

GOGOCHIMP PROPOSAL

**Effective web design and
optimisation services to
achieve the metrics you want.**

By:
Chris McCarron

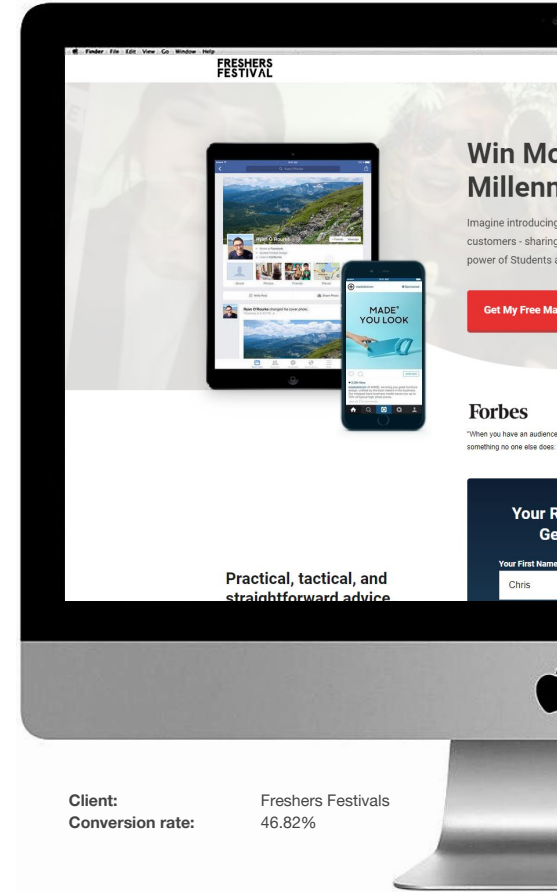
Tel: 0141 463 6875
Email: info@gogochimp.com

Contact

Have a question or do you feel ready to achieve your business goals?

Excellent! Here's how to connect with us at GoGoChimp:

- Telephone:** (0141) 463 6875
Email: info@gogochimp.com
Url: <https://www.gogochimp.com>
Address: 8 Cheviot Drive, Glasgow, Scotland, G77 5AS



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Who we are



Better than 'good'.

*You deserve better than 'good'. You need a solution that elevates your website and brand to a **whole new level of performance, design and earning potential.***

It's rare to find a developer or marketing agency that's as forward-thinking as we are. Through research we've conducted, as well as our interaction with multiple brands and 100 million visitors, we've developed some fundamental tools and strategies that **accelerate the pace at which an organisation grows and achieves its goals.**

We've passionately pursued the answers as to why people buy products or services from a website. We're fascinated by psychology and neuroscience and how they help to **create lasting change for a business** and its customers.

Whatever your vision may be, you'll get there blazing-fast with:

- *Psychology and neuroscience techniques*
- *Quantitative and qualitative market research*
- *In-depth data analysis and reporting*
- *Industry-defining conversion rate optimization*
- *Advanced digital marketing strategies*
- *Software and tools powered by AI*
- *High-performing automated email campaigns*

Chris

McCarron

Chris McCarron previously led the marketing team for the popular travel app Roadtrippers, crossing **3-million active users and 18-million page views**.

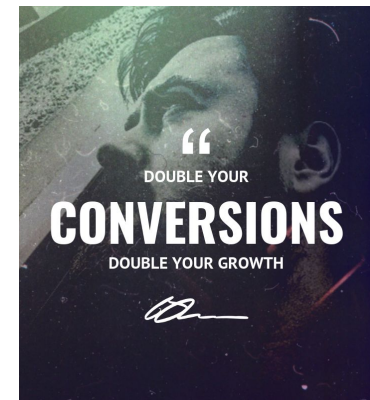
He then led the growth team for FOMO and in less than six months of trading the company was given a conservative valuation of **\$2.5-million**.

In 2013 Chris McCarron founded GoGoChimp, a conversion rate optimization and marketing agency that's devoted to helping its clients get **more revenue from their website and marketing**.

"We value creativity, collaboration, experience, technical ability, knowledge, analytical thinking, experimentation and results."

Name: Chris McCarron
AKA: The Alpha Chimp
Age: 37

Chris McCarron oversees the creative and strategic direction of the company whilst passionately pursuing the answers to *why* people buy products or services.



Clients

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Who we help.

We specialise in designing, building and optimising websites, email campaigns and marketing strategies that are engineered to boost our client's revenue. A few of our clients include:

- *Neil Patel*
- *Noah Kagan*
- *Ezra Firestone*
- *Sujan Patel*
- *Roadtrippers*
- *MBN Solutions*
- *Exolta Capital Partners*
- *East Renfrewshire Council*
- *Image Group International*

- *Anura*
- *eZanga*
- *Select.*
- *BeeFriendly Skincare*
- *Super Area Rugs*
- *Tilia Foods*
- *Donate to Charity*
- *Logan Urban Media*
- *Motorola*

- *TrafficMNGR*
- *Helix Binders*
- *Insight Generation*
- *Freshers Festivals*
- *Burnfield House*
- *Cognopia*
- *Spinnerette*
- *Matthew Woodward*
- *Kollecto*

NEILPATEL

FRESHERS FESTIVAL
GLASGOW · LONDON · SEP 2014

Roadtrippers



OkDork by
NOAH KAGAN



We think different

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The problem.

Just like you, we get frustrated when a website doesn't hit the metrics you expect.

Most designers and developers don't understand the power of persuasive design or the psychology behind why people buy products. Their clients are left with a website that underperforms and **gets less business than their old design.**

Most marketers waste money sending waves of traffic to a website, regardless of whether they're likely to convert. More visitors and higher rankings equal **more missed opportunities.**

Most email marketing agencies create design heavy campaigns without pausing to consider **how influential and personal the written word is.**

Nearly every conversion rate optimization expert plays around with buttons, writes hypotheses or runs lengthy and expensive tests. But they don't recognise the motivations or emotions behind **why a visitor buys a product.**

That's bad :(

If you don't have a website that's engineered to influence the actions of your visitors, then you'll have a lot of missed opportunities and an expensive problem to fix.

That's not good enough.

The solution.

We believe in challenging the status quo of a website and how it gets you more customers. We feel that it's more than just a series of pages that holds facts and information, but an enabler to ***make people's lives better.***

We think differently about the role of marketing and how it's used to shape an organisation into ***a leader of their industry.***

We use innovation, psychology and data to ***fully understand the science behind why people do the things they do.***

We engineer new groundbreaking techniques to ***hook visitors*** and we discover new ways to turn them into ***paying customers.***

Case studies

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Case studies.

"Chris McCarron (and GoGoChimp) has the initiative to make shit happen! Thank you for everything that you've done to grow my YouTube channel and drive more views. I really appreciate it."



Noah Kagan
Founder of AppSumo & Sumo

"When it comes to marketing content, there's very few agencies that can do what GoGoChimp achieve. I really appreciate everything that you've done to help grow my business."



Neil Patel
Founder of CrazyEgg & Kissmetrics

Roadtrippers

As the Head of Growth at Roadtrippers we helped the travel app to be used by more than **3-million active users, 18 million website page views** and **2.3-million email subscribers**.

Helix Binders

In 11 days, we helped our client Helix Binders to almost **triple their monthly revenue** by getting them **leads worth 2,603 units**.

FOMO

Whilst Head of Growth for the popular website app FOMO, the company produced **month-over-month growth of 18.6%**. Within the first six-months of trading, the company was given a conservative valuation of **\$2.5 million**.

Super Area Rugs

After 37 days, we increased the monthly revenue of a leading US-based rug retailer by **216.29%**.

BeeFriendly Skincare

Using analytical data, we identified and fixed a fundamental flaw with BeeFriendly's website. Their monthly revenue jumped from \$4.2k per month **to \$14,967.00 per month**.

Donate For Charity

Donations to the US charity Donate For Charity **increased by 494.64% in 30-days** after we built a new landing page and optimised their sales funnel using the latest conversion rate optimisation techniques.

Get up to free \$41,880-3752 Item - Sun 01, Mon 01

Call Now

BLACK FRIDAY
INTERIOR DESIGN SALE

EARLY ACCESS STARTS HERE

FRESHERS FESTIVAL

Overview Video Call Now

Events built to get customers. Way more fun.

Better Marketing to Millennial Customers

WATCH THE VIDEO GET STARTED

Call us on Tue, 1pm - Sun 01, Mon 01

VECTORCLOUD

Get up to free \$100,000 Item - Sun 01, Mon 01

Call Now

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THE 25 MOST CRITICAL THINGS YOUR BUSINESS NEEDS FOR GDPR COMPLIANCE IN 2018

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A FEW OF THE AMAZING CHARITIES WE WORK WITH

TRAFFICMNGR

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WHERE YOU MAY HAVE SEEN TRAFFICMNGR

TNW THE INVESTMENT POST Inc. Forbes Entrepreneur

Super

Competition ends in: 00 minutes and 00 seconds

Ready to win a free sheepskin rug?

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Check your position

HOVA "An easy and inexpensive way to let every room shine with texture that begs to be touched."

MOA unicef Habitat for Humanity THE TRUSTED PARTNER OF THE RED CROSS

TO LEARN HOW OUR TRAFFICMNGR CHALLENGE THE WORLD BEGINS...

CHERRY ARMS STRATEGIES

TNW THE INVESTMENT POST Inc. Forbes Entrepreneur

WHERE YOU MAY HAVE SEEN TRAFFICMNGR

HOVA

TO LEARN HOW OUR TRAFFICMNGR CHALLENGE THE WORLD BEGINS...

CHERRY ARMS STRATEGIES

Results

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Our results.



We and our clients have been featured by:

- *The Huffington Post*
- *Forbes*
- *IMDB*
- *YotPo*
- *Yahoo! Movies*
- *BBC News*
- *USAToday*
- *The Grocer*
- *Fundera*
- *Entrepreneur*
- *EOFire*
- *The Drum*
- *A Better Lemonade Stand*
- *Shopify*
- *Leadpages*
- *BigCommerce*
- *Official Star Wars blog*
- *Eventbrite*
- *Modern Woman's Digest*

Average results we achieve for our clients:

- *Average increase in online transactions: 37.4%*
- *Average increase in revenue: 52.3%*
- *Average increase in organic traffic: 243%*
- *Average increase in mobile traffic: 142%*
- *Average increase in visibility: 176%*
- *Average increase in ranking keywords: 209%*
- *Average increase in revenue: 187%*
- *Average conversion rate: 28.39%*
- *Average email drip campaign open rate: 41.26%*

Highest results of all time:

- *Social media shares to a single article: 9,823 (excluding Twitter)*
- *Reddit upvotes for a single article: 2076 (96% of users upvoted with 209 comments)*
- *Facebook Likes and Shares for a single article: 7,170*
- *Conversion rate: 47.17% of all traffic to request a quote*
- *216.29% boost in revenue*
- *Visitors in a single day: 346,798*
- *Page views in a single day: 681,410*
- *Page views in a single month: 18 million +*
- *YouTube video plays: 1.6 million +*
- *Email open rate: 67.63%*
- *Email click rate: 9.2%*

Process

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Expect more.

Our unique insights and relentless pursuit to perfect our techniques are the backbone to our ***industry-defining landing page designs and sales funnel strategies.***

Say *hello* to a revolutionary sales funnel that ***melts away objections*** and ***motivates your visitors to buy*** your products or services.

Our marketing campaigns and automations develop ***sustainable growth on autopilot,*** while freeing up time and resources for our clients.

In short, we'll get your website to ***deliver the wins you expect from it, but more.***

Stage 1.

Stage 1 is all about collecting and analysing data so that we can make an informed decision about how to best achieve your specific business goals.

- *Forget trying to stumble onto the right answer*
- *Make smart business decisions based on scientific data*
- *Get a competitive edge with actionable business strategies*
- *Discover problems, errors and pitfalls that are holding you back*
- *Understand how you can get more leads and sales*
- *Break down problem areas*
- *Take advantage of every opportunity and unlock hidden nuggets*
- *Have tailor-made CRO strategies, designed to achieve your goals*

Our website analysis will identify the key metrics, unique to your business, that trigger growth and a higher volume of leads and sales.

Here's how we will help you to reach your objectives:

- *Conversion rate optimization audit with immediate action items and design suggestions to increase your revenue*
- *Mobile website usability auditing including a full review of how your website is rendered on multiple mobile devices*
- *Compliance check with performance and standards based testing and feedback for mobile devices*
- *Responsive design optimization for existing mobile designs to increase your conversions*
- *A robust, detail oriented audit designed with specific industry target market research*
- *Easy to follow analysis and screenshots review with recommendations and design improvements*
- *Insight into what your competition is doing to get more business*
- *Full usability audit including persuasive design, information architecture, navigation, accessibility, web design compliance, captology and usability*

Stage 2.

The second stage is to use the eye-opening insights that we've collected to enhance your website's engagement and entice new paying customers.

- *Tear through your traffic stats, swap variants, alter variables, all in the pursuit of the perfect landing page*
- *Squeeze every last drop of conversion potential from your website*
- *Craft a written copy that establishes trust and uses emotional benefits to entice your traffic to act*
- *Purposeful, practical and up-to-date techniques*
- *Attract traffic for instant, measurable gains*
- *Every visitor to your website will become the road to growth*
- *Get stronger, punchier content that forms an emotional connection with your readers*
- *Learning doesn't have to be boring - we'll bring your content into focus, cut the fluff and hook new customers*

Our world famous landing pages and CRO techniques will nurture your traffic into high-quality leads for easier, faster sales and uncontrollable growth.

Here's how we will help you to achieve your goals:

- *Fully automated multi-stage sales funnels*
- *Exciting email drip campaigns that continually feed your business new customers*
- *Increase customer loyalty, your average order values and encourage repeat purchases*
- *Have landing pages engineered from the ground up to be super-fast to process and load*
- *Get all of the capabilities of your landing page beautifully presented on every screen size*
- *Every image, sign-up form and button will be tested, fine-tuned and refined for growth*
- *Your website will have incredible speed, bulletproof SSL security and advanced capabilities*
- *Engage and entice new paying customers with your new landing page*
- *Have landing pages that automatically change content to appeal to the visitor*
- *Copywriting techniques based on psychology and neuroscience*
- *Works with your existing website*

Stage 3.

Our techniques will help you to tell your story, why you want to change the world and how you help others to live their dreams.

We'll help you to:

- *Inspire customer loyalty*
- *Increase brand awareness*
- *Focus on your golden metrics*
- *Reduce advertising and customer acquisition costs*
- *Become a highly sought after authority in your industry*
- *Have a deep understanding of a customer's story and prove you're the solution*
- *Form an emotional connection to your audience to illustrate your value*
- *Persuade new visitors with an attractive and powerful message*

GoGoChimp will help you to grow a loyal following, build authority within your industry and nudge your new audience to buy your products or services.

- *Open your brand to a new, relevant audience*
- *Get traffic that has the potential to convert to paying customers*
- *Get swarms of customers from social media marketing, email outreach and guest articles*
- *Have journalists and high profile bloggers write about you and your brand*
- *Enhance your profile*
- *Become a respected and sought after voice in your industry*
- *Humanise your brand by interacting with customers and forming friendships*
- *Use demographics and specific landing pages for PPC and Social Media advertising campaigns*
- *Make your brand a worthy read with high-quality content that resonates with readers*
- *Attract high converting traffic in as little as 4-6 weeks*



Tech specs

6.1

Tech specs.

It's not enough to make a professional looking website or glossy email campaign. You need more power, more performance and more conversions.

Speed matters. People give up on painfully-slow websites and image-heavy email campaigns. You need to have a revved-up website and email campaign that deliver results.

So at GoGoChimp we ensure that wherever your vision, creativity and business may take you, you'll get there faster than ever with high-performance servers, advance image compression, blazing-fast content distribution networks and more.

Security and uptime matters to you and your customers. So we've decided to introduce ironclad SSL encryption and a 99.99% uptime. This means that within a 365-day period, your website and landing pages will only be down for 5-minutes. But you need more:

- *We know multiple programming languages inside out including html, CSS, liquid and more*
- *We have extensive experience working with multiple email platforms such as Sendgrid, MailChimp, Klaviyo and many more*
- *We work with all major website platforms including Wordpress, Shopify, Magento and more*
- *Optimise and publish to any domain and platform*
- *Get your CRM, tools and website talking to each other with webhooks and API integrations with most platforms*
- *Get professional analytical data capturing heatmaps, screen recordings, real-time traffic stats and more without ever slowing down your website*
- *Dynamic text replacement to boost conversions and Google AdWords quality score*
- *Supercharged security features with 99.99% uptime, automatic backups and SSL encryption*
- *Worldwide server distribution for fast loading content*
- *Make your website and email campaigns load quicker and save bandwidth*
- *Reduce image size by 50-80% without losing picture quality*
- *Multiple split tests of landing pages, UX and copy with detailed targeting and reporting*
- *Show your customers can trust you with automatic SSL encryption*
- *Reduced download times with advanced caching and minification*
- *Block fake web crawlers, bots and intrusion attempts*
- *Malware scanner, real time threat defence, and advanced firewall protection for locked down security*

Investment

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