

Opt-In Pop-Up Forms

Best Practice Ingredient List



The Goal

There's no time like the present! Now is the time to prepare for a super sweet Q4. At the top of our ingredients list: a strong list acquisition strategy. With the right opt-in pop-up form on your website, turning new visitors into loyal customers is a piece of CAKE!

This is our recipe for a chef's kiss Q4 opt-in pop-up form...

Step One Optimize For Mobile Users

Meet shoppers where they are! Optimize your font, imagery, and messaging for the mobile experience. Think about whipping up an SMS-specific pop-up, which will allow users to seamlessly transition from Messages back to your site for an optimal user experience.

Step Two Sweeten The Deal With Two-Step Forms

Provide an incentive that's worth a shopper's time. Once you capture your user's email, create a two-step form that offers a slightly higher promo for opting into text messaging, too.

Make it even sweeter:

When launching your SMS campaigns, include your contact information in your confirmation welcome message. As a saved contact, your messaging will have higher visibility.

And remember, SMS marketing should be hot with fresh-out-of-the-oven deals like flash sales or new product alerts.

Step Three Be Engaging, Not Annoying

The sweet spot: a 3-second delay for when your pop-up should appear on the screen. Psst...first page pop-ups will result in the highest engagement!

Remember, Google is looking to protect users from "obtrusive" experiences. It's important to design your pop-up so that shoppers - and Google - find it interesting and engaging. It all starts with the right format.

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Step Four Short and Sweet Copy

You want to aim for that bittersweet copy on your pop-up – entice users and leverage FOMO to make it an offer they can't refuse. If your pop-up form has too many fields to fill out, this will turn prospective customers away. You want to make this step as simple as possible. This will reduce the number of users who click out.

5

Step Five A Clear Call to Action

You'll need a strong, actionable CTA. Keep it along the lines of "Sign Me Up". It's important to make sure the button size is big enough so users don't miss it.

6

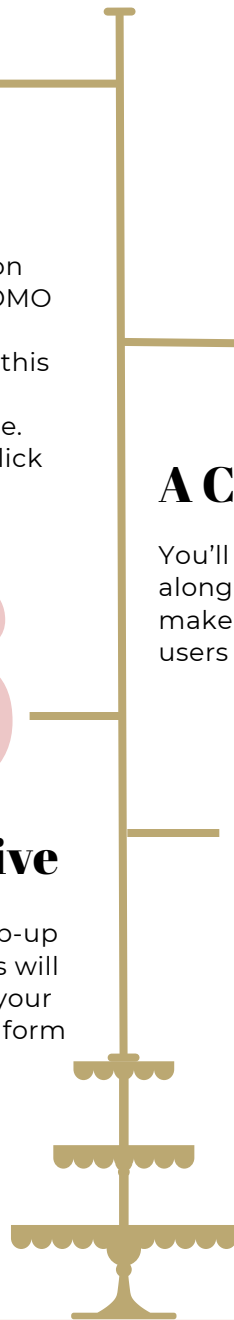
Step Six Offer an Incentive

You want to offer an incentive on your pop-up form. A discount will be hard to resist. This will be a great way to drive conversions from your pop-up. Most customers rely on a pop-up form to grab their discount, so they'll be on the lookout for it!

Goal Accomplished?

After reading our six super sweet tips, do you feel like your list acquisition strategy is in place? If not, take our recipe and run – the sooner, the better!

Capturing the increased traffic during the holiday season sets you up for a strong Q1 in 2024.



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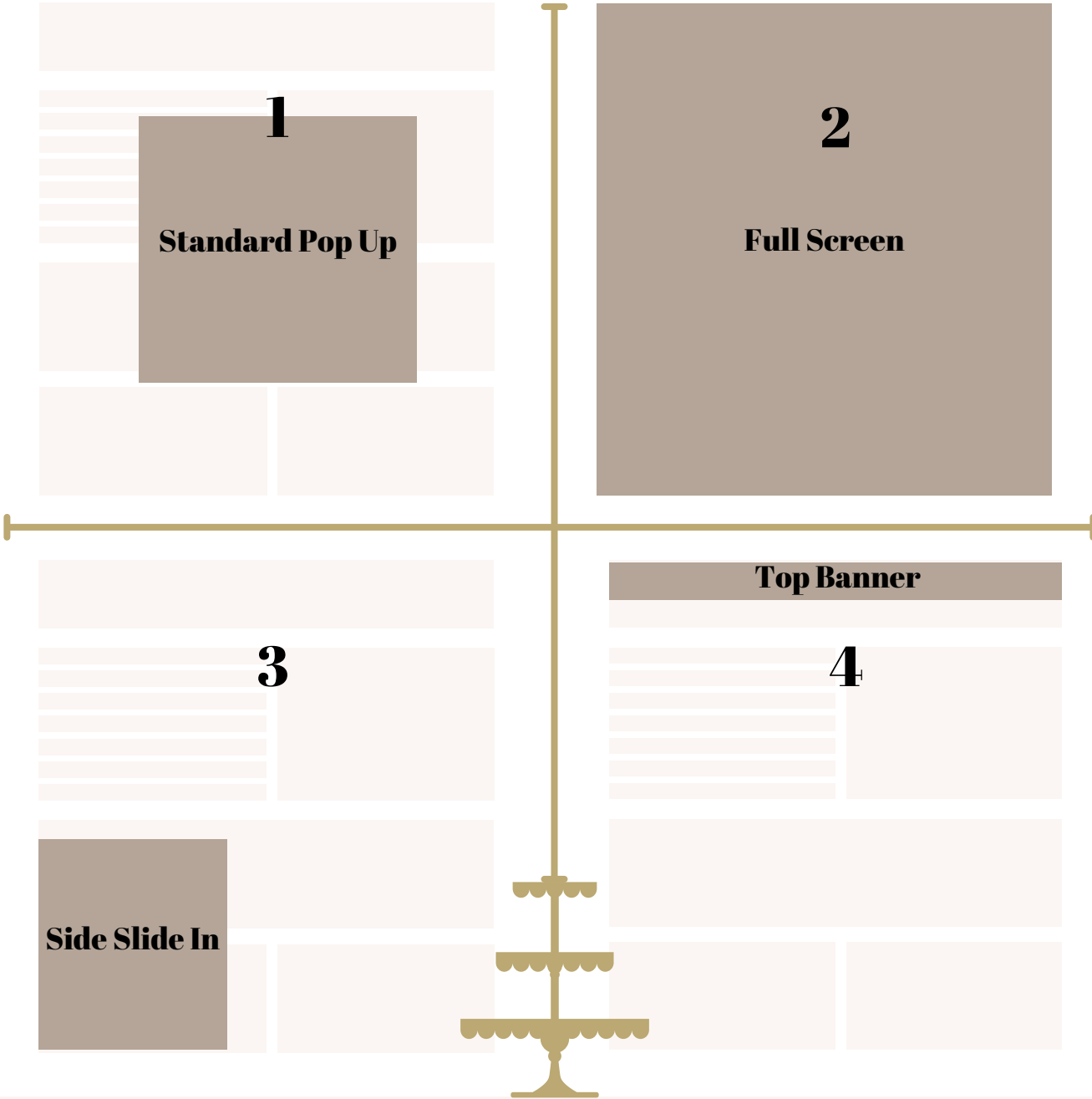
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Just The Right Layout:

Depending on your list acquisition plans, you need just the right layout of your form to best support your strategy.



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Check Ours Out: CakeCommerce



The screenshot shows a light gray pop-up window with a dark gray header containing a mailbox icon with a red notification bubble and a close button (X). The main text reads: "Get a FREE eCommerce Marketing Audit by signing up for our newsletter". Below this is a sub-headline: "You'll also receive exclusive marketing resources, strategies and tricks from our omnichannel strategists." The form contains three input fields: "First Name*", "Brand Name", and "Email Address*". A prominent gold button labeled "SIGN UP & GET YOUR AUDIT" is centered below the fields. At the bottom, there is a link: "No, thanks I'm not interested."

Company Mission:

CAKE is a full-service eCommerce digital marketing agency tailored to the needs of eComm websites, stores, and boutiques. We offer a wide range of services that are designed to help brands with a large online store, and even those clients who are just looking to build their brand-new business.

Our Strategy:

The CakeCommerce pop-up allows us to offer a free service in exchange for the subscriber's email address.

We also added a "Brand's Name" field to allow us to better personalize our campaigns with the subscriber's company name. We've made it clean and simple to not distract the user and will enable them to see exactly what they'd be signing up for.

Test Our Recipe:

Let's whip up some sweet improvements for your pop-up forms!

Slice into success by connecting with us for a [free audit](#).

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