



**CONVERSION SCIENCES**  
Conversion Optimization Testing Experts

# 28 Value Proposition Takeaways



Takeaways for you to take... away

# Value Proposition Tips

Look through these the next time you revamp your value proposition

## Always Lead With The Benefits

Start with the benefits. I can't say this enough. What does your target audience want most? Tell them about that right off the bat.

## Eliminate Uncertainty

Eliminate uncertainty. When you tell people exactly what to expect, it builds trust. If you are going to require something from the user, tell them exactly what to expect from the very beginning.

## Keep Mobile In Mind

Stay mindful of how your value proposition is displaying to mobile users. You can't afford to ignore mobile traffic, and you should be split testing mobile users separately from desktop users.

## Focus on the Benefits

Benefit-driven headlines perform better than headlines simply stating the product category.

## Explain Value Before Adding Testimonials

The subheading is not a good place for a testimonial. You need to explain your value before you bring in proof to verify your claims.

## Who, What, How & Why

Your value proposition should explain the who, what, how, and why, while still

keeping the customer in focus.

## Define the Target Audience

Be sure to define your target audience within your value proposition. This doesn't have to be explicitly outlined in your headline or subheadline, but it should be including somewhere in the hero shot.

## Be Clear... Not Cool

A clear statement makes for a better value proposition than a cute phrase, catchy tagline, or cool idea.

## Address Customer Pain Points

Directly addressing emotional customer pain points within your value proposition can have a MASSIVE impact on your conversion rate.

## Reduce Signup Friction

Signup friction can significantly decrease your conversion rate. Social signup buttons, on the other hand, can help reduce friction while also acting as social proof.

## Communicate Unique Value

The purpose of your value proposition is to communicate value. Be sure that it speaks to the unique value your business provides

## Pay Attention To Layout

The layout of your landing page, and specifically your hero shot, is extremely important. Make sure that you are maximizing your space and highlighting the most important elements.

## Keep The Hero Shot Clean

Limiting your hero shot to only the core elements of your value proposition will virtually always serve you better than throwing up a bunch of info and letting the reader decide what to read first.

## Take Users On A Linear Journey

Unless you are working with some sort of advanced interactive technology, it's important that you take visitors through a linear journey, where you control the narrative they follow through your page. Don't let them simply browse.

## Use Images & Videos

People respond powerfully to videos and real images. Our brains are far more likely to notice and remember images versus words. Take advantage of this.

## Avoid Stock Photos

People don't respond to stock photos. Our brains are far more likely to notice and remember images versus words, but these advantages tend not to apply to stock photos, as our brains have learned to automatically ignore them.

## Spend Extra Time On Your Headline

Your headline will usually be the most important part of your landing page. Spend the extra time needed to get it right.

## Curiosity Only Works On Certain Audiences

For certain audiences, saying less and creating a curiosity gap might encourage them to give you their contact info. Other audiences will respond to specificity. You'll have to test to know for sure how your audience will respond.

## Social Proof Works On Certain Audiences

Adding social proof elements to your subheading is something worth testing. It won't be a priority for all businesses, but it can improve performance in some scenarios.

## Not All Benefits Are Created Equal

Don't let "benefits" become another buzzword. Focusing on benefits only matters if those benefits are the most important ones to your target audience.

## Think Outside The Funnel

Think through what is motivating your customers outside of the immediate conversion funnel. They aren't just signing up for your offer. They are trying to accomplish a broader goal. Speak to that.

## Give 'Em What They Want

Give the people what they want! What do your users want and how can you give it to them? The more you give, the more you can ask.

## Offer Specific Benefits

Be specific with the benefits you are promising. "Join the fun" is not anything. "Get Riverview FREE" is a specific, measurable promise.

## Make Your CTA Obvious

Make your CTA obvious. If your #1 goal is to make someone take \_\_\_\_\_ action, everything about your landing page should make that obvious.

## Eliminate Distractions

Distraction is a big deal when it comes to framing your value proposition. Remove distractions, even if that means eliminating basic site navigation options.

## Bullet Points Are Your Friend

Don't be afraid of bullet points. They tend to be used in hero shots nowadays, but they can be a great option when you can't get fit everything you need in the headline and subheadline.

## Show Value Before Giving Options

Give people a reason to stay before you give them multiple navigation options to select from.

# A Single CTA Is Usually Best

The less options you give people, the more likely they are to convert in the way you are wanting. Offering a single CTA is always worth testing.

# What can you learn from 30 minutes with a Conversion Scientist?

Joel Harvey and Brian Massey have over 36 years of combined experience.

Brian founded Conversion Sciences in 2007 and is the author of the book *Your Customer Creation Equation*.

Joel has worked with hundreds of IR 500 brands to increase the performance of their ecommerce web sites.

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