THE MARKETING IQ MANIFESTO

A new methodology for creating marketing that matters

@OliGardner

#CTAConf
Please select receipt delivery method
Please select receipt delivery method

Print
Please select receipt delivery method

Print

Email
Please select receipt delivery method

- Print
- Email
- Print and Email
Please select receipt delivery method

- Print
- Email
- Print and Email
- Cancel
Please select receipt delivery method
RAGING BULL METER
CALIBRATED TO REFLECT THE IMPACT OF SHITTY EXPERIENCES

Meh

Everything is wrong, and stupid
Arrrrgh
How dare you?
No. Stop it.
You're ruining my life!
Blood is boiling
I'm losing it
Counting to 10. Twice.
Losing my shit
Smashes laptop
Throws chair through window
Fugue state
Full rampage.

Wut?
Pifff
Double Meh

Pfftt
RAGING BULL METER
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Meh

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Pfft

Wait?

Pfft

Meh

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How dare you!

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Throws chair through window

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Full rampage.
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You’re ru...
RAGING BULL METER
CALIBRATED TO REFLECT THE IMPACT OF SHITTY EXPERIENCES

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You're ruining my life!
Blood is boiling
I'm losing it
Counting to 10. Twice.

Losing my shit

Smashes laptop
Throws chair through window
Fugue state
Full rampage.

Meh
Double Meh
Wut?
Pfft
Everything is wrong, and stupid

Pffft
FIGHT OR FLIGHT
The Receipt Edition

RAGING BULL METER
CALIBRATED TO REFLECT THE IMPACT OF SHITTY EXPERIENCES

- Meh
- Double Meh
- Pffft
- Wutt?
- Arrrggh
- Everything is wrong, and stupid
- No. Stop it.
- How dare you!
- Are You Kidding Me?
- Blood is boiling
- I'm losing it
- Counting to 10. Twice.
- WTF!!
- Smashes laptop
- Fugue state
- Full rampage.

Shit officially lost.
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<thead>
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<th>&quot;B&quot; + 3</th>
<th>GHOSTBUSTERS</th>
<th>ANAGRAMMED BODIES OF WATER</th>
<th>PLASTIC SURGERY</th>
<th>SHE'S HAD SOME WORK DONE</th>
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TRADITIONAL IQ
TRADITIONAL IQ

SPATIAL ABILITY
TRADITIONAL IQ

SPATIAL ABILITY

LANGUAGE ABILITY
TRADITIONAL IQ

- SPATIAL ABILITY
- LANGUAGE ABILITY
- MATHEMATICAL ABILITY
TRADITIONAL IQ

- Spatial Ability
- Language Ability
- Mathematical Ability
- Memory Ability

MARKETING IQ
COPY.
MATHEMATICAL ABILITY

ANALYTICS.
MEMORY ABILITY

PROCESS.
EMOTIONAL INTELLIGENCE

EMOTION.
RAISE YOUR MARKETING IQ

#1 - FLIP THINGS UPSIDE DOWN
RAISE YOUR MARKETING IQ

#1 - FLIP THINGS UPSIDE DOWN

Run your designs, funnels, and flows backwards to uncover surprises. Turn expected copy/designs into unexpected ones by leading with the familiar then saying something delightfully incongruent.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
CAUTION: this is a grape varietal specific wine tool! This shape works best with wines made from specific grapes. Please read the instructions below to guarantee maximum enjoyment.
How many people does it take to change a lightbulb?
How many light bulbs does it take to change people?
Firmware 2.8 or later.
DESIGN.

SPATIAL ABILITY
And you will read this last

You will read this first

And then you will read this

Then this one
80% reduction in damaged bikes
RAISE YOUR MARKETING IQ

#2 - MAKE OBSTACLES OBSOLETE
RAISE YOUR MARKETING IQ

#2 - MAKE OBSTACLES OBSOLETE

Keep a record of every observed point of friction your marketing, and segment out the ones that have potential for absolute removal.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
CATEGORIZE AND SEGMENT YOUR FRICTION POINTS

Marketing IQ Manifesto  @OliGardner  #CTAConf
Segments that have points of friction that can be reduced.
CATEGORIZE AND SEGMENT YOUR FRICTION POINTS

Marketing IQ Manifesto  @OliGardner  #CTAConf
CTA CONF ATTENDEE SEGMENTS
[RESEARCH]

Which is the biggest barrier to getting approval from your boss to attend conferences?

*Time* away from the office
*Cost* of ticket & travel
*Value* you’ll get from it
No *prof. dev.* budget
[RESEARCH]
Which is the biggest barrier to getting approval from your boss to attend conferences?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Time</em> away from the office</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Cost</strong> of ticket &amp; travel</td>
<td>48%</td>
</tr>
<tr>
<td><em>Value</em> you’ll get from it</td>
<td>26%</td>
</tr>
<tr>
<td>No <em>prof. dev.</em> budget</td>
<td>12%</td>
</tr>
</tbody>
</table>

85 votes - Final results

11:22 AM - Aug 23, 2019 - Twitter Web App
U.S. Residents

REDUCIBLE OBSTACLE
Cost - Exchange rate discount

1 United States Dollar equals 1.33 Canadian Dollar

Hotel: $254 = $191
Ticket: $899 = $677
[RESEARCH]
If cost is the reason your boss won’t approve you to attend a conference, which component is most likely to be the problem?

- Cost of ticket
- Cost of travel
[RESEARCH]
If cost is the reason your boss won’t approve you to attend a conference, which component is most likely to be the problem?

- Cost of ticket: 27%
- Cost of travel: 73%

59 votes - Final results
Local Residents

**REMOVABLE OBSTACLE**
Travel - No flight or hotel required

Hotel: $254 = $0
Flight: $600 = $0
how NOT to segment
We plan to cut all homeless people in half by 2025.
But I’m down to my laaa-aa-aa-aa-aast
I’m ready but I’m wrong
And I’m buyin’ ... a turtle
A low-IQ marketer launches campaigns or new websites without any sort of validation.
A low-IQ marketer launches campaigns and websites without any sort of validation.

A fixed-IQ marketer runs the copy by their team or boss (and sometimes customers) to see what they think.
A low-IQ marketer launches campaigns and websites without any sort of validation.

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A high-IQ marketer runs experiments to validate the level of understanding your audience has. And they do it for all segments.
A low-IQ marketer launches campaigns and websites without any sort of validation.

A fixed-IQ marketer runs the copy by their team or boss (and sometimes customers) to see what they think.

A high-IQ marketer runs experiments to validate the level of understanding your audience has. And they do it for all segments.
“PROFESSIONALS”
TRESemmé
USED BY PROFESSIONALS

LOW IQ
FINDING THE RIGHT RIEDEL GLASS

RIEDEL offers both "varietal specific" glasses for true wine lovers and "wine friendly" glasses for casual wine drinkers. When you choose a grape varietal specific RIEDEL glass, know that it is built for a purpose and performs at its best with a specific type of wine. A grape varietal specific RIEDEL glass is a wine tool "the key to wine" meant to unlock the most elusive characteristics. Visit our Wine Glass Guide on RIEDEL.COM to identify the right glass for your wine.

HOW MUCH TO INVEST IN ONE GLASS?

Plan to invest ($) in one glass as much as you spend on average for a bottle of wine.

ONE SIZE FITS ALL?

How can each shape provide a unique experience for my wine? One glass is not ideal for all styles of wine. A wine’s bouquet, taste, balance and finish are all affected by the shape of the glass it is consumed from. The wine will display completely different characteristics when served in different glasses. These differences are so great, that even experienced wine connoisseurs believe that they are tasting as many different wines here are glasses. RIEDEL has created shapes that specifically enhance a wine’s bouquet, taste, balance and finish. Grape varietal specific glasses are not an additional expense. They are an investment in the enjoyment of wine.
MATHEMATICAL ABILITY

ANALYTICS.
There's a 99% chance I don't care
Tide PODS Free & Gentle, Liquid Laundry Detergent Pacs, 81 count, packaging may vary
by Tide

253 customer reviews | 4 answered questions

Price: CDN$ 21.70 (CDN$ 0.27 / load) Prime FREE One-Day

Get FREE delivery Tomorrow if you order $25 of qualifying items within 20 hrs and 58 mins and choose this day at checkout. Details

In Stock.

Ships from and sold by Amazon.ca.

3 new from CDN$ 21.70

Size: 81 Count

- Hypoallergenic. Dermatologist Tested. Free of dyes and perfumes
- 3-in-1: detergent, stain remover, color protector
- Each pac of Tide Pods Free & Gentle provides a deeper clean (versus the leading Free & Gentle) that's gentle on skin
- 1 laundry pac for regular loads, 2 packs for large loads and 3 packs for extra large loads
- Tide PODS laundry pods dissolve quickly in hot & cold

Report incorrect product information.
Ships from and sold by Amazon.ca.

3 new from CDN$ 21.70

Size: 81 Count

72 Count
CDN$ 17.98 (CDN$ 0.25 / load)
✓ prime

81 Count
CDN$ 21.70 (CDN$ 0.27 / load)
✓ prime

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Unit economics
BAD Unit economics

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72 Count
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Toilet paper math is the hardest kind of math

fb.com/perfectionpending
What's your biggest challenge when it comes to company analytics/data?

- Access to the data
- Accuracy of the data
- Interpreting the data
- Other (specify)
[RESEARCH]

What's your biggest challenge when it comes to company analytics/data?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to the data</td>
<td>33%</td>
</tr>
<tr>
<td>Accuracy of the data</td>
<td>38%</td>
</tr>
<tr>
<td>Interpreting the data</td>
<td>26%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>2%</td>
</tr>
</tbody>
</table>

102 votes - Final results

4:01 PM - Aug 19, 2019 - Twitter Web App
IMPORTANCE OF TRUST IN ANALYTICS AND DATA
IMPORTANCE OF TRUST IN ANALYTICS AND DATA

internal data.

external data.
ACCURATE BUSINESS METRICS

internal data.

external data.

IMPORTANCE OF TRUST IN ANALYTICS AND DATA

Marketing IQ Manifesto  @OliGardner  #CTAConf
ACCURATE BUSINESS METRICS

IMPORTANCE OF TRUST IN ANALYTICS AND DATA

TRUSTED SOURCES OF DATA

internal data.

external data.
IMPORTANCE OF TRUST IN ANALYTICS AND DATA

ACCURATE BUSINESS METRICS

TRUSTED SOURCES OF DATA

internal data.

external data.

Marketing IQ Manifesto  @OliGardner  #CTAConf
Get $0 delivery fee on orders over $10 ➔

Local Favorites
Great deals and fast deliveries!

See All ➔

Baby Blues BBQ
Free delivery · 49 mins

Flock & Farm Provisions
Free delivery · 35 mins
Who tips their dasher?
Dasher Tip

Tip is $3.00 on your $14.09 order (subtotal & service fee). All of your tip goes to the Dasher.
Dasher Tip

Tip is $3.00 on your $14.09 order (subtotal & service fee). All of your tip goes to the Dasher.
DEFINITION OF TIP
(Oxford English Dictionary)

“To give someone who has provided you with a service an extra amount of money to thank them.”
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(Oxford English Dictionary)

“To give someone who has provided you with a service an extra amount of money to thank them.”
Minimum earning from trip = $6.85
Bonus if tip > minimum = $1
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Bonus if tip > minimum = $1

TIP  == *extra money*
Minimum earning from trip = $6.85
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TIP == *extra money*

$0
Minimum earning from trip = $6.85
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TIP == *extra money*

Dasher Gets $6.85
"Extra" Money
Doordash Pays Dasher
Doordash Saves

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TIP == *extra money*

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Doordash Pays Dasher
Doordash Saves
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TIP == *extra money*

Dasher gets $6.85
"Extra" money is $0
Doordash pays Dasher $6.85
Doordash saves $0
Minimum earning from trip = $6.85
Bonus if tip > minimum = $1

TIP: "extra money"

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<th>Doordash Saves</th>
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Minimum earning from trip = $6.85
Bonus if tip > minimum = $1

**Dasher Tip**
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TIP  == *extra money*

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<td>1.85</td>
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<td>5.05</td>
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</table>

Dasher Gets  “Extra” Money  Doordash Pays Dasher  Doordash Saves
<table>
<thead>
<tr>
<th>TIP</th>
<th>== <em>extra money</em></th>
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<tbody>
<tr>
<td>$0</td>
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<tr>
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Minimum earning from trip = $6.85
Bonus if tip > minimum = $1

Dasher Tip
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Dasher Gets
“Extra” Money
Doordash Pays Dasher
Doordash Saves
WHAT’S REALLY HAPPENING

You’re effectively paying the dasher’s minimum wage, Doordash pays nothing, and the dasher gets no tip (extra).
**Minimum earning from trip =** $6.85

**Bonus if tip > minimum =** $1

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<td>$4.15</td>
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</table>
It’s hard to trust information and data.
Colin Loughran will be talking about using research to uncover the truth.

It’s hard to trust information and data.
IMPORTANCE OF TRUST IN ANALYTICS AND DATA

ACCURATE BUSINESS METRICS

internal data.

TRUSTED SOURCES OF DATA

external data.

Marketing IQ Manifesto  @OliGardner  #CTAConf
<table>
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<tr>
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<td>$32,084</td>
<td>$35,386</td>
<td>$36,832</td>
<td>$32,997</td>
<td>$28,378</td>
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<td>Churn</td>
<td>5.40%</td>
<td>3.80%</td>
<td>6.50%</td>
<td>4.20%</td>
<td>4.30%</td>
<td>3.30%</td>
<td>2.80%</td>
<td>4.10%</td>
<td>4.50%</td>
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<td>5.20%</td>
<td>4%</td>
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<td>Conversion Rate</td>
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<td>144%</td>
<td>169%</td>
<td>177%</td>
<td>163%</td>
<td>165%</td>
<td>196%</td>
<td>184%</td>
<td>155%</td>
<td>135%</td>
</tr>
</tbody>
</table>
RAISE YOUR MARKETING IQ

#3 - KNOW BASELINE STANDARDS
RAISE YOUR MARKETING IQ

#3 - KNOW BASELINE STANDARDS

Be the person in your company who can answer the question “What’s our average _____?"
RAISE YOUR MARKETING IQ

#4 - LEARN COMPLEX METHODS
RAISE YOUR MARKETING IQ

#4 - LEARN COMPLEX METHODS

Simplicity is for communication.
Complexity is for growth.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
[RESEARCH] What’s the main reason you’re not optimizing your landing pages / website?

- Not enough expertise
- Not enough time
- Not enough desire
- Not enough autonomy
[RESEARCH] What’s the main reason you’re not optimizing your landing pages / website?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough expertise</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Not enough time</strong></td>
<td>46%</td>
</tr>
<tr>
<td>Not enough desire</td>
<td>13%</td>
</tr>
<tr>
<td>Not enough autonomy</td>
<td>17%</td>
</tr>
</tbody>
</table>

112 votes - Final results

9:52 PM - Aug 12, 2019 - Twitter Web App
MEMORY ABILITY

PROCESS.
THE METHOD YOU USE TO CREATE.
CREATE.

THE METHOD YOU USE TO CREATE SHOULD BE THE METHOD YOU USE TO CRITIQUE.
Hanlon's Razor

Never attribute to malice that which is adequately explained by stupidity
THE METHOD YOU USE TO CREATE.

SHOULD BE THE METHOD YOU USE TO CRITIQUE.

If you agree to the principles you create with, the critique can’t be offensive. It’s specific, reflective, helpful, and a reminder of what you believe to be true.
CREATE.

THE METHOD YOU USE TO

CRITIQUE.

AND THE METHOD YOU USE TO

QA.
THE TWO MOST IMPORTANT THINGS IN MARKETING

Marketing IQ Manifesto  @OliGardner  #CTAConf
HAVING A GREAT IDEA

first most.

THE TWO MOST IMPORTANT THINGS IN MARKETING

Marketing IQ Manifesto @OliGardner #CTAConf
THE TWO MOST IMPORTANT THINGS IN MARKETING

HAVING A GREAT IDEA

first most.

NOT FUCKING IT UP

second most.

Marketing IQ Manifesto  @OliGardner  #CTAConf
THE TWO MOST IMPORTANT THINGS IN MARKETING

HAVING A GREAT IDEA

first most.

NOT FUCKING IT UP QA

second most.

Marketing IQ Manifesto @OliGardner #CTAConf
Expo Green Whiteboard / Dry Erase Board Liquid Cleaner, Non-Toxic, 22 oz Spray Bottle (1752229)

by Expo

26 customer reviews

Price: CDN$ 12.63 prime

In Stock.
Want it Wednesday, October 24? Order it in the next 21 hours and 37 minutes and choose Two-Day Shipping at checkout. Ships from and sold by Amazon.ca. Gift-wrap available.

2 new from CDN$ 12.63

Style: Liquid Cleaner

Liquid Cleaner Cleaning Wipes

Size: 22 fl oz

1 gallon 20-Pack 22 fl oz

- Removes ghosting, stubborn marks, shadowing, grease, and dirt from dry-erase surfaces.
- Ideal for classrooms and conference rooms.
- Certified AP non-toxic cleaner conforms to ASTM D4263.
- For best results, erase board with an Expo eraser first.
- Made in the USA.

Report incorrect product information.
Top customer reviews

James G. Murphy

⭐⭐⭐⭐⭐ Clean your whiteboard!
September 1, 2017

Size: 8-ounce | Package Type: Standard Packaging | Verified Purchase
They say it’s non-toxic but I didn’t drink any.
They say it's non-toxic but I didn't drink any. What I did do is clean my whiteboard and I have to admit it needed it.
They say it's non-toxic but I didn't drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was.
They say it’s non-toxic but I didn’t drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was. But one wipe with this amazing product and it was white again.

James G. Murphy

★★★★★ Clean your whiteboard!
September 1, 2017
Size: 8-ounce | Package Type: Standard Packaging | Verified Purchase
They say it’s non-toxic but I didn’t drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was. But one wipe with this amazing product and it was white again. Not in a racist way.
They say it’s non-toxic but I didn’t drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was. But one wipe with this amazing product and it was white again. Not in a racist way.
They say it’s non-toxic but I didn’t drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was. But one wipe with this amazing product and it was white again. Not in a racist way. Just in a whiteboard way.
They say it’s non-toxic but I didn’t drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was. But one wipe with this amazing product and it was white again. Not in a racist way. Just in a whiteboard way. And that’s how I like my whiteboard!
They say it’s non-toxic but I didn’t drink any. What I did do is clean my whiteboard and I have to admit it needed it. In fact, I forgot it was even a whiteboard so messy it was. But one wipe with this amazing product and it was white again. Not in a racist way. Just in a whiteboard way. And that’s how I like my whiteboard!

2 people found this helpful
RIEDEL
THE WINE GLASS COMPANY

RIEDEL VERITAS
GRAPE & VARIETAL SPECIFIC
NEW WORLD PINOT NOIR
2 PIECES

RIEDEL VERITAS
GRAPE & VARIETAL SPECIFIC
NEW WORLD PINOT NOIR
2 PIECES
RAISE YOUR MARKETING IQ

#5 - REVERSE-ENGINEER YOUR MAGIC
Whatever you do that’s special and unique – whether it’s a process, strategy, or skillful technique – reverse-engineer it so you can systematize the process by which you create your magic.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
Clarity = \( \frac{1}{(\frac{1}{(2 \times ATFL + BTFL) - 2 \times (ALL + AAL + AMCTA + ALBL + ADL) - (BLL + BAAL + BMCTA + BLBL + BDL))} + (\frac{TCIS}{TPC^2}) + (\frac{RE}{100} + (1 - HSAC/HSWC) + (CR \leq 7) \ ? CR/10 : 0.7 + (0.0214 \times (CR - 7)); + HBV?0:1;) / 2) + ((RWC/TWC + HNC?1:0) / 2) + ((1/1+(|16-FS|) + (1/1+(|685-PW|/100)) + (1/1+|ILH-LH|) / 3) + 1((IGS/TPC^2+LGS/TPC^2)/2)*5 + (IB?1:0;) + (II?(IFB?1:0;):1;) / 7) + (WITTS/(TPC^2)) + (VES/RES) + (HWC/WC)}

ATFL = Above The Fold Links  
AATFL = Acceptable ATFL  
CIS = CTA Isolation Score  
RS = Readability Score  
AC = Acronym Count  
WC = Word Count  
CR = Contrast Ratio  
MRFR = Motion Reading Facility Score  
FS = Font Size  
LH = Line Height  
LW = Line Width  
IGS = Isolated Graphic Score  
LGS = Labelled Graphic Score  
WTFIT = WTF Is That 5-sec Test  
LST = Labelling Test Score  
VES = Visible Enumerable Specs  
RES = RequiredEnumerable Specs  
HWC = Hyperbolic Word Count
POPUPS
POPUPS suck.
POPUPS

THAT ARE MANIPULATIVE, OVERLY PERSISTENT, WITH NO VALUE OR RELEVANCE

suck.
POPUPS

THAT ARE TARGETED, RELEVANT, RESPECTFUL AND OFFER REAL VALUE

are awesome
How do you mitigate for the inevitable negativity created by people using your product to do bad things?

- Lead by example
- Encourage good behaviour
- Care about your legacy

Marketing IQ Manifesto  @OliGardner  #CTAConf
Find your reason to do better. And turn that into a way of working.
COURAGE
We take bold risks in pursuit of growth and opportunity.

AMBITION
We are driven to achieve our fullest potential.

BEING REAL
We do what we say and are open about what we do.

EMPATHY
We have compassion and respect for our teammates, partners, and customers.

DIVERSITY
We enrich our work with diverse perspectives.

At Unbounce we want our people to be C.A.R.E.D for.
THE POPUP DELIGHT EQUATION
THE POPUP DELIGHT EQUATION

CLARITY + CONTROL + CREATIVITY + RELEVANCE + CHARM + VALUE + RESPECT

Delight = (((Immediacy + Hero)/2 + (Close[x] + Close[out]) + Close[esc] + Continue + Cancel)/5 + (Design + Animation + Brand)/3 + (Congruence + Targeting)/2 + (Smile[design] + Smile[copy])/2 + (Reward >= Ask) ? 1:0 ) + (1 - 2*Confirm Shaming))/7) * 100
RESPECT
RESPECT
CLARITY
CONTROL
CREATIVITY
# Example Popup Delight Score

<table>
<thead>
<tr>
<th>CLARITY</th>
<th>CONTROL</th>
<th>CREATIVITY</th>
<th>RELEVANCE</th>
<th>CHARM</th>
<th>VALUE</th>
<th>RESPECT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>57%</td>
</tr>
</tbody>
</table>

**Clarity = (Immediacy + Hero) / 2**

- **Immediacy**
  - Can you explain what the offer is after looking at it for only five seconds? Yes [1], No [0]

- **Hero**
  - Is there a primary image (not a logo) that shows what you will get (or who you will get it from)? Yes [1], No [0]
  - If it's a generic site-wide offer like a discount that doesn't need an image, score [1].

**Control = (Close [On] + Close [Out] + Close [Esc] + Continue + Cancel) / 5**

- **Close [On]**
  - Is there a close button (typically an 'X') on the popup? Yes [1], No [0]
  - If it's a full-screen “Welcome Mat” you can take a [1] here unless there’s no “No thanks” button.

- **Close [Out]**
  - Does the popup close if you click on the background surrounding it? Yes [1], No [0]
  - If it’s a full-screen “Welcome Mat” you can take a [1] here.

- **Close [Esc]**
  - Does the popup close if you press the escape button on your keyboard? Yes [1], No [0]

- **Continue**
  - Is it clear what you need to click in order to accept the offer? Yes [1], No [0]

- **Cancel**
  - Is it clear what you need to click in order to decline the offer? Score 1 if there’s only one option) Yes [1], No [0]

**Creativity = (Design + Animation + Brand) / 3**

- **Visual Design**
  - Is it unique looking (non-rectangle), or just look awesome to you? (some subjectivity is okay here)? Yes [1], No [0]

- **Esthetic**

- **Animation**
  - Does it include some motion as it appears that makes it more noticeable. Yes [1], No [0.5], Yes, but it’s annoying [0]

- **On Brand**
  - Does it match the site’s design or look like a cheap template that could be from any site? Yes [1], No [0]

**Relevance = (Congruence + Targeting) / 2**

- **Congruence**
  - Does the offer feel related to the page you’re on? Yes [1], No [0]
  - If it’s something like a site-wide discount it’s a [1], but if it’s a blog subscribe popup on a homepage, product or pricing page etc. (not your blog), that’s a [0].

- **Targeting**
  - Score [1] unless one of these scenarios is true: it doesn’t apply to you (such as wrong country), or it’s referring to you coming from a page/partner/place that you didn’t come from (and in general if it’s making assumptions about you that are incorrect), in which case it’s a [0]

**Charm = (Smile [Design] + Smile [Copy]) / 2**

- **Smile [Design]**
  - Does the visual design make you smile? Yes [1], No [0]

- **Smile [Copy]**
  - Does the copywriting make you smile? Yes [1], No [0]

**Value = (Reward >= Ask)**

- **Reward > Ask**
  - Is the offer worth more than or equal to the requested information/effort? Yes [1], No [0]
  - Score a [0] if it seems unfair, such as a ton of form fields for very little in return.

**Respect = 1 – 2* (Confirm Shaming)**

- **Confirm Shaming**
  - If this is a two-button Accept/Decline popup, and the decline button is offensive in any way, it’s confirm-shaming. Yes [1], No [0]
RESPECT
VALUE
CHARM
CLARITY
CONTROL
RELEVANCE
CREATIVITY

<table>
<thead>
<tr>
<th>Close [On]</th>
<th>Is there a close button (typically an x) on the popup? Yes {1}, No {0} If it’s a fullscreen “Welcome Mat” you can take a {1} here unless there’s no “No thanks” button.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close [Out]</td>
<td>Does the popup close if you click on the background surrounding it? Yes {1}, No {0} If it’s a fullscreen “Welcome Mat” you can take a {1} here.</td>
</tr>
<tr>
<td>Close [Esc]</td>
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</tr>
<tr>
<td>Continue</td>
<td>Is it clear what you need to click in order to accept the offer? Yes {1}, No {0}</td>
</tr>
<tr>
<td>Cancel</td>
<td>Is it clear what you need to click in order to decline the offer? (Score 1 if there’s only one option) Yes {1}, No {0}</td>
</tr>
<tr>
<td>Charm formula</td>
<td>Description</td>
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<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>( \text{Charm} = \frac{( \text{Smile [Design]} + \text{Smile [Copy]} )}{2} )</td>
<td></td>
</tr>
<tr>
<td><strong>Smile [Design]</strong></td>
<td>Does the visual design make you smile? Yes 1, No 0</td>
</tr>
<tr>
<td><strong>Smile [Copy]</strong></td>
<td>Does the copywriting make you smile? Yes 1, No 0</td>
</tr>
</tbody>
</table>
EMOTIONAL INTELLIGENCE

EMOTION.
MIDGET TEAM
REGISTRATION NOW OPEN!
Ages 16-18
WARRIORS
FOOTBALL
WESTSIDEFOOTBALL.BC.CA
MIDGET TEAM REGISTRATION NOW OPEN!

Ages 16-18

WESTSIDEFOOTBALL.BC.CA
RAISE YOUR MARKETING IQ

#7 - SEGMENT TO UNITE
RAISE YOUR MARKETING IQ

#7 - SEGMENT TO UNITE

Use segments to diversify your empathy and find the commonality that is your brand.

Don’t se(gmen)t it and forget it.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
Jersey sales +80% vs. All-time record

56% percent of the Canadian population watched at least some part of the NBA Finals
STRATEGIC THINKING

STRATEGY.
STRATEGY

BRAND
CONTENT
CAMPAIGN
GROWTH
GO-TO-MARKET
STRATEGY

BRAND
CONTENT
CAMPAIGN
GROWTH
GO-TO-MARKET
RAISE YOUR MARKETING IQ

#8 - S.P.O.T. CONTENT
RAISE YOUR MARKETING IQ

#8 - S.P.O.T. CONTENT

Define the most authoritative and important piece of knowledge that your customers and employees should be versed in. This creates alignment, consistency, and a common vocabulary.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
STRATEGY

BRAND
CONTENT
CAMPAIGN
GROWTH
GO-TO-MARKET
thought leadership
ORIGINAL THOUGHT.

@OliGardner  Marketing IQ Manifesto  #CTAConf
ORIGINAL THOUGHT IS WHAT DEFINES A THOUGHT LEADER. NOT PUBLISHING A TON OF CONTENT OR "GETTING OUT THERE".

...and have an opinion.

@OliGardner  Marketing IQ Manifesto  #CTAConf
speaking of opinions...
TOILET PAPER DEBATE

OVER

UNDER
TOILET PAPER DEBATE

OVER

UNDER
We print custom t-shirts, posters, canvas and other print products and send them to your customers.
RAISE YOUR MARKETING IQ

#9 - DELIVER ON YOUR PROMISES
RAISE YOUR MARKETING IQ

#9 - DELIVER ON YOUR PROMISES

Make your brand standards non-negotiable.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
Don’t partner with assholes.

— Unbounce
RAISE YOUR MARKETING IQ

#10 - COMBINE THE ELEMENTS
RAISE YOUR MARKETING IQ

#10 - COMBINE THE ELEMENTS

Don’t limit yourself to the job title you have. Talk copy with designers, design with copywriters, process with your parents, and strategy with your kids. Learn to write 10 lines of shitty code. Publish your first blog post on Medium where you talk about things you thought you have no business talking about - because you do, and you can.

The Marketing IQ Manifesto  @OliGardner  #CTAConf
RAISE YOUR MARKETING IQ

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RAISE YOUR MARKETING IQ

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For the next two weeks, contestants copied James’ strategy with excellent results...
HIGH IQ
<table>
<thead>
<tr>
<th>BRAND NAMES</th>
<th>&quot;B&quot; + 3</th>
<th>GHOSTBUSTERS</th>
<th>ANAGRAMMED BODIES OF WATER</th>
<th>PLASTIC SURGERY</th>
<th>SHE'S HAD SOME WORK DONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400</td>
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</tr>
</tbody>
</table>
Reverting to old “Fixed IQ” method despite knowing of the better way == Low IQ behaviour
Raise Your Marketing IQ
The Marketing IQ Manifesto  @OliGardner  #CTAConf

#1 Run your designs, funnels, and flows backwards to uncover surprises.
#2 If everyone does something the same way, that’s fixed IQ. Challenge it by doing the opposite.
#3 Turn expected copy/designs into unexpected ones by leading with the familiar then saying something delightfully incongruent.

#1 Run your designs, funnels, and flows backwards to uncover surprises.

#2 Identify points of friction in your marketing experiences - as your normally would.
#3 Segment friction points into reducible or removable.
#4 Brainstorm using two distinct buckets, to separate ideas that have removal potential and those that don’t.
#5 Design an experience that removes the removable.

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#6 Core values are metrics that shouldn’t be broken.
#7 For every product, service, or offer, break it down into its experience elements and measure every piece of work against those elements.
#8 Define every objection or point of friction as a challenge to be overcome by better experience design.

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THANK YOU & ENJOY THE REST OF CTA CONF 2019!

Slides >> bit.ly/iq-cta