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How to Double Your Sales Using The "Benefit of The CTA" in your marketing

(Here's how Disney close more customers easily using INSTANT GRATIFICATION)

This one tactic can double, even tipple your conversion rate...if you apply it today.

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Marketers and Copywriters are good with using Future pacing in their sales copies and emails.

They paint a vivid picture of the result or what life will look like after.

And that works. Very well.

But what happens if you're selling to a highly sophisticated buyer.

I'm talking about a buyer that has "read and seen it all".

In this case,

Only INSTANT GRATIFICATION works.

Disney understand that human being can only confidently say what they want in the next 7 days,

They tie their marketing to the benefit of the CTA.

They focus on NOW.

So take a cue from Disney.

In fact, steal it..■

Disney understands you’re probably not going on that vacation for a few months, or even a year out.

You’re not going to get to enjoy the rides or the great food for some time.

And they also know you have options to book other vacations,

you can just browse around and see better vacations to go.

So what do they do in their marketing?

Go heavy on promoting the BOOKING experience vs. the vacation itself.

They do everything they can to convince you that you’ll feel AMAZING when you reserve that vacation right NOW

That your family's happiness depends on this ONE action.

And if you study their sales process, they pull some interesting marketing tactics to set you up for this feeling of “winning”…

They focus on the NOW — not the future Disney vacation.

All the marketing around making the reservation is engineered to make you a hero IMMEDIATELY.

It’s not about how exciting the vacation is going to be anymore…the rides…meeting Disney characters.

No.

It’s ALL about making the reservation.

They roll out copies like:

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“Imagine their faces when you tell them you got tickets!
Your family will be thrilled…”

“You’ll be making their dreams come true!
Make the reservation now...”

OR

"Imagine telling your friends you’re taking the family on a Disney Cruise this year!”

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Here's another interesting thing about their process.

If you DON’T book...
(let's say you abandon the cart),

You’ll get ads and emails reminding you how you’re NOT the hero until you book…

your family’s happiness is at stake…

They send you Copies like:

Do you really want to steal the happiness from your family + FOMO on the experience your family may have

BOTTOM LINE:

In your marketing messages,

Don't just paint a picture of how your customer's life would be after using your product,

Also, focus on the benefit of him taking the decision NOW.

Tell him how his decision of clicking the "Place Order" will make him a hero.

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That's it for today, my dear friend.

I appreciate you for reading and retweeting all this while, you're the best!

Like and RT the first tweet if this thread was valuable.

Remember we're on a 30 days marketing journey. So daily threads.

Spread the word by retweeting.