



 **kickoff**labs



5 Ways to **Spark Joy** &



Get **More Leads** With

Less Effort



Josh Ledgard

Co-Founder



Watched 1,000s of
campaigns.

Over 29 million leads
generated.

Witnessed both campaign
failure and customer delight.

Our Goal

You leave with at least one tip that saves you time and gets you more leads.

Spark Joy?

How do you know if a marketing campaign sparks joy?



Imagine Your **Ideal Campaign**

Are visitors converting into leads?

CONVERSION RATE

41.8%

LEADS CAPTURED

26,946

UNIQUE VIEWS

65,229

Conversion Rate



Are people sharing my campaign?

Viral Boost

97.6%

of conversions came because someone used a KickoffLabs share link.

% of Leads Sharing

4.8%

the percent of conversions who also generated another conversion.

Traffic From Sharing

121,348

views came from viral boost sharing.

[See Viral Report](#)

1

Removing Clutter

Copywriting

Read it ALL!

Ads

Landing Pages

Email Sequences

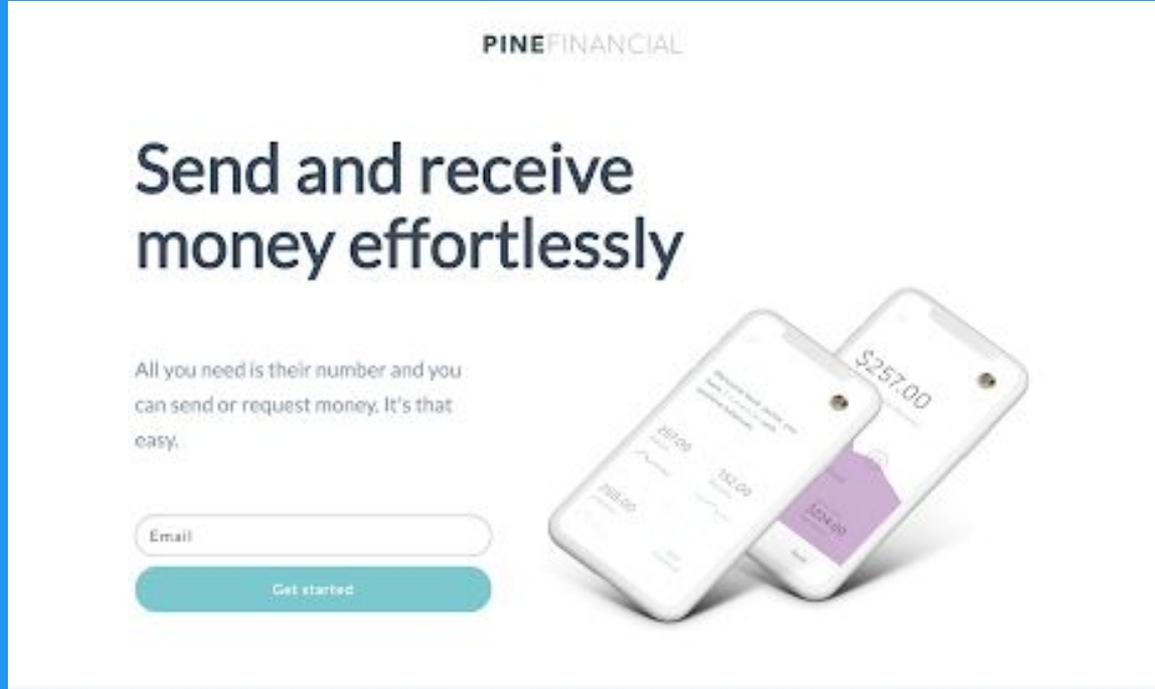
Facebook Share Text



The Best A/B Test



VS



Be simple. Be direct. Answer “What?”



Amazon Echo is a hands-free speaker you control with your voice. Echo connects to the Alexa Voice Service to play music, provide information, news, sports scores, weather, and more—instantly. All you have to do is ask.

Why?



iPad Pro is more than the next generation of iPad — it's an uncompromising vision of personal computing for the modern world. It puts incredible power that leaps past most portable PCs at your fingertips. It makes even complex work as natural as touching, swiping, or writing with a pencil. And whether you choose the 12.9-inch model or the 9.7-inch model, iPad Pro is more capable, versatile, and portable than anything that's come before. In a word, super.

Why now?



Roll over image to zoom in

SHAN ZU

SHAN ZU Japanese Damascus Knife 8" VG10 Steel Blade Professional Chef Knife

★★★★☆ 17 customer reviews

| 4 answered questions

Price: \$199.99

Sale: **\$78.99** & **FREE Shipping**

You Save: **\$121.00 (61%)**

Note: Not eligible for Amazon Prime.

Only 6 left in stock - order soon.

Get it as soon as **May 9 - 31** when you choose **Standard Shipping** at checkout.

Go Bold.
Tell a story
with fewer
words

Dropbox works the way you do

Take your docs anywhere

Save files on your computer, then access them on your phone from the road. Everything you keep in Dropbox is synced automatically to all your devices.

[+ Learn more](#)



Send videos quickly

Send your entire wedding video to family with a simple link. It's easy to share large files with anyone — even if they don't have a Dropbox account.

[+ Learn more](#)

Easily manage your photos

Automatically upload photos to organize, share, and work on them with others. Whether they're new images for your blog or scanned receipts, they're all safe and organized in Dropbox.

[+ Learn more](#)



2

Removing Clutter

Design

Colors: Choose 1-2 with each having a role



The image shows a hand holding an iPhone displaying an email inbox. The website's navigation menu is visible at the top right, and the Acompli logo is at the top left. The main headline is centered over the phone screen.

acompli About FAQ News Careers Blog

iPhone Email Just Got a Promotion

Now it's your turn

REQUEST AN INVITATION TO ACOMPLI

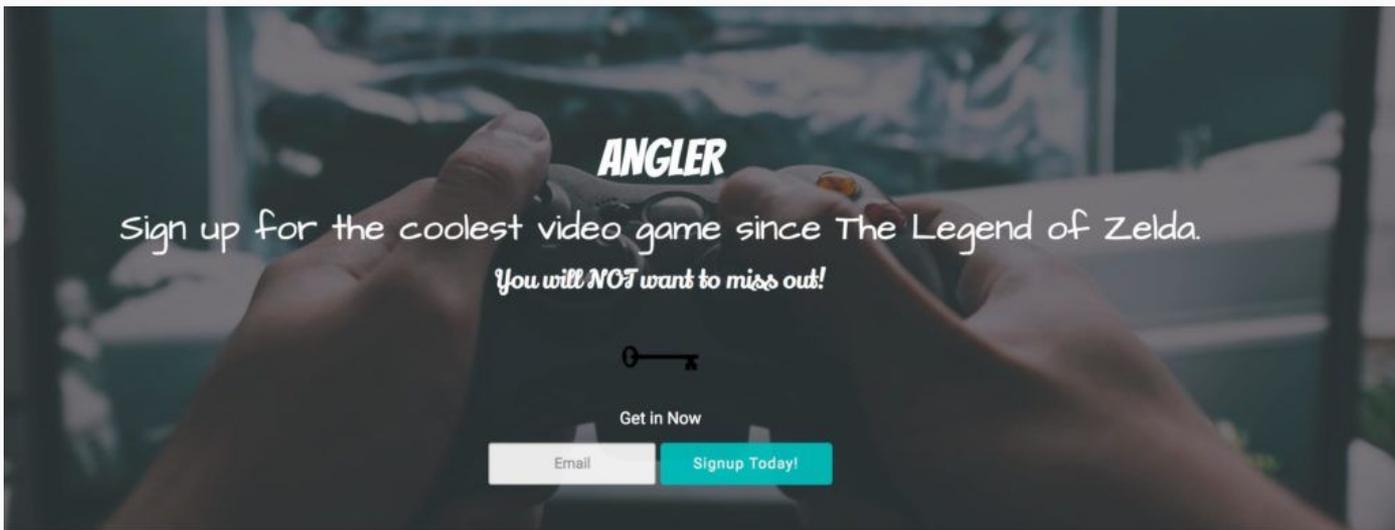
email address **REQUEST**

WATCH THE VIDEO



▼

Fonts: Pick one and limit variations in size, color, and emphasis.



MORE INFO COMING SUMMER 2017

[Privacy Policy](#)

3

Removing Clutter

Bells and Whistles

Need

Fast loading pages

2-3 complimentary images

Bold A/B tests

Traffic

Viral Boost & engaged leads

Do Not Need

Fancy Animations

All the pics we took!

A/B Testing Microcopy

The perfect pitch

Preaching about yourself

4

Spark Joy in Leads

Instant Gratification

“Be the first to know!” is not incentive

It's also a bad strategy



Don't lead with
COMING SOON

OUR WEBSITE IS **COMING SOON!**

We have been spending long hours in order to launch our new website. Stay tuned!

29

DAYS

14

HOURS

09

MINUTES

00

SECONDS

GET NOTIFIED ABOUT OUR LAUNCH

Your Email Address

NOTIFY ME

© Copyright 2014-2015. All Rights Reserved | Designed by: buylandingpagedesign.com

Make it easy
to complete.

TURN MILES INTO MONEY

SIGN UP TO DRIVE WITH LYFT.

Phone Number

[Become a Driver](#)

[Sign Up to Ride](#)

Already applied? [Check the status of your application here.](#)

Earn money for inviting friends to drive. [Learn more](#)

Which makes it simpler to get started? I bet Lyft asks all of this, but they don't need it just to generate a lead.



Ride with Uber

[SIGN UP](#) >

OR



Sign up to drive

First Name

Last Name

Email

Phone

Create Password

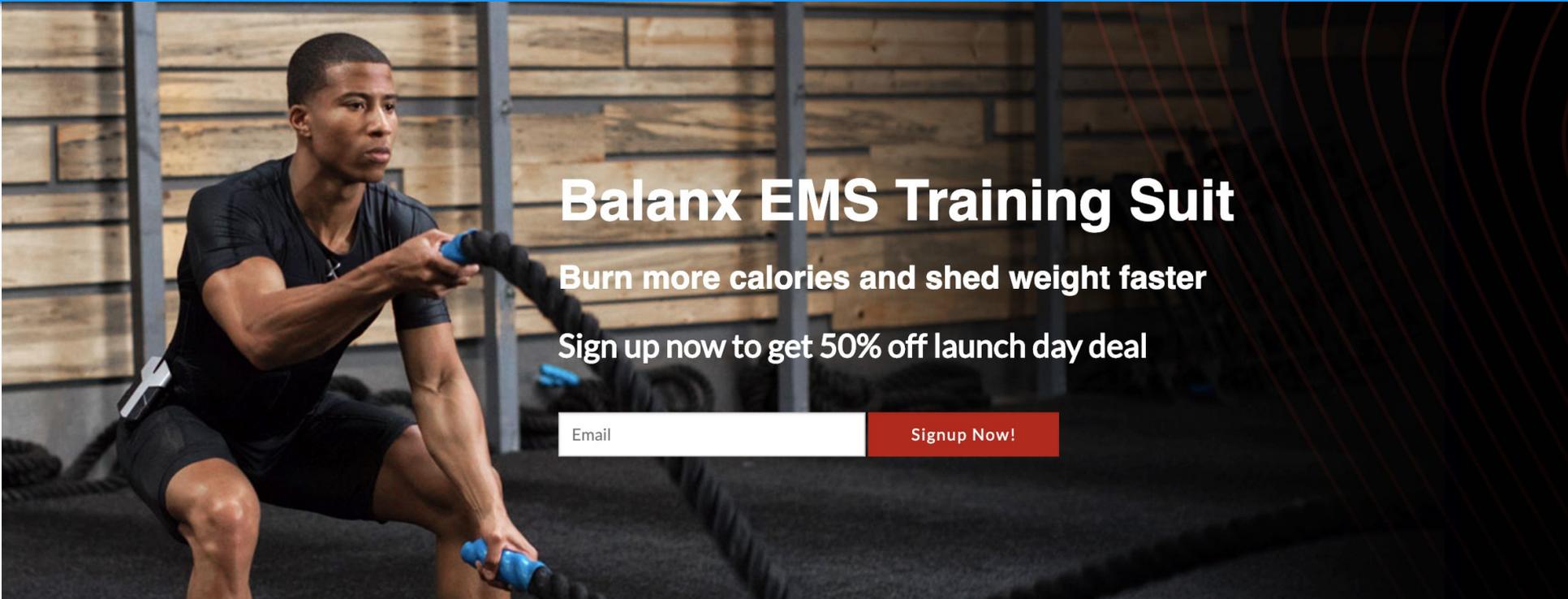
City

Invite Code (Optional)

[SIGN UP TO DRIVE](#) →

Or sign up with your rider account.

Don't overthink it: Just offer a discount



Balanx EMS Training Suit

Burn more calories and shed weight faster

Sign up now to get 50% off launch day deal

Signup Now!

5

Spark Joy With Influencers

**Turn Leads into
promoters with
KickoffLabs**

Are visitors converting into leads?

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SALLY'S

DON'T LEAVE YOUR FRIENDS BEHIND INVITE FRIENDS - EARN FREE RAZORS*

Share your unique link using the buttons below and earn points toward free razors and other rewards for every friend that signs up!

<https://demos.kickofflabs.com/rew>



[f Share on Facebook](#)



5 invited friends have joined. Keep checking.



Free Hugs

Free Shaving Cream

5 Free Razors

Congratulations!

You have:



330
DAYS

02
HOURS

48
MINUTES

36
SECONDS

Share with your friends to **get 3 more entries:**

f Share on Facebook



<https://demos.kickofflabs.com>



Want to earn **even more entries?**

f Like for +3 Points

Follow for +3 Points

Subscribe for +3 Points



RobinCoin

Great! You're on the waitlist.*

Want early access? Skip ahead in line by referring friends!

YOUR POSITION:

1,004

TOTAL IN LINE:

1,247

Move up your place in line by referring friends!

f Share on Facebook



Copy and Paste to Share!

<https://demos.kickofflabs.com/prelaunch-waitli>



*This is not a real waitlist or mobile application. This campaign is just for demo purposes meant to give you an idea of what you can do with KickoffLabs.

Invite, follow and share.
Top 3 leaders will earn a 1 years supply of Flyte Socks!

Share & Invite (+10 Points)

Share your custom link using the buttons below and earn 10 points for every referral!

Your personalized link below:

<https://signup.flytesocks.com/thanks?kid=A>



Follow Us Online (+3 Each)

Connect with us online to earn points right away!

 Like for 3 POINTS

 Follow for 3 Points!

Current Leaders

Rank	Who	Score
1	hungjean89	0
2	lyndseyzakem17	0
3	mayle420	0
4	natalie-mckay	0

SUCCESS! Thank you for entering! Check your email for your free gifts!

Want more entries?

Follow and share for **more chances to win!** Plus earn other cool prizes!

✉ Email To Friends

f Share on Facebook

🐦 Tweet

⚡ Share via FB Messenger

Share with friends! (+3 Points)

10 points have been earned!

5

10

15

20

You've Entered & Have Gifts
Share for More Points.

- Thrive Market: 25% Off Your First Order
- 10% off PaleoValley
- 10% off Kiss my Keto
- Trudy Scott's Anxiety Summit

25% OFF Expo Pass to
Paleo f(x)™ 2019!

- 20% off TrueDark box set
- FDN's 3-step guide to getting real results
- 25% off Expo Pass
- 15% off Primal Hacker

35% OFF Expo Pass to
Paleo f(x)™ 2019!

- 20% off TrueLight Energy Square
- 20% off Kiss My Keto
- 35% Expo Pass
- Revelation Health Ebook

40% OFF Expo Pass to
Paleo f(x)™ 2019!

- Susan Bratton's Book
- FDN: \$1K off FDN course
- 40% off Expo Pass
- Free Kiss My Keto Capsule of choice

WE'RE GIVING AWAY 100,000 SHARES TO THE FIRST ACCOUNT HOLDERS

You now have priority access to the STOCKS app.
Be among the first 100,000 users to set up an account in the app and get a free share*.

WANT MORE SHARES? INVITE YOUR FRIENDS!

The more friends you invite, the higher your chances of earning additional shares!

<https://stocks.getbux.co.uk?kid=ABC>

Copy link

Or share via



Questions? Comments?

Email support@kickofflabs.com