

Think Like a Marketer

Lesson 5: Giving Readers Choices (But Not Too Many)

BROUGHT TO YOU BY:



WHY NOT TOO MANY CHOICES?

- Some studies point to the idea that people make no choice at all when confronted with too many choices.
- Too many choices is overwhelming, confusing and cluttering.

SHARING POSTS

- Find out where most of your referral traffic is coming from and use sharing buttons for those. Also include sites that you want to gain increased traffic from.

RESOURCE PAGES OR BLOGROLLS

- Break into categories so they are easier for the reader to decide which links to click.

GIVEAWAYS

- Try not to overwhelm users with too many ways to enter.

ASKING FOR A VOTE

- Instead of asking for votes for multiple sites, focus on fewer voting contests to drive higher votes.

QUESTIONS TO ENCOURAGE ENGAGEMENT

- Only ask one or two questions at the end of a post. Try specific questions and "this or that" type questions.



extra credit reading

Too Many Choices: A Problem That Can Paralyze-
NY Times

Cut to Grow- *Chris Brogan*

LESSON WORK

- Have you ever left a blog because of how many options there were for something? Check those reasons on your own blog.
- Walk through your blog and simplify the places you are offering too many choices.
- Be an A+ student. (Look, you have one done already!)

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