



ServeNoMaster 101: Using Dynamic Opt-In Forms Can Triple Your Conversions

Highlights:

[01:37] Different offers will convert better. The more specific the offer; the better the conversion.

[6:16] The more your customers see offers they want to see, the more likely they will follow you and use your products.

[7:00] You can set-up dynamic opt-in forms using Thrive Themes.

[10:37] The more targeted your opt-in, the more powerful your mailing list becomes.

[15:40] If you have only 10 blog posts, you need just one opt-in. But as your content grows, you'll need more.

[17:24] Think of creating multiple offers.

[19:47] Your opt-in forms should look different for different offers.

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