



Key Takeaways from Unbounce's 2016 CTA Conference

"Plainly tell people what you want them to do."

[10 Landing Page Samples that Pissed Me Off](#)

-Oli Gardner - Founder, Unbounce

"Data puke (visual) vs. data analysis (words)"

[Content Markter's Guide to Google Analytics](#)

-Andy Credodina - Co-founder, Orbit Media

"We need to stop adding to white noise and strategically onboard and interact with your blog subscribers."

[How to Launch and Grow a Blog](#)

-Anum Hussain - Senior Growth Marketer, Hubspot

"Take risks to make an impactful and memorable marketing experience for your brand."

[9 Career Lessons I Learned Before 30](#)

-Erin Bury - Managing Director, 88 Creative

"Build a business people can connect to & match your stereotypes to actual customers of your company. "

[Evolve or Die: How Authenticity Builds Durable Brands](#)

-Mackenzie Fogelson - CEO, Genuinely

"We need to unveil and understand universal inputs that correlate to success. "

[The Measure of a Marketer's Worth](#)

-Rand Fishkin- Wizard of Moz, Moz

"Give your audience what they already want."

[How To Engage Your Audience... When They Don't Want to Listen](#)

-Aaron Orendorff - Content Strategist, iconiContent

"The experience a person gets when receiving content is what will make yours stand out."

[How Content Marketing and UX Go Hand in Hand](#)

-Hana Abaza - VP Marketing, Uberflip

"Don't use empty terms in your copy."

[5 Minute Copywriting Hack - How to Make Customers Believe Your Magic Beans](#)

-Amy Harrison - Founder, HarrisonAmy Copywriting

"Create a conversion process that facilitates cognitive ease."

[Small Changes That Have a BIG Impact on Increasing Conversion Rates](#)

-Michael Aagard - Senior Conversion Optimizer, Unbounce