PM – Techniques for Mid-Funnel and Conversion Optimisation

Mid-funnel optimization is where interest turns into intention. This stage bridges the emotional spark of awareness with the logical decision to convert. Without strong mid-funnel systems, even the best ads lose momentum. This module helps creators, brands, and marketers build an unbreakable path from curiosity to conversion.

Mastering Mid-Funnel Optimisation

Mid-funnel (MOF) audiences already know *who you are*. Your task here is to turn that familiarity into desire.

1. Strengthen Value Understanding

Show users **why** your product or service is the right choice:

- Educational videos

- Demo/ad explainer reels

- Product walkthroughs

- Comparison charts

- Social proof snippets

The goal: reduce uncertainty, increase clarity.

2. Build Trust Signals

Trust shifts users from "maybe later" to "I need this."

- Testimonials

- Case studies

- Before/after transformations

- Real user reviews & UGC

Trust is a conversion accelerator.

3. Retargeting with Precision

Retarget users who:

- Watched >50% of your video

- Engaged with your Instagram/Facebook

- Viewed product pages

- Initiated checkout

- Spent time on key blog content

Your MOF retargeting should feel like "gentle reminders," not hard pushes.

4. Landing Page Reinforcement

Your landing page must speak the same language as your ads:

- Consistent visuals

- Clear headlines

- Strong value prop

- Clear, single CTA

- Fast loading time

MOF optimization is consistency: same promise, same emotion, same clarity.

Mid-Funnel Mastery – Nurturing to Converting

Mid-funnel is where nurturing happens. Users need reassurance, validation, education, and guidance.

The Mid-Funnel Nurturing Framework

1. **Educate:** Show how the solution works

2. **Relate:** Present relatable stories or challenges

3. **Demonstrate:** Show real results or practical use

4. **Validate:** Share reviews, influencer takes, press, awards

5. **Guide:** Present the next step clearly

1. Emotional Progression

Move users through:

- Curiosity ⤳ Interest

- Interest ⤳ Desire

- Desire ⤳ Confidence

- Confidence ⤳ Action

Your content must match their emotional temperature.

2. Segmented Messaging

Send different messages to:

- Product viewers

- Add-to-cart users

- 25–50% video viewers

- Engaged followers

- Lead form openers

Segmentation = higher conversion rates.

3. Incentivised MOF Campaigns

Use:

- Lead magnets

- Free trials

- Mini-tutorials

- Value-focused carousels

- "Why people love us" campaigns

This keeps users warm until they are ready to buy.

Mastering Play/App Store Optimisation and Apple Search Ads

Mobile app growth requires two connected engines:

1. **App Store Optimization (ASO)**

2. **Paid acquisition through Apple Search Ads (ASA)**

App Store Optimization (ASO)

ASO improves your app's visibility, conversion rate, and organic downloads.

1. On-Page ASO Optimization

- **App Title:** Include core keyword

- **Subtitle:** Add secondary keyword

- **Description:** Highlight value, features, and outcomes

- **Icon Design:** Clean, bold, recognizable

- **Screenshots:** Tell a visual story

- **App Preview Video:** Demonstrate experience

2. Off-Page ASO Signals

- App reviews & ratings

- Download velocity

- Organic shares and mentions

- Backlinks to app store page

Apple Search Ads (ASA)

ASA places your app directly in front of users searching for relevant keywords.

ASA Campaign Structure

- **Brand Campaign** ⇸ your brand name keywords

- **Category Campaign** ⇸ industry niche keywords

- **Competitor Campaign** ↠ competitor brand searches

- **Discovery Campaign** ↠ broad match + search match for new keyword ideas

ASA Optimization Levers

- Improve tap-through rate (TTR)

- Optimize cost-per-tap (CPT)

- Adjust bids based on CPA/CPI

- Improve conversion rate with better screenshots & title

- Use negative keywords for accuracy

When ASO + ASA work together… app growth becomes predictable, scalable, and cost-efficient.

Conversion Psychology + Conversion Rate Optimisation (CRO)

Every purchase or lead is driven by psychology. CRO blends UX, copywriting, behavioral nudges, and design to improve conversions without increasing ad spend.

1. Principles of Conversion Psychology

- **Authority:** Certifications, awards, experts involved

- **Social Proof:** Reviews, numbers, community size

- **Scarcity:** Limited stock, early-bird offers

- **Urgency:** Time-bound deals

- **Clarity:** Users convert when they understand, not when they feel overwhelmed

- **Consistency:** Messaging between ads » landing page » checkout

2. High-Impact CRO Tactics

- Reduce friction (less steps, faster load times)

- Clear and bold CTAs

- Simplify the hero section

- Use contrasting CTA colors

- Highlight benefits over features

- Add real customer imagery/UGC

- Eliminate unnecessary form fields

- Add trust badges and secure-pay icons

3. Optimizing the Checkout/Lead Flow

- Offer guest checkout

- Show progress bar

- Reduce distractions

- Show final price clearly

- Use one-click payment options

- Offer micro-incentives (free shipping, bonus content)

4. Continuous CRO Testing

Test variations of:

- Headlines

- CTAs

- Landing page layout

- Product imagery

- Video vs static

- Long form vs short form pages

CRO is not one change — it's a continuous evolution.