trial?

> What if I want to change my package?

Select your package

Set up your account

Delivery address

Payment method

Confirm details

Select your package

Please select your package and continue.

[Got a gift or promotion code?](#)

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£5.99

No DVD / Blu-rays



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£5.99

1 disc out at a time



HAVE IT ALL: Instant plus By Post

Instant streaming + Unlimited DVDs and Blu-rays by post

£7.99

1 disc out at a time



£9.99

2 discs out at a time

£13.27

3 discs out at a time



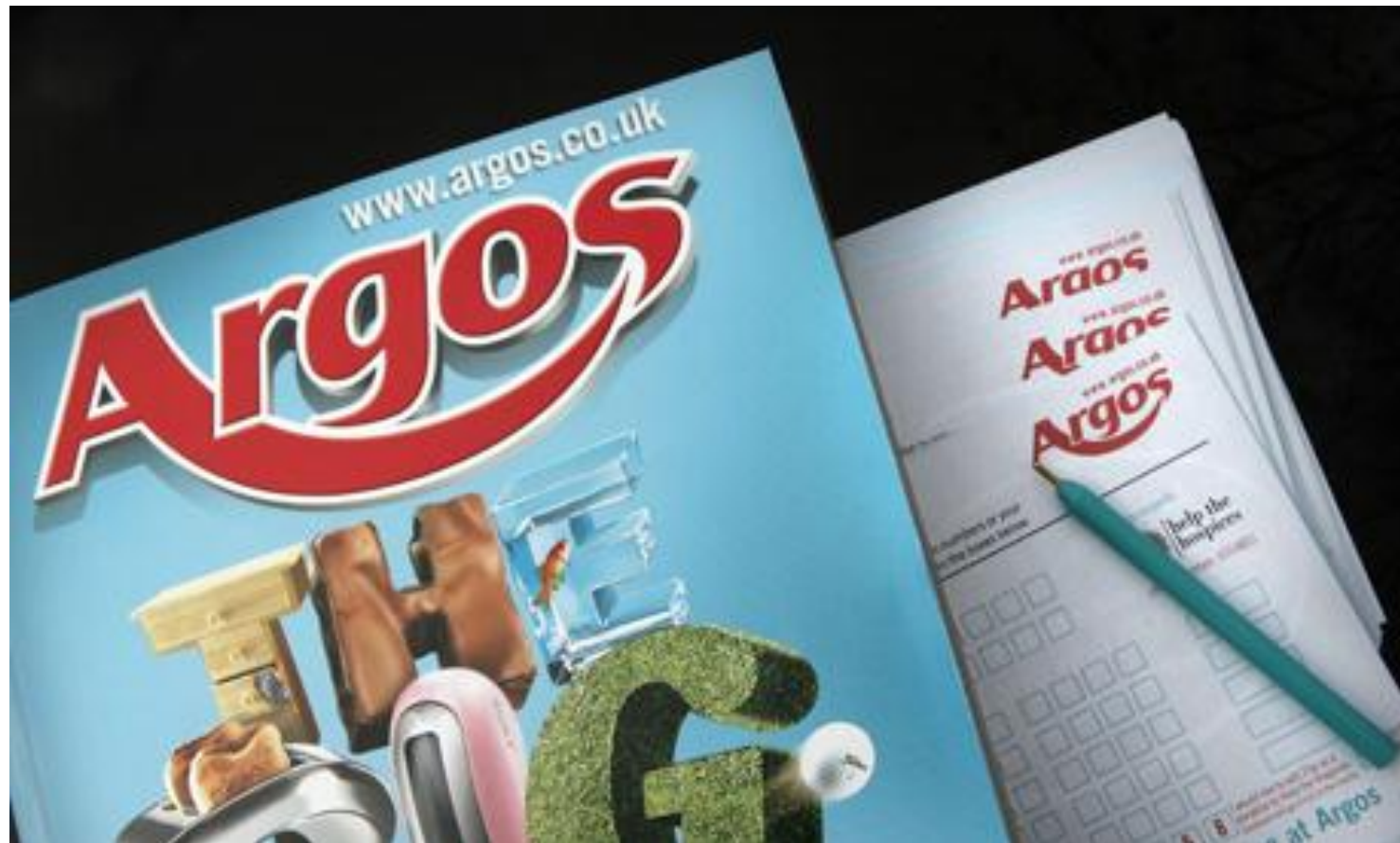
We also have a small starter kit of 2 discs a month for £4.89. One disc out at a time. LOVEFiLM Player access not included.

Continue

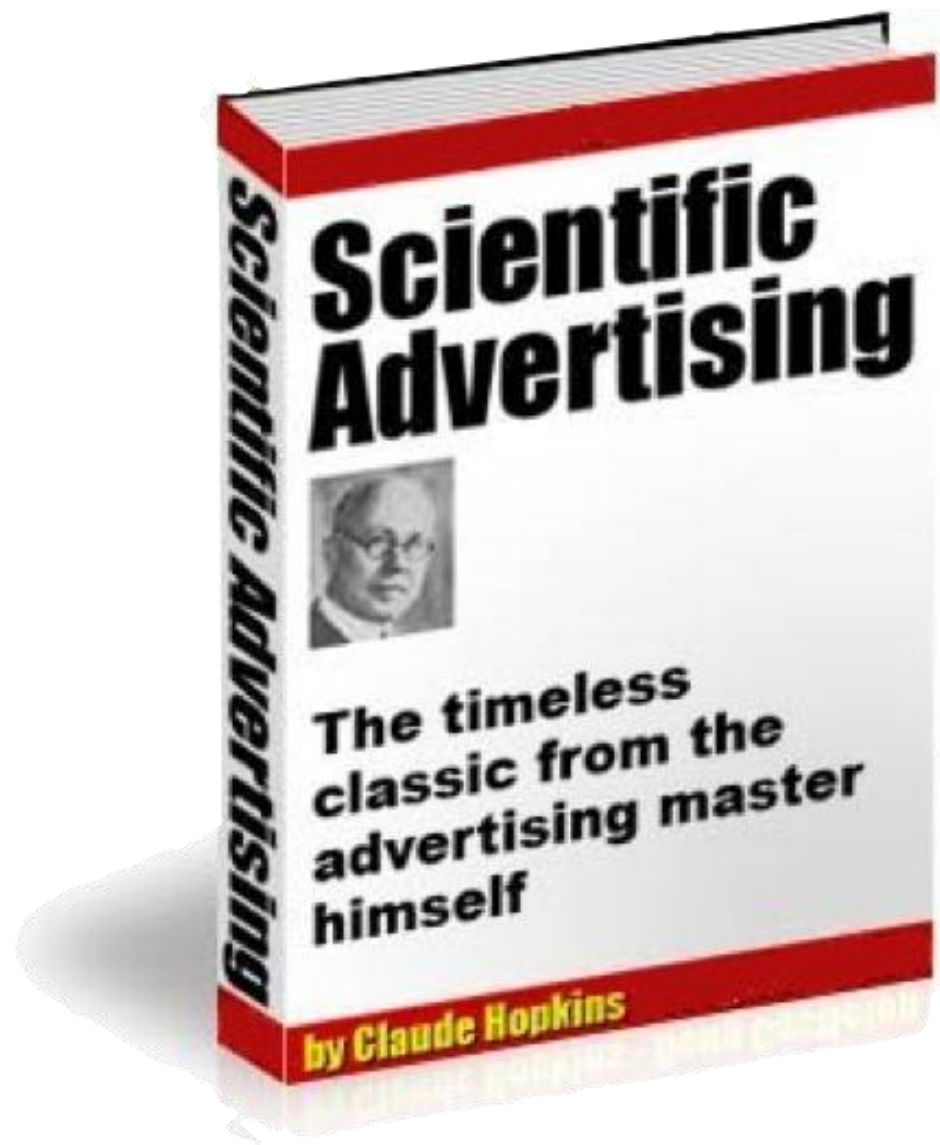
The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself...

Peter Drucker

Business models are changing



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