



BurgDirect

\$0 for Four Months vs. \$10k Revenue in the First Week

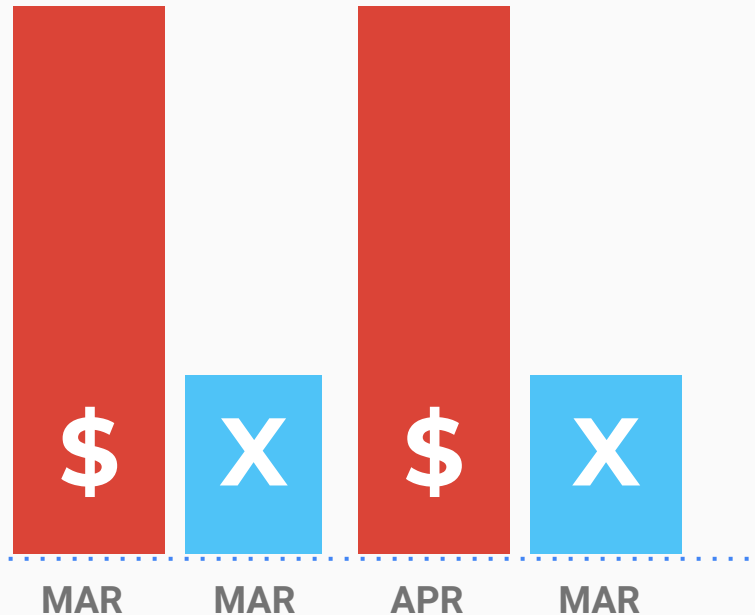
A laptop screen is shown in a dark, dimly lit environment. The screen displays a line graph with a blue line and a pie chart with a green slice. The text is overlaid on the screen in white. The text reads: "After months of ad spend resulting in \$0 worth of sales, our work produced **\$10k in sales on the first week**".

After months of ad spend resulting in \$0 worth of sales, our work produced **\$10k in sales on the first week**

The true cost of poor user experience

BurgDirect started campaigning on Facebook, spending thousands per month before doing any analysis of their site.

The result was **thousands in lost ad spend without a single new customer**



A close-up photograph of a person's hands using a white marker to draw on a whiteboard. The background is dark and out of focus, showing some bokeh light effects. The text 'The solution' is overlaid in white on the left side of the image.

The solution

Create a Strategy

1. Establish Value
2. Build a Lander
3. Restart Campaigns



1. Old Lander

Campaigns lead directly to a sign-up form **with no message**. Visitors signed up just to see what was on the next page. The users collected were mostly throwaway attempts.

A close-up photograph of a person's hands using a white marker to draw on a whiteboard. The background is dark and out of focus, showing some bokeh light effects. The text '2. New Lander' is overlaid in large white font on the left side of the image.

2. New Lander

Designing a userflow that is **focused on the value proposition of the brand**, we built and launched a completely new landing page that was compelling and interesting.



3. Campaigns

Restarting the same campaigns with the new lander, we saw **sign ups filled with real customers.** These new sign ups directly contributed to over \$10k in sales.



✓ Bonus Data

In addition to improved content, our new lander also captured new metrics allowing **deeper insights into which *parts* of the message were most compelling to users.**

The Result

After just one week, BurgDirect saw **real clients signing up leading to actual sales.**

Today, we continue acquiring new clients and are working on improving the lifetime value of each customer.

Improved User Experience

Clear Value Proposition

Superior Data Tracking

**Data Driven
Decision Making**
Marketing is not
guess work
Using *granular
analytics* we make
improvements to the
messaging and UX to
increase conversions

10XX

Attention: Main Title

Measure drop off rate. How compelling is our text to get people to scroll down and read more?

20XX

Interest: Secondary Titles

Now that we have their attention, people are likely to scan the page. How compelling are these titles at creating interest to read on? What is the time spent on each section?

30XX

Desire: Text Content

Only interested parties will be reading the content in detail. What are they looking for? Are they finding the copy interesting? Is there a build up of desire in our offerings?

40XX

Action: Links and Buttons

We did it! We got them to sign up and potentially buy. What is the percentage drop off from the "attention" phase? What key patterns are we seeing?

Scale Intelligently

Step 1

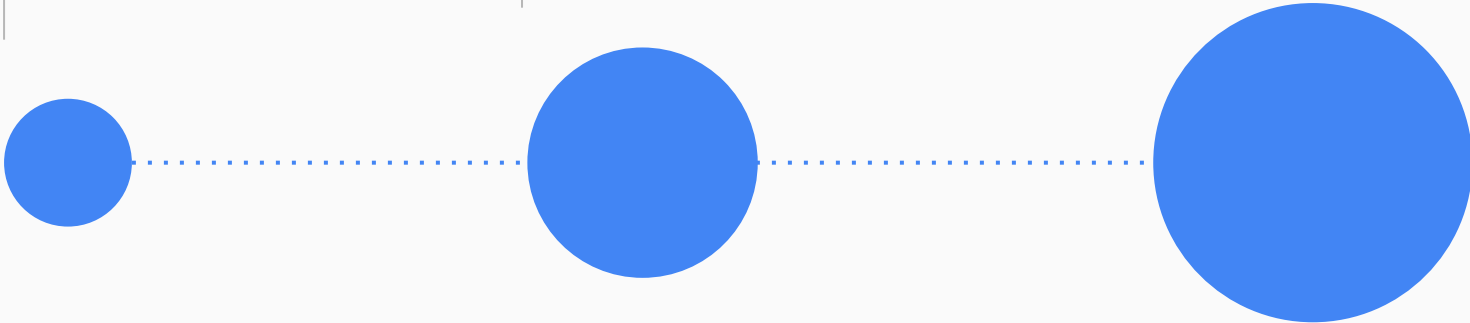
Sample small audience for market-fit

Step 2

Throw out poor performers and keep high-performing campaigns

Step 3

Armed with solid data, increase spend to increase sales. Expand and create stability



Team Leads

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