User Lifecycle Innovations

Randy Greencorn

Today's Workshop

- **User Lifecycle Innovations**
  - **Determine Your User Lifecycle(s)**
  - **How to Improve Your Site**
- **Live Site Demos**

Randy Greencorn

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User Lifecycle

Getting Users To Do What You Want

User Lifecycle Model

1. Identify website cohorts
2. Determine desired user actions
3. Construct user lifecycle funnel
4. Assess funnel
5. Fix what’s broken

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What do you want your visitors to do?

What do you want your visitors to do?

Marketplace Example

Suppliers

- Not bounce
- List products for sale
- Keep coming back
- Tell customers
- Monetize?

Purchasers

- Not bounce
- Capture email
- Transact on site
- Invite friends
- Tweet / Share on FB

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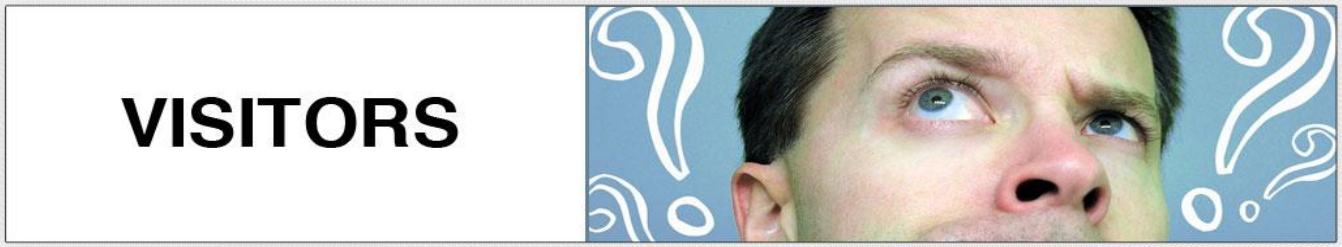
Google | SEM | facebook | REFERRAL



Google

SEM

facebook

REFERRAL

VISITORS

USERS

Google

SEM

facebook

REFERRAL

VISITORS

USERS

ADVOCATES

User Lifecycle Model

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Google

SEM

facebook

REFERRAL

78%

81%

69%

42%

19%

VISITORS

7.8%

13%

USERS

21%

0.4%

ADVOCATES

0.1%

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Fixing The Funnel - Traffic Quality

Compare 2 Pages

Metric	"Canada Day Celebration"	"Spring Break Camps San Francisco"	Difference
Pages / Visit	2.01	9.20	+358%
Avg. Visit Duration	1:13	7:18	+500%
Bounce Rate	66.08%	19.21%	-71%

Wrong Audience – “Canada Day Celebration”

Visitors To Users: Getting Signups

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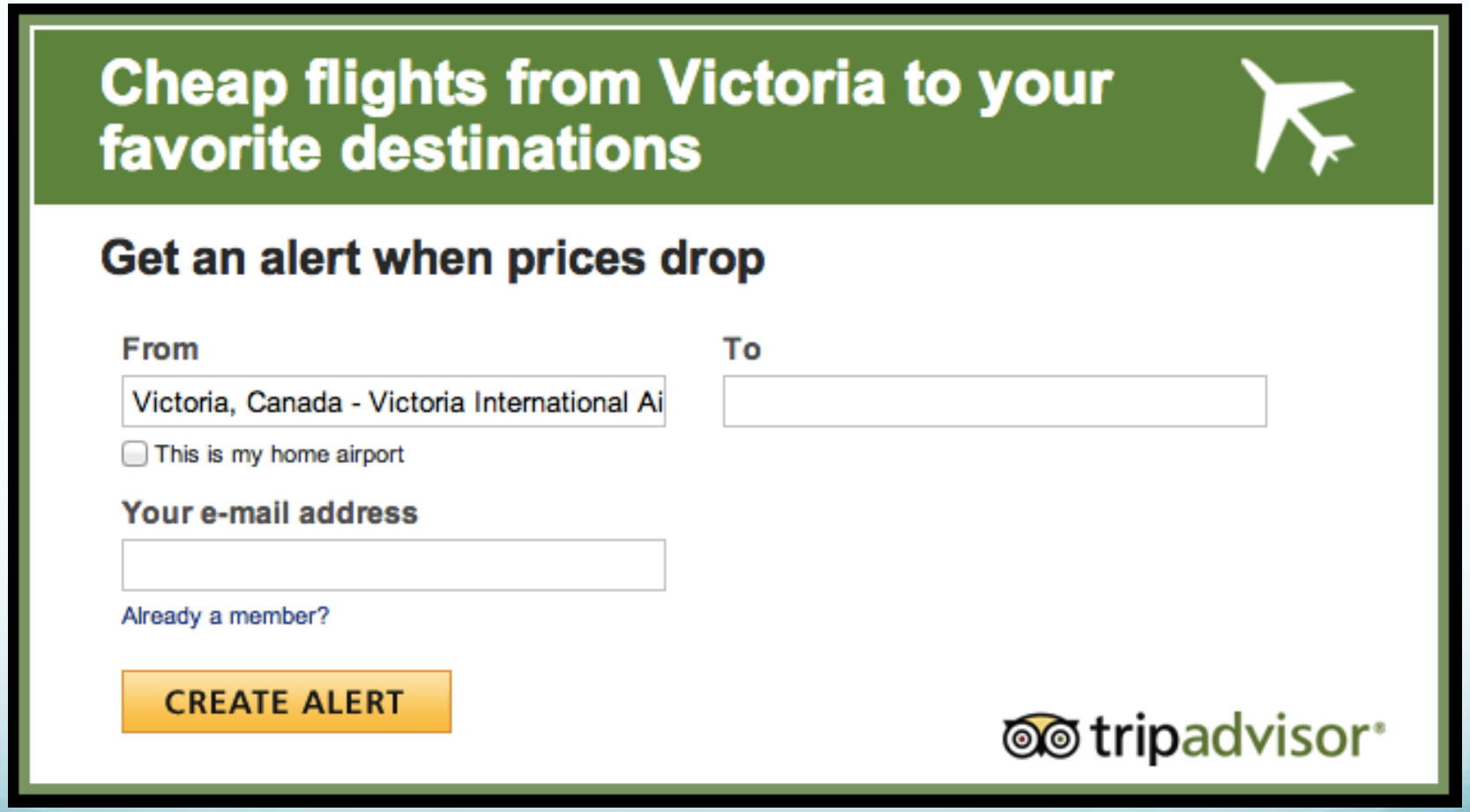
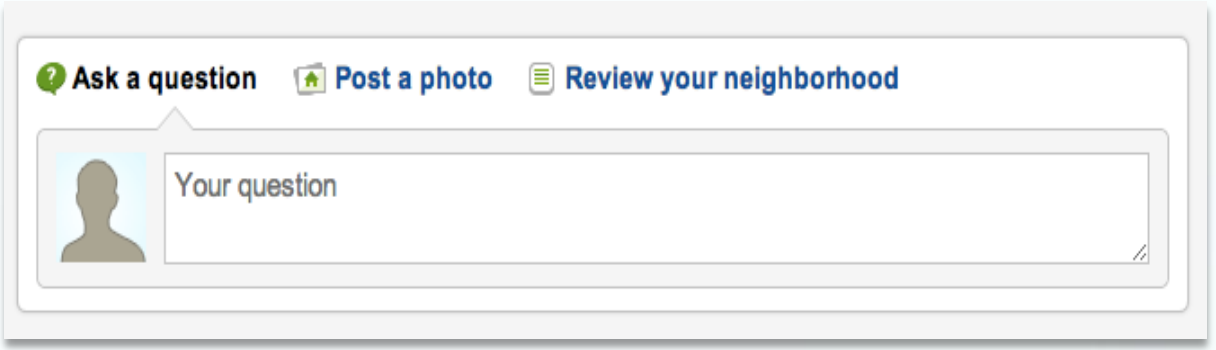
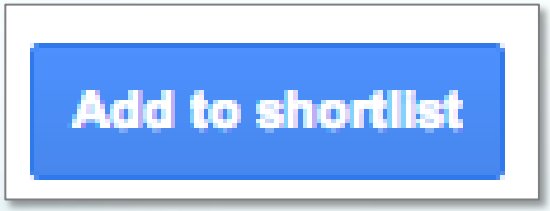
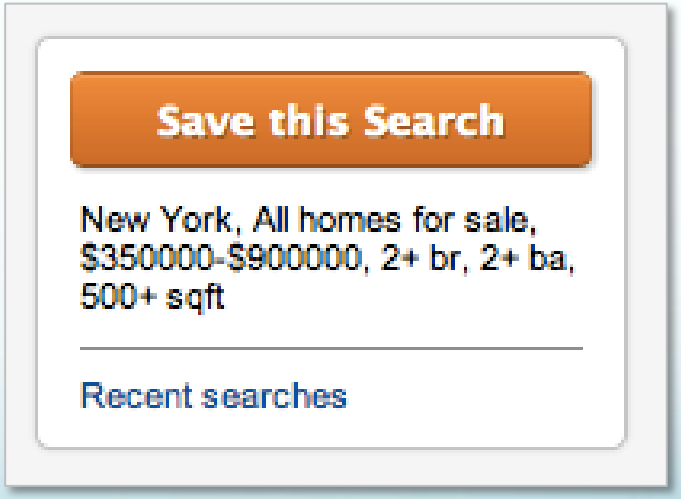


Visitors To Users: Getting Signups

trulia







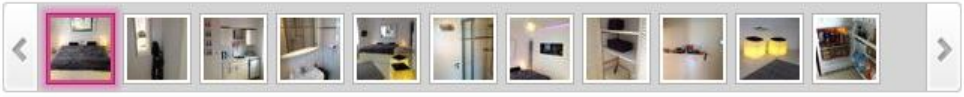
Luxury City Appartment Köln Oldtown

21 Reviews

Apartment - Entire home/apt · Große Budengasse, Cologne, Nordrhein-Westfalen 50667, Germany

Photos | Maps | Street View | Calendar

LUXURY BEDROOM



Description | Amenities

Distance
- to Central Station Köln 900 m, to airport Köln 15 km, zur Fair Cologne 4.5 km.
- zum Central Station Düsseldorf 39.7 km, to Airport Düsseldorf 51 km, to Fair Düsseldorf 44 km.

In 3 minutes to the Central station and old Town.
- To Airport Köln 15 min, to Fair Köln 2 min.
- zum Central Station 30 min, to Aiport Düsseldorf 37 min, to

Room type:	**Entire home/apt**
Bed type:	**Real Bed**
Accommodates:	**2**
Bedrooms:	**1**

From **$81** Per Night

Check in 19-04-2013 | Check out 20-04-2013 | Guests 1

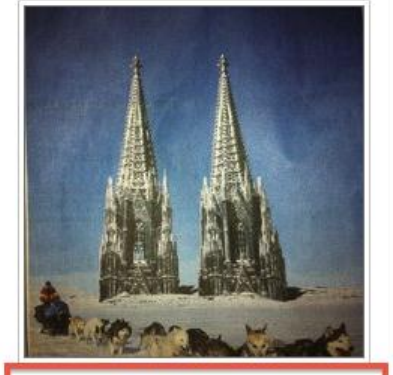
Subtotal
$81

BOOK IT!

Excludes Airbnb service fee ($9)

Save to Wish List

Saved 49 times



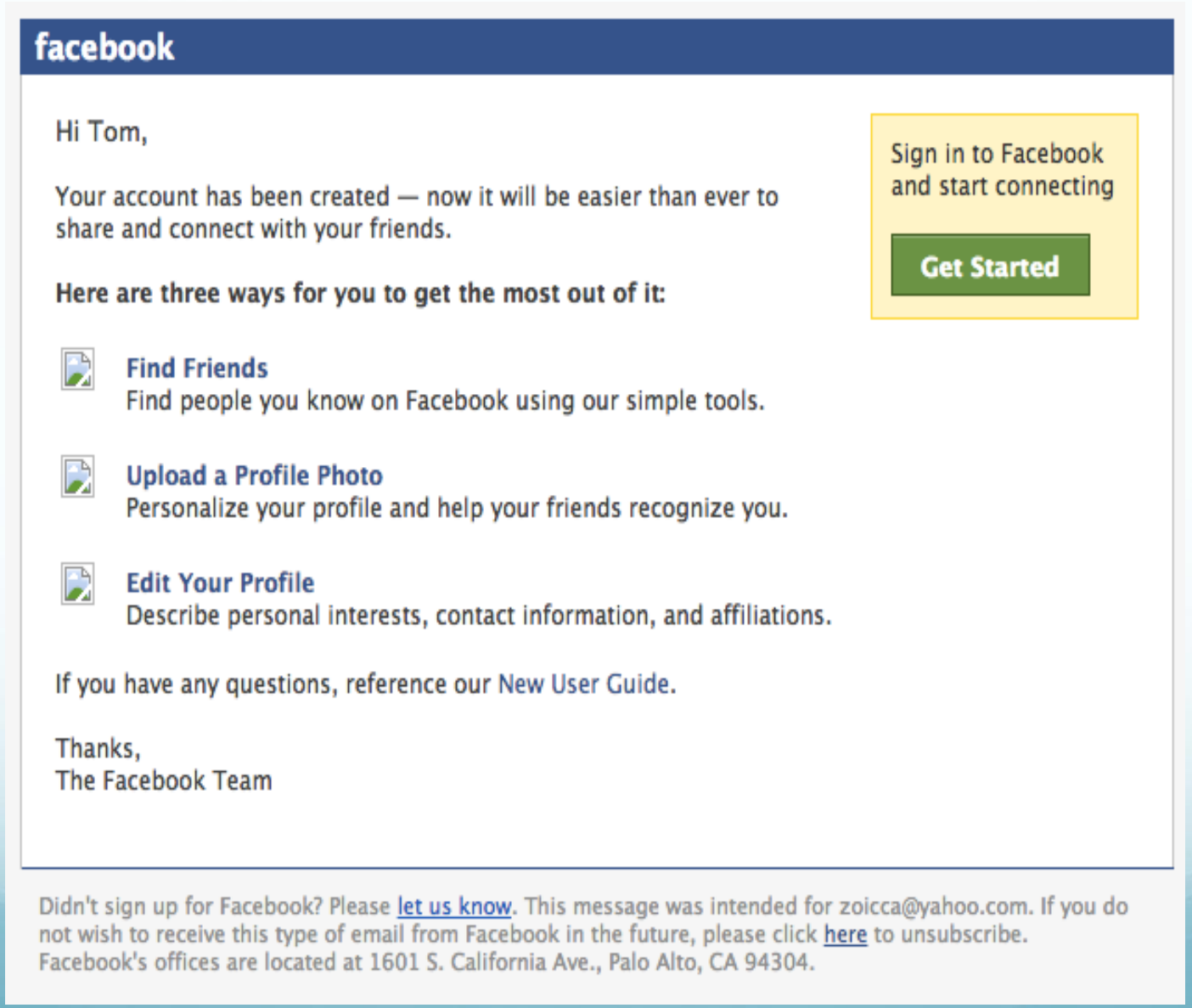
Michael

CONTACT ME

Registered Users – Now What?

Registered Users – Now What?

Facebook Bacn



facebook

Hi Tom,

Your account has been created — now it will be easier than ever to share and connect with your friends.

Here are three ways for you to get the most out of it:

Find Friends
Find people you know on Facebook using our simple tools.

Upload a Profile Photo
Personalize your profile and help your friends recognize you.

Edit Your Profile
Describe personal interests, contact information, and affiliations.

If you have any questions, reference our New User Guide.

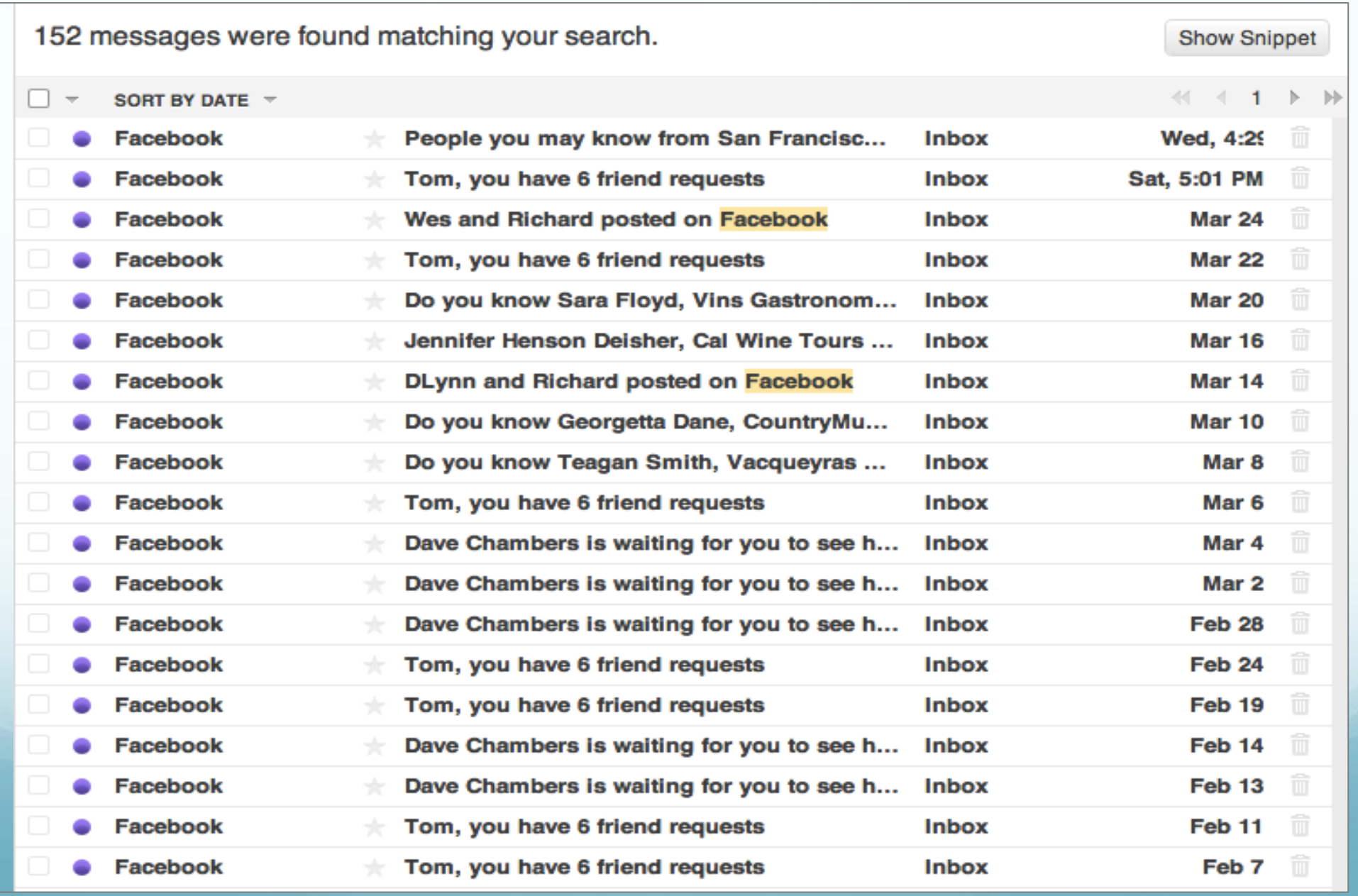
Thanks,
The Facebook Team

Sign in to Facebook and start connecting

Get Started

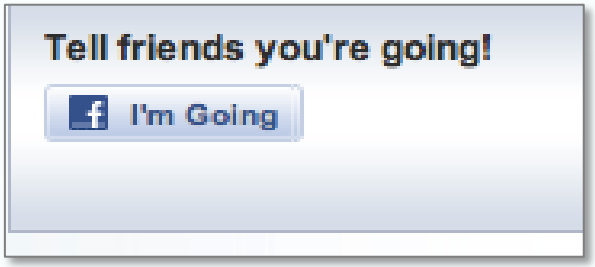
Didn't sign up for Facebook? Please let us know. This message was intended for zoicca@yahoo.com. If you do not wish to receive this type of email from Facebook in the future, please click here to unsubscribe.
Facebook's offices are located at 1601 S. California Ave., Palo Alto, CA 94304.

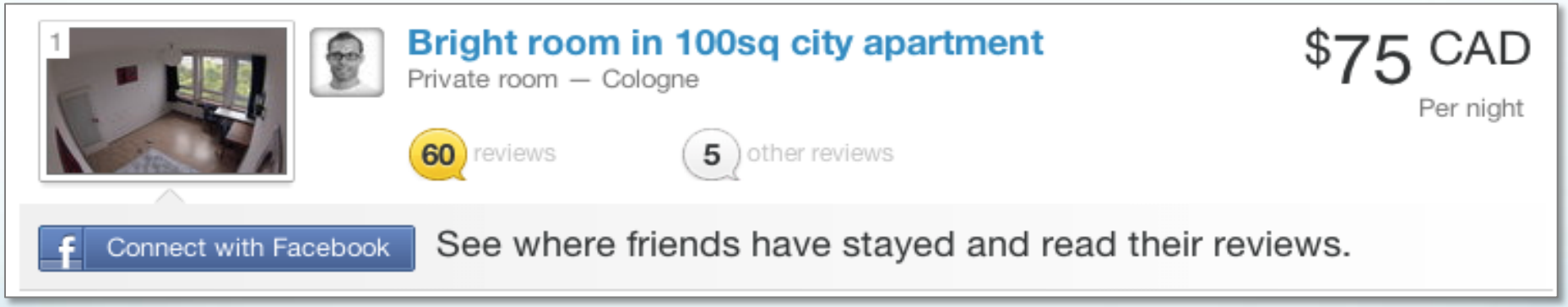
More Facebook Bacn

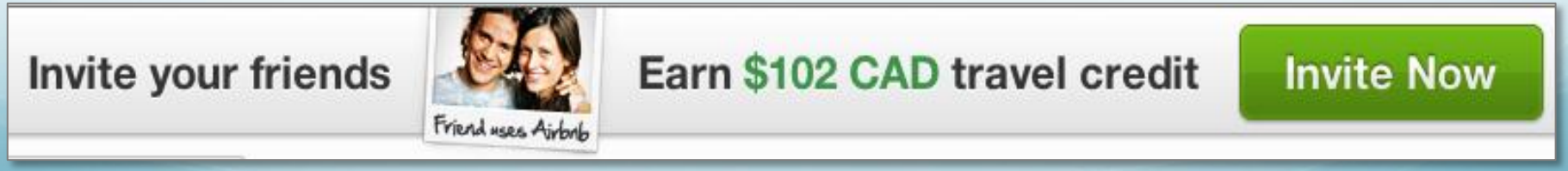


User Engagement – Adding the Network Effect

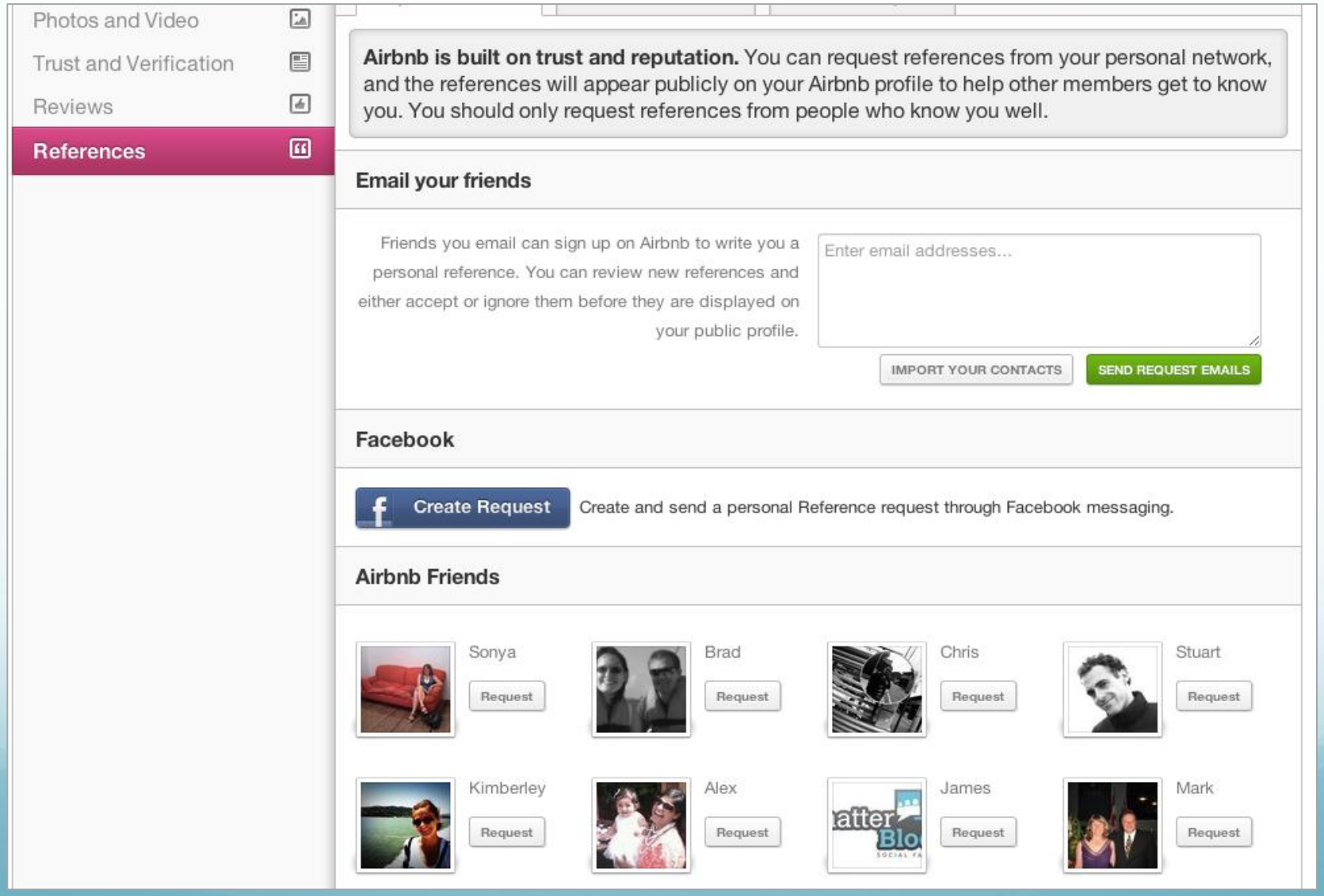
airbnb



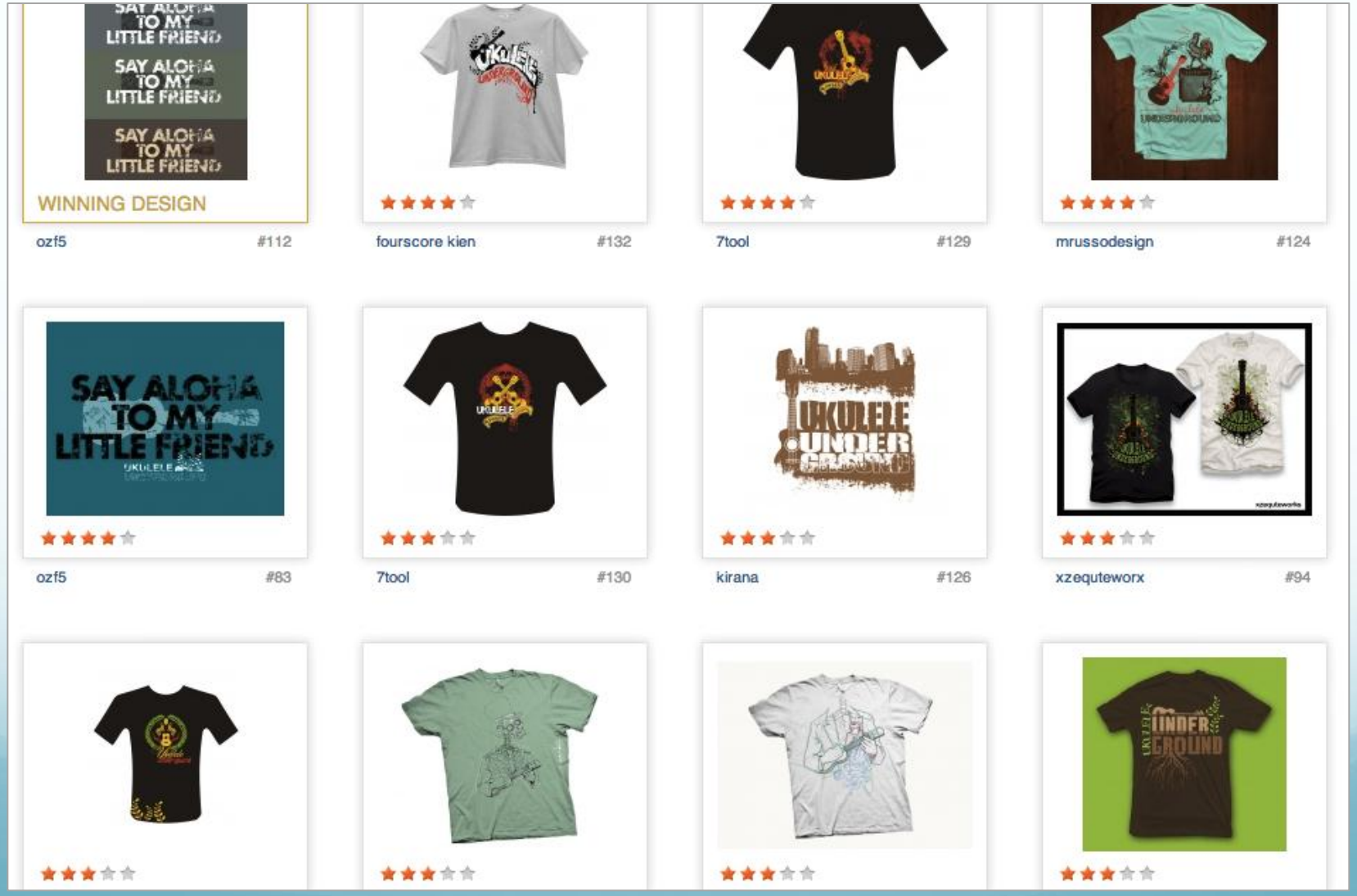




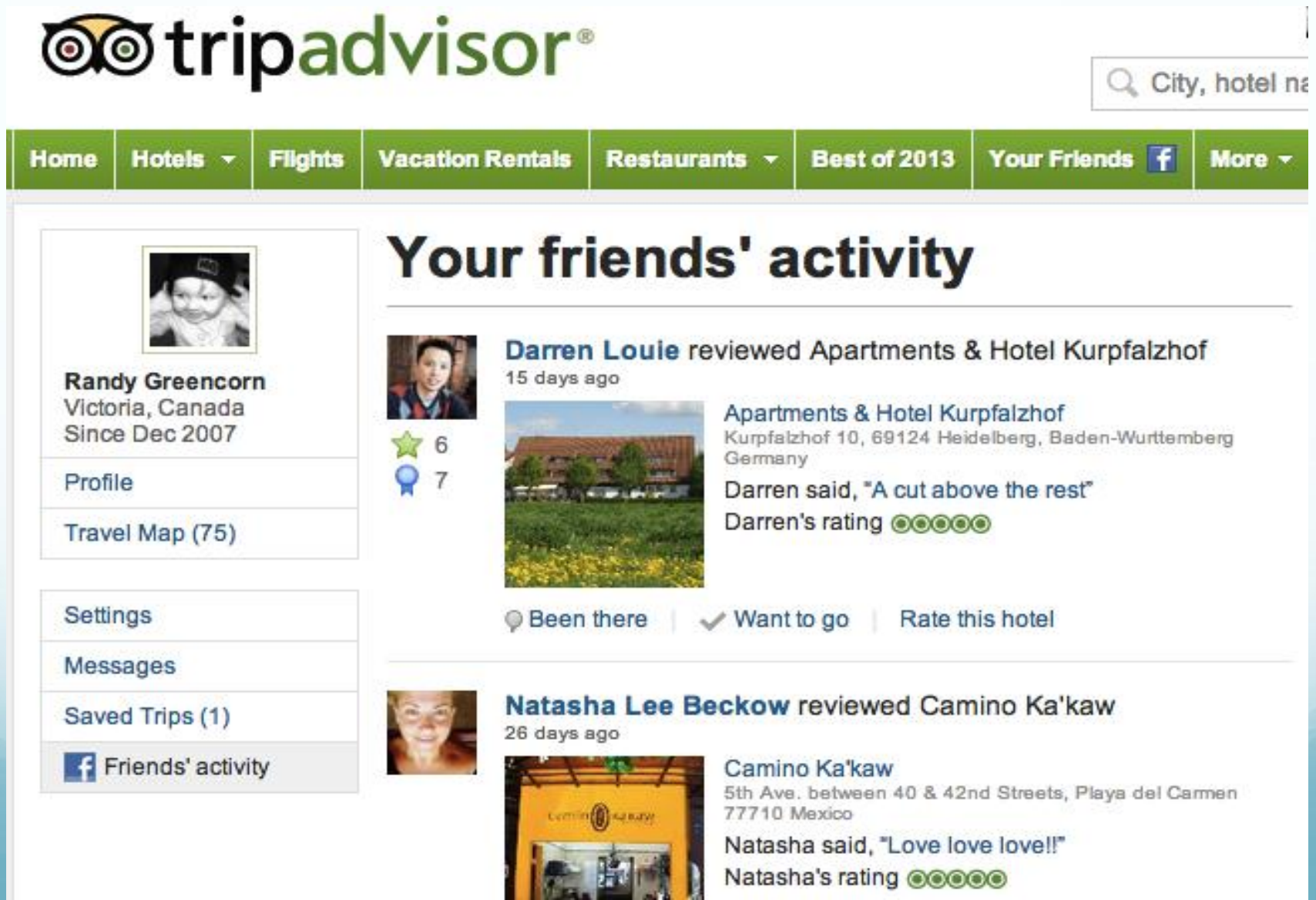
Network Effect – Building Reputation In a Marketplace



Network Effect – Getting Friends to Vote



Network Effect – Enhanced User Experience



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1. Identify website cohorts
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4. Assess funnel
5. Fix What's Broken
   - A/B Test
   - Re-Assess Your Funnel

Additional Resources

- Dave McClure's Blog: http://500hats.com/
- *Don't Make Me Think*, Steve Krug
- *Convert! Desiging Websites to Incease Traffic*, Ben Hunt
- *Performance Marketing with Google Analytics*, Caleb Whitmore
- KissMetrics Blog: http://blog.kissmetrics.com

Live Website Demos

- Tell us a bit about your site?
- What do you want visitors to do?
- Entry Page – How do visitors find the site?
- First impressions? Would I stay?
- Opportunities for user registration?
- What happens after I register?
- Network effect?