

guide

GatorPopUp:

The Endless Possibilities of GatorPopUp



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The Endless Possibilities of GatorPopUp

OVER THE LAST DECADE, WE'VE BEEN TOLD THAT POPUPS ARE A SURE-FIRE WAY TO RUIN YOUR BUSINESS' REPUTATION. THEY'RE ANNOYING, THEY DECREASE CONVERSIONS AND CAUSE POTENTIAL CUSTOMERS TO BOUNCE STRAIGHT OFF YOUR PAGE AND PROBABLY NEVER RETURN AGAIN. AS A RESULT, MARKETERS STEERED WELL AWAY FROM USING POPUPS ON THEIR COMPANY WEBSITES.

But the tables have begun to turn. Popups have proved impressively effective for keeping customers browsing websites for longer.

If you used the internet in 2018, whether it was for finding your next software, a pair of shoes or to read a blog, the chances are you've already been exposed to this trend in digital marketing. B2B

What is a Popup?

A popup does what it says on the tin. It is a message which pops up on your website based on certain criteria. The great thing about popups nowadays is that they're customisable. There is no need to have the same popup across your site. Instead, you can choose a particular type of popup (we'll go into the different types in a moment) and display your popup after a certain action has been performed by the visitor. CommuniGator offers the ability to generate and display popups in various forms, all from your GatorLeads tracking code.

Popups appear as a box which overlays part of your website. They hold a particular message, and usually a link to direct the visitor to a 'more important' location on your site. Due to this, popups essentially act as an advert on your page, with the aim of directing you to a particular desired location.

There's good reason for it too. Popups have been found to lead to a 60% reduction in bounce rate and 50% more time spent on site. They capture new leads and potential customers attention when they're almost ready to engage.

Typically, companies offer some sort of incentive. 49% offer an eBook, free content, tool, template, promotion or discount, and 36% of popups include the word "free" somewhere in the message.

They're a great way to increase engagement and produce more hot leads. That's why we're covering exactly what a popup is, why you should use it, and we've even thrown in some examples of how you could go about doing so.

How Will Popups Benefit You?

As with all marketing channels, there are both pros and cons to popups. Dependent on your marketing strategy, it can influence how much benefit they bring you. When used correctly, popups can help generate and nurture leads by directing them onto more important information in the sales funnel. Popups should look out for certain pitfalls to avoid irritating prospects though.



They're great for converting leads: When we were looking at the benefits of popups, we found so many case studies of popups increasing lead counts. They can be used to offer leads content which offers more information, pushing them further along the sales funnel.

They demand attention: By overshadowing the page's content, it may not be subtle, but it is sure to draw the readers eye. And attention is the first step to converting a lead.

They focus attention on one message: With so many messages on your site, popups give you the space to focus on a single call to action (CTA).

Huge ROI potential: popups cost very little, meaning the ROI potential is massive.

They're less intrusive now: Variations on traditional popup options are designed to be less intrusive, keeping user experience unaffected.



They irritate the user: This can be very true for full-screen popups, but there are far more widget variations to choose from now.

They block content: Typically, popups load last, and so readers have started reading before they appear. This means content is then blocked. You do have the ability to set timings for popups to appear at to avoid this issue.

They force a user into action: This can be intruding for the user, although it can result in increased levels of conversions.

Popups are awful on mobile: Popups can prove especially frustrating to mobile viewers. There is now the option to disable popups for mobile or adapt how they appear.

Essentially, it comes down to what kind of value popups will bring to your marketing strategy. Yes, there are cons to popups, as there is with any marketing channel. It is the weigh-up between whether the popups are generating enough solid leads to justify using them and accepting the compromises. Additionally, with more popup options, many of the issues can be overcome by manipulating the display settings.

Popup Variations

You can now choose from a variety of different popup types and traits. There are many options when it comes to display criteria which allow you to specify exactly how your popup behaves. Below are some of the specifications you can set.

Smart Triggers: These allow full control over the popups behaviour. Whether you want to choose when to start and stop your widgets based on scrolling, or display after a set period of time, on a certain date or a particular day of the week.

Exit Popups: Built to reduce website bounce rate and increase time spent on site, this popup displays a custom message as the visitor shows leaving intent.

Targeting: Allow custom marketing by displaying a set message to particular visitors based on country, device, browser, IP, traffic source or UTM values. You can set widgets for particular pages or only show it to new or returning visitors. The choice is yours.



Customisation: The look and feel of the popup can be entirely customised. If it's a bar, popup, button or panel you want, you can decide. Add custom images and mix up the colours, fonts and animations.

A/B Testing: See what works best by creating several versions of the same widget. Let your website visitors determine the winner. This will help find out what colours, layouts, texts and call-to-actions work best for your audience.

Mobile Responsive: Use mobile-friendly and responsive widgets to improve your visitors' mobile user experience.



The Four Types of Popup

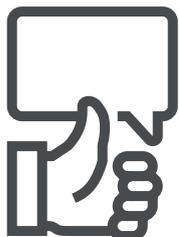
Our GatorPopUp tool allows you to select from the following display options to control at what point in the user journey the GatorPopUp appears.

The Entry PopUp: Entry popups are possibly the most controversial form of popup. Entry popups appear as soon as a visitor arrives on the page. In certain situations, they can be a risky choice, but they are a great way to give discounts or inform visitors about a promotion before they start browsing the rest of the site.



The Exit PopUp: The most common popup you see, the exit popup displays as a visitor is about to bounce from your site. People tend to find this form less intrusive as they are interrupted when leaving a page, rather than when they're in the middle of reading or otherwise engaging.

The Scrolling PopUp: A scroll popup appears on the page once the visitor has scrolled past a particular point. Common thresholds are 30% or 70%. Getting to this point usually implies that the visitor is more interested in your products or services, and so they are a great way of giving engaged data more valuable content. A/B tests work great with this type of popup to identify which threshold gives the most conversions.



The Timed PopUp: A timed popup appears once a specified amount of time has passed since the visitors arrived on a particular page. This threshold is changeable and so can be adapted to your needs. Using Google Analytics, you can identify the perfect time to set this popup based on average time on page. Again, this is a great popup to try A/B tests with.

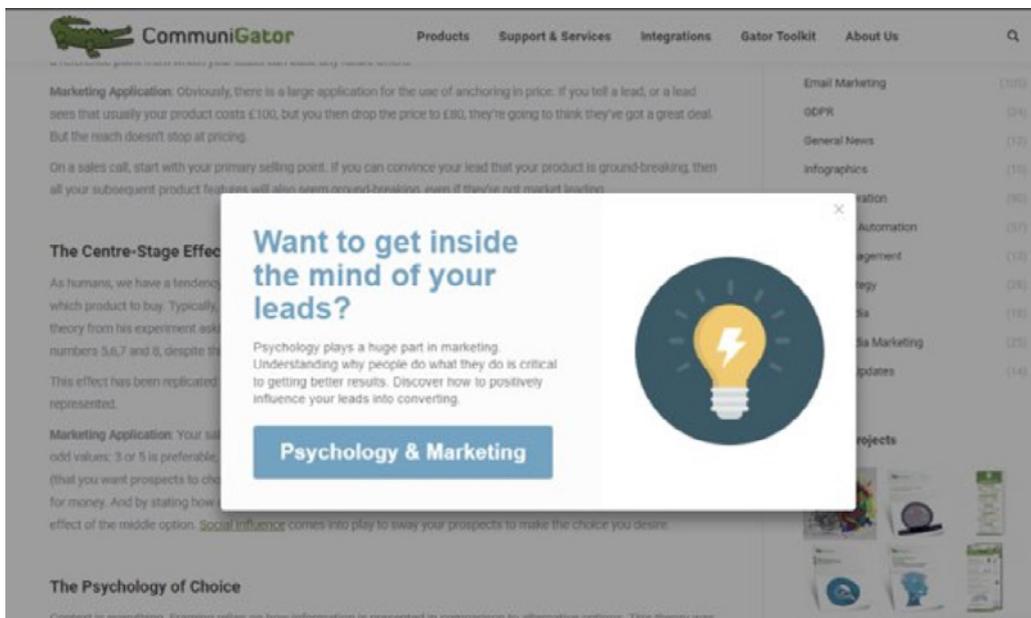
5 Applications for Popups

The Nurture PopUp

This popup is used to keep your visitor on your page whilst also offering them information which they may be interested in. A lead typically goes through a journey where they learn about the company, what they do, and then focus on how the company will help them. All this happens before a lead even considers purchasing. The Nurture PopUp is used to progress leads through this journey.

Let's say a lead has come to your blog through a Google Search. Your title has drawn them onto the page, but realistically, this is a low scoring page which simply gives best practice advice. Using the Nurture PopUp, you can direct them onto a heavier piece of content, relevant to their interest.

We would use a Scrolling or Timed PopUp in this instance. By doing so, the popup only appears once the visitor has begun reading, and so engaging with the topic. Many marketers find success with this type of popup. The idea being that if someone is reading an article and has a more in-depth, and therefore useful, document offered, the lead is more likely to interact with the guide, ebook or similar on the same topic. Moving them further down the lead journey in the process.

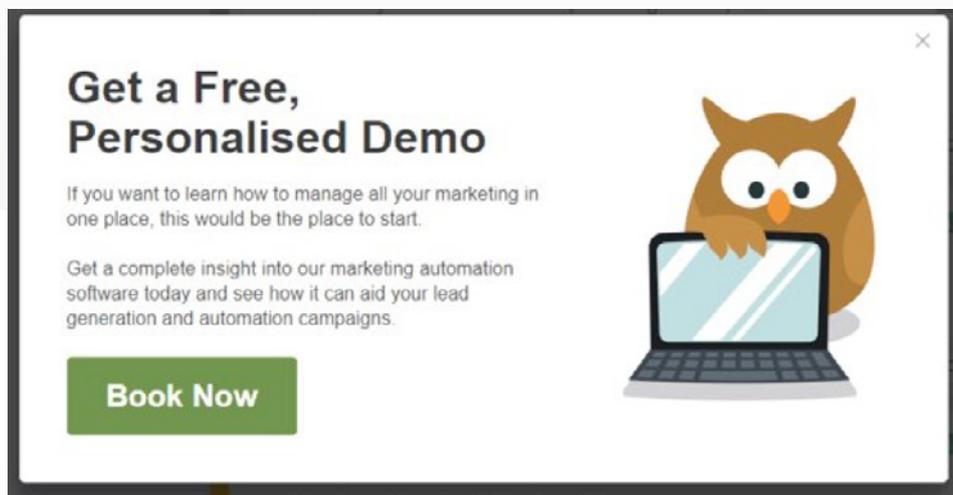


We've seen good success rates from this type of popup, with a CTR of 4.68%.

The Sales PopUp

If anything like ours, your sales team will have an uncanny ability to identify which leads are hot simply by looking at what pages they've been on. This is the place to start for using your Sales PopUp. The key pages which indicate your lead is looking to find out more are the ideal location to use a popup offering a call, demo or trial. You're proactively inviting the prospect to interact with your sales team, rather than try and work everything out for themselves.

Again, a timed popup works well for this use. It gives the reader time to try and identify the solution to their problem, but also to realise that it would be more beneficial to speak directly to your team. Give your lead a reason to click. Use the popup to briefly explain how you can help them if they get in touch. This is a really useful popup when used correctly. We've received a 3.45% CTR, which has allowed our sales team to grow their lead opportunities. The Sales PopUp allows you to increase your lead interaction and catch more leads at the right time.

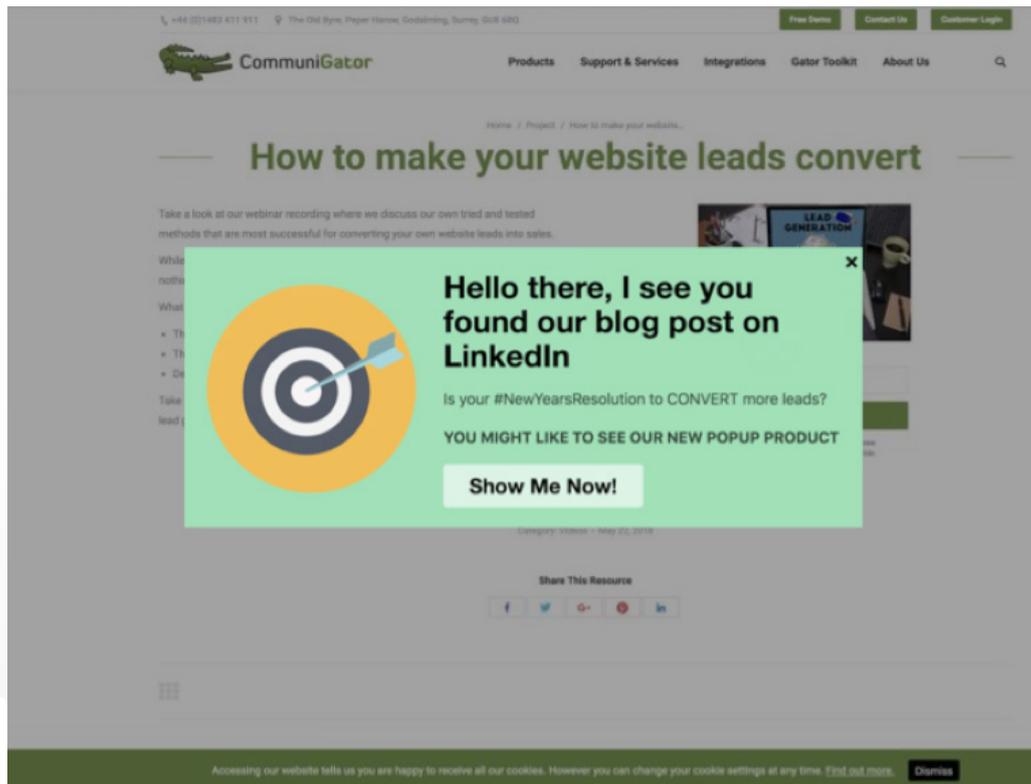


The Redirect PopUp

It's likely your lead generation strategy will be using multiple channels and won't be solely reliant on your website. So, use this in your popups. Customise your leads experience by using a popup which identifies the process they've followed to arrive at your page. Whether it's from email or social media.

For this example, we'll take social media, but the principle remains the same from email too. It's all down to the UTM values you've used in your links. By adding UTM values to your links, you can identify things like campaign, source, etc. If you've never used these before, try our URL builder here. Then through GatorLeads or Google Analytics, you can filter down your leads to those who meet a certain UTM value.

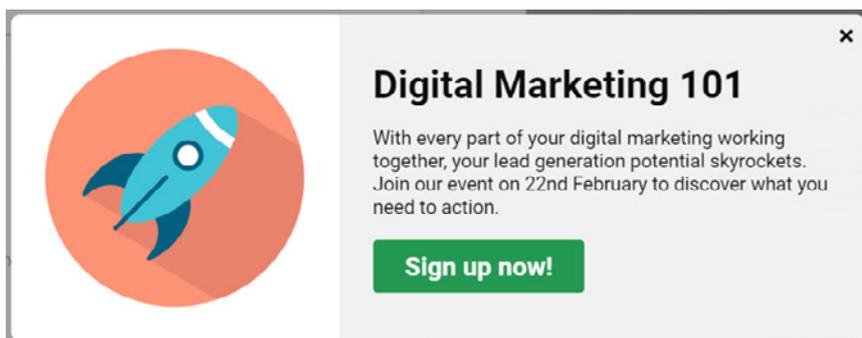
Once UTM values are on your link for Social media, you can use these to customise your popup to display only when these UTM values are specified in the URL. This means you can take people from the LinkedIn landing page, onto a more important and useful page on your website!



The Enticement Pop Up

This is essentially a last ditch effort to entice your visitor to stay on your website for longer. Think of what you'd want to say or offer someone who's about to leave your website and put this in a popup to keep them engaging with your company again in the future. This popup could also be used to generate form fills. Whether it's signing up for more information or joining the company mailing list, once you've gathered some extra details, you can use this to tailor their lead journey.

An Enticement PopUp typically offers something to the visitor. It works as a method of increasing visitor retention and reducing website bounce rate. By offering something of use as a lead is showing exit intent, you can continue the engagement further. We'd recommend using this to promote an event you're running, offering a free demonstration of your product or offering a useful resource. All of these options require the lead to complete a form fill to either sign up to or



receive their offer. This popup really is just used for whatever you think will keep people browsing your website for longer (or in future).

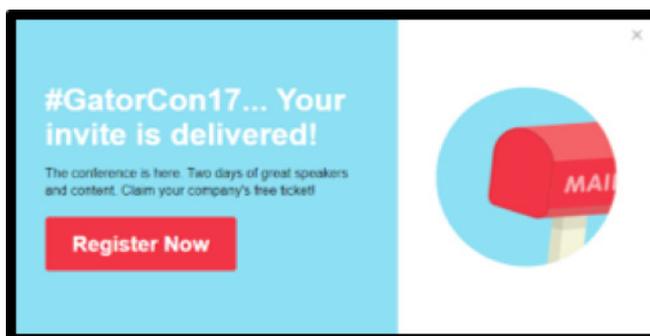
The In-Product PopUp

Popups don't have to be restricted to lead generation purposes only. They can also be great for increasing customer satisfaction. An In-Product PopUp can have many uses. They can be used to:

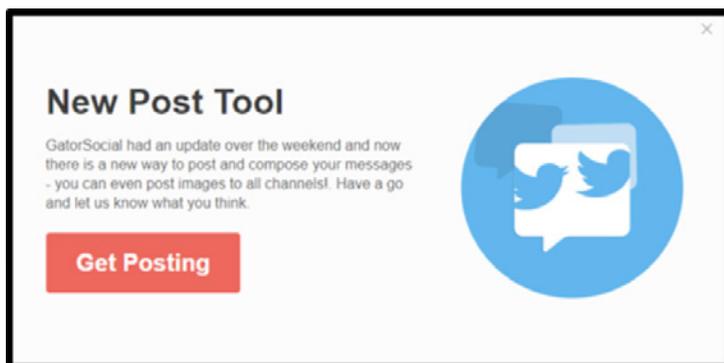
- **Promote an event**
- **Make the user aware of a product update or change**
- **Inform users of maintenance or known issues**
- **Communicate with your customers in their own time**

Your customers will likely notice these things anyway, but by using a popup to inform them of the changes, you can provide further information where needed. Plus, you can use targeting options to display the popup to only those people who meet your criteria. So, if your popup is relevant to only half your customers, no problem!

When a major event is coming up you can promote it to your customers using popups. We'd promote it to our customers using an Entry PopUp, so they aren't in the middle of a project when it appears. We also use various different types of popup. When we were promoting our customer conference, we used not just a box popup, but also a bar along the bottom of the screen. This served as a constant reminder about the event but was unobtrusive to those completing tasks using our product.

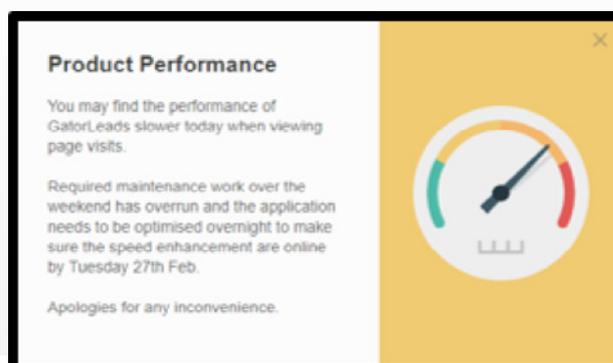


#GatorCon2017 - Get Your Free Ticket



New parts of the product also get promoted using popups. No matter how small the change is, if we think it's worth shouting about, we'll put it in a popup. Usually, these include a snippet of information which provides an overview of the benefit this new tool brings. Then a link which gives more information on how and why to use it.

As a software provider, we do occasionally experience issues in the product. Whilst the wonderful development team work to resolve the issue, we find a popup helps to make people aware of the issue, and the fact we're working to solve it already. Our support team love this one as they don't get so many curious customers asking about it! We've found that by simply alerting customers, they are far happier with their overall service and experience of using the product.



PopUp RoundUp

Popups literally come in all shapes and sizes with different purposes and aims. Popups have advanced hugely in the last few years and now come with various capabilities which allow you to specify when and to who each popup is displayed. As well as boosting your engagement and website retention rate, they can be used to offer more important and useful content, increase form fills and capture more leads.

We've outlined just a few examples of the uses of popups, but through using the tool, and adding a bit of imagination, popups can be used to boost almost any marketing goal.

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SpotlerUK is one of the leading B2B marketing automation & lead generation software providers in the UK.

Offering an all-in-one inbound and outbound marketing software, SpotlerUK provides everything you need to launch effective marketing campaigns that generate leads and engages your audiences.

To read all the juicy details of what the platform offers and how we can help your business jump on over to our website: spotler.co.uk.

Or for more on all things marketing and sales related, visit our blog: spotler.co.uk/blog or sign up to our newsletter: spotler.co.uk/newsletter.

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