

[Recommendations](#)

[Opens \(more than 5 opens per person\)](#)

[Clicks - YouTube \(Marlies on Fats\)](#)

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Recommendations

xx shall we drop xx and xx an email from you short and sweet saying you hope they enjoyed last week's newsletter and asking if they have any concerns or questions about their health you can help them with (or give them more info about). Something to start a conversation with them - that could even be did you do the challenge in the newsletter, how did you get on? *We could repeat this for everyone who clicked on Marlies video or have you do a loom showing them some actions from fats using the 7 day course in the Loom?*

Then for everyone who clicked through on the FFY course we send an email asking them what they thought about the course page (we'd love your feedback) and a question that triggers a reply from them. So something like have you done an online course covering health in the past or even repeat our last strategy asking them if they'd be open to doing a 15 minute validation call with you to help us with our course research? Particularly helpful with this new course coming up. *I've highlighted the people who **didn't** click through to the landing page in the last newsletter.*

Marlies Video - 38 unique clicks

Online Course - 11 unique clicks

Open Rate for the newsletter 42% (421 subscribers)

Click Rate for the newsletter 4.4% (44 subscribers)

Unsubscribes 8

Open Rate for the newsletter resend (to unopens) 22.6% (134 subscribers)

Click Rate for the newsletter resend (to unopens) 1.3% (8 subscribers)

Unsubscribes 4

Opens (more than 5 opens per person)

Email Address	Opens	First Name	Last Name	Clients	SSS	Surveys
	32			Past Clients		
	30			Current Clients	2019	
	14			Current Clients		
	13				2019	Short Survey
	12			Current Clients		
	12			Current Clients		
	12			Past Clients		
	10			Current Clients		
	9			Website Enquiry		
	9				2019	Short Survey
	9			Past Clients	2018	

8		2019	Short Survey
7			
7			
6	Past Clients	2019	
6	Current Clients	2020	
6	Past Clients	2018	
6			
6	Current Clients		
6			Short Survey
6			
6			

- Note xx opened the previous newsletter 18 times
- Note xx opened from the resend (2nd) campaign

Clicks - YouTube (Marlies on Fats)

Email Address	Clicks	First Name	Last Name	Events	Enquiries	Clients	SSS	Surveys
	1					Past Clients	2018	
	1					Past Clients		
	1			Heal Doc	Online training	Current Clients	2019, 2018	
	1					Past Clients	2018	
	1			Heal Doc				
	1						2018	
	1							
	1			Dynamic Pilates		Past Clients		Short Survey
	3			Mindfulness 18/9/18	Online training	Current Clients	2019	
	1			Palm Skin				
	1					Past Clients	2019	
	1						2019	Short Survey

1		Current Clients		
1		Past Clients	2019	
1	Dynamic Pilates	Current Clients		
2	Yoga Rhapsody, Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
2	Dynamic Pilates			
1		Past Clients		
2		Past Clients		
1	Heal Doc			
1		Past Clients		
1				Short Survey
1			2019	Short Survey
1			2019	Short Survey
1			2018	
2		Current Clients		
1				Short Survey

1						Current Clients		
1								
1								Short Survey
2						Current Clients		
3								
1								
1								
1						Past Clients		
1						Current Clients		
2						Past Clients		
1							2018	
1							2019	

Clicks - Online Course [landing page]

Email Address	Clicks	First Name	Last Name	Events	Enquiries	Clients	SSS	Surveys
	1			Heal Doc	Online training	Current Clients	2019, 2018	
	1			Heal Doc	Online	Current	2019, 2018	

	training	Clients		
1			2019	Short Survey
1	Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
1	Dynamic Pilates			
2	Online training	Current Clients	2019, 2018	Short Survey
1		Past Clients		
1			2019	Short Survey
1			2019	Short Survey
1			2019	Short Survey
1			2019	Short Survey

1

2019, 2020

1

Short
Survey

1

1

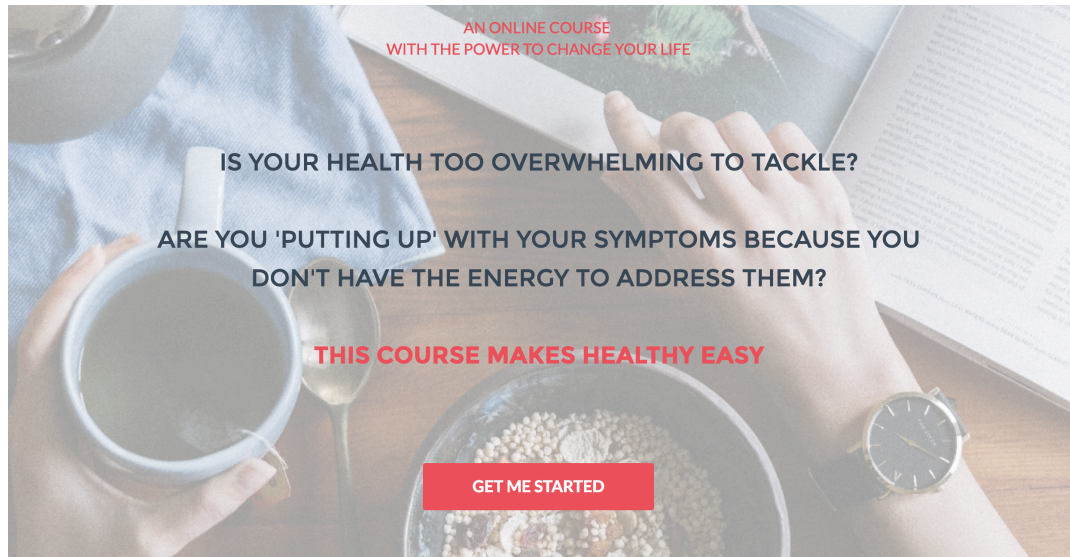
Website

Landing Page Report

Stats for March to date are as follow:

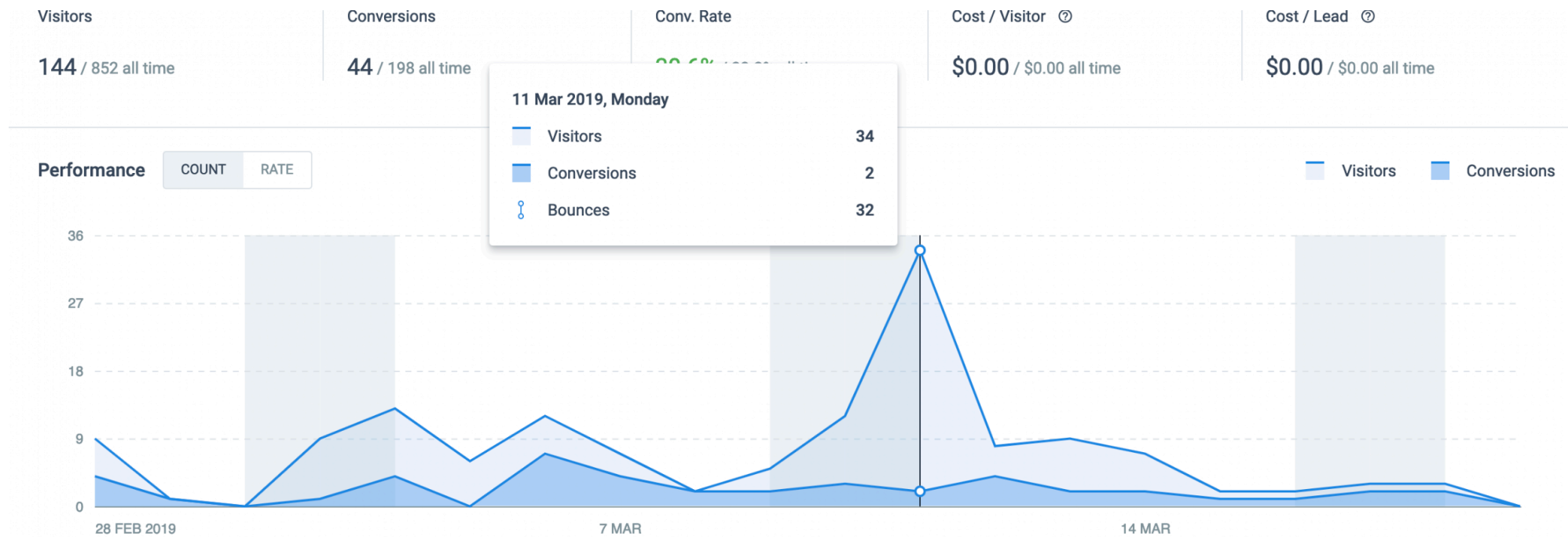
☒ Variation	Conv. Rate	Improvement	Conversions	Visitors	Cost/Lead	Cost/Visitor	Traffic Split	
☒ Variation N	27.2%	BASELINE	22	81	\$0.00	\$0.00	50 %	...
☒ Variation L	34.9%	+7.7%	22	63	\$0.00	\$0.00	50 %	...

Variation L is the one shown below. Variation N is the one with the water pic as the banner.



This page is converting well. 34.9% is a very good conversion rate so if we're not getting people sign up for the course it's because we need to change the next part of the sequence which is the payment page. Asking the people who clicked through in the newsletter what they thought of the landing page, the payment page (if they clicked through) would be really helpful in terms of getting this sequence to convert.

Question, what did we do on Monday 11th March. Big traffic spike to the landing page shown below:



Finally xxx have a look at this, one of Instapage features is it's heatmap. I've done a loom video showing you the heatmap of both page variations ... so it's telling you where people are pausing/reading the page. Here's the link so you can have a look: xxx

Based on this we can move the content on the landing page so hot spots are at the top, and split test what's not being read.