

LANDING PAGE OPTIMIZATION



LANDING PAGE OPTIMIZATION

LANDING PAGES FOR LEAD GENERATION

Landing pages are customized pages that your leads are directed to from a social media page, an email send, an event invitation, a paid ad, or a search engine result.

No matter how much time or money you spend on a campaign, if your landing page doesn't resonate with your audience, they will bounce—potentially never to return. The goal of your landing page is to keep a potential customer interested enough to keep reading—ideally, they will fill out your form and become a lead.

Most leads take only a few seconds to decide whether they'll read a page or bounce. Does the page make sense immediately, or is it hard to understand? Is it relevant to the link your lead clicked on, or does it seem out of place?



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Be Campaign Specific



Your landing pages should be specific to your campaign. Although creating a new landing page for every campaign isn't easy, it's a critical part of conversion and optimization.

As an example of what we mean, here's a PPC ad placed by Marketo, targeting the phrase "marketing automation".

Marketing Automation - Analysis of 12 Automation Vendors
www.marketo.com/ ▼
Free Gartner Report.
Marketo has 4,306 followers on Google+
[Compare Automation Vendor - MA Buyer's Kit - Guide to Lead Scoring](#)

Marketo PPC ad

Next, check out the landing page on the right that this ad links to. The landing page copy (and the offer) is consistent with the ad.



GARTNER MARKETING AUTOMATION REPORT

Download Gartner's Magic Quadrant Report and you'll learn:

- The overall market evaluation and vendor analysis of 12 CRM lead management vendors
- Insights for selecting an initial vendor based on your organization's requirements
- An understanding of the opportunities and challenges that executives experience when building and deploying lead management systems

This complimentary Gartner Magic Quadrant covers these topics and more.

Please complete the form to download >>

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DOWNLOAD GARTNER MAGIC QUADRANT

Fill out the form to receive this report

First Name: *

Last Name: *

Work Email: *

Job Function: *

Company: *

DOWNLOAD

*Required. Your privacy is important to us.

Marketo landing page for a marketing automation ad



LANDING PAGE OPTIMIZATION

LANDING PAGE DESIGN

Err on the side of simplicity with your landing page design. Use your design layout carefully—the wrong design for your audience can immediately detract from the offer and ultimately the conversion. Simply put: design can have a polarizing effect.

Consider including the following design elements in your landing pages:

- Company logo
- A banner image or heading
- A “hero” shot—a mock-up of your ebook or offer, or a photo of your webinar speaker
- Social sharing buttons

Basically, you want to follow the K.I.S.S (Keep It Simple, Silly) rule with a logical, well-designed landing page—your lead shouldn’t have to wade through clutter.

The screenshot shows a landing page for a Marketo webinar. At the top left is the Marketo logo. In the top right corner, there is a link that says "Contact Us | Live Chat". Below the logo is the headline "Generate Higher Quality Leads". The main content area features the webinar title "The Art of Cold Calling and the Science of Email Prospecting" followed by the date and time "Tuesday, January 14, 2014 at 10:00AM PT / 1:00PM ET". A paragraph describes the webinar's value, and a bulleted list of topics is provided. Below this is a "Register now >>" link. To the right of the text is a registration form with fields for First Name, Last Name, Work Email, Job Function (a dropdown menu), and Company, each with a red asterisk indicating it is required. A large orange "REGISTER NOW" button is positioned below the form. Underneath the button is a small disclaimer about email access and privacy. Below the registration form is a "SHARE" button with social media icons. At the bottom of the main content area are two speaker portraits: Craig Kleeman and Jon Miller, with their titles and roles listed below them. The footer of the page contains the text "Marketing Software. Easy. Powerful. Complete." and a small copyright notice.

Removing Navigation

It may be tempting to include your main navigation links on your landing pages (“If they don’t like this offer, they’ll be able to find something else!”), but these can distract your leads from your CTA. In eye tracking studies, it’s been found that navigation panels draw attention away from your offer and conversion.

Remember that your main goal isn’t a visit to your website—it’s lead conversion for a particular campaign. After they convert, feel free to send your leads additional information—just don’t muddy the waters at your initial interaction.

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LANDING PAGE COPY

Your landing page copy and CTAs should be clear and direct, and should give your prospects a good reason to provide their information.

As you write your landing page copy, use these four steps as a guide:

1. Set up the problem
2. Talk about the solution
3. Point out the WIIFM (What's In It For Me)
4. Deliver the goods (such as an ebook, video, or webinar registration)

Scannable Content

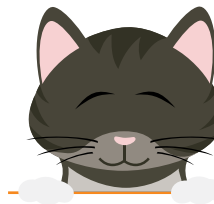
People simply don't read full landing pages—they scan. Studies have shown that, at most, people read three pieces of your landing page:

1. The headline
2. Bullet points
3. Bio (if applicable)

Keep it short and sweet with a bold headline, one or two short paragraphs of explanatory copy, and bullet points to show your leads why they should click through. To engage leads without overwhelming the page, consider using interactive elements such as an audio clip or a short video.

The landing page to the left offers our *Definitive Guide to Marketing Automation*. It includes a bold headline, bullet points, a fun video, and instructions. There is no superfluous copy—it is simple and concise.

Your landing page doesn't need to sell your product and company, but it does need to have a very clear offer. Focus your landing page around a single CTA, which must be relevant to the ad, email, or link that your lead originally clicked on. Avoid additional offers, or additional information about your company.



Reassure Your Lead

Your leads are risking their privacy (or more) by filling out your form. Reassure them with privacy statements, customer testimonials, and guarantees. You want your leads to feel safe giving their information to a reputable company—add copy or imagery to reinforce that trust.

Marketo
Definitive Guide to
Marketing Automation
Your Comprehensive Guide to Today's Hottest Marketing Trend

100-Page Guide to Everything You Ever Wanted to Know About Marketing Automation!

You've heard that marketing automation can change the way your business operates - now get all the facts, including:

- Why marketing automation is so hot right now
- How marketing automation differs from other technologies like CRM
- The common features and advanced functions of marketing automation
- How to build a business case and convince internal stakeholders to act
- And much, much more!

DOWNLOAD TODAY!

Fill out the form to receive the newest Definitive Guide from Marketo.

First Name:

Last Name:

Work Email:

Job Function:

Company:

CRM System:

GET GUIDE

* Required. Document access will be emailed to you. Your privacy is important to us.

SHARE

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CONFIRMATION AND THANK YOU PAGES

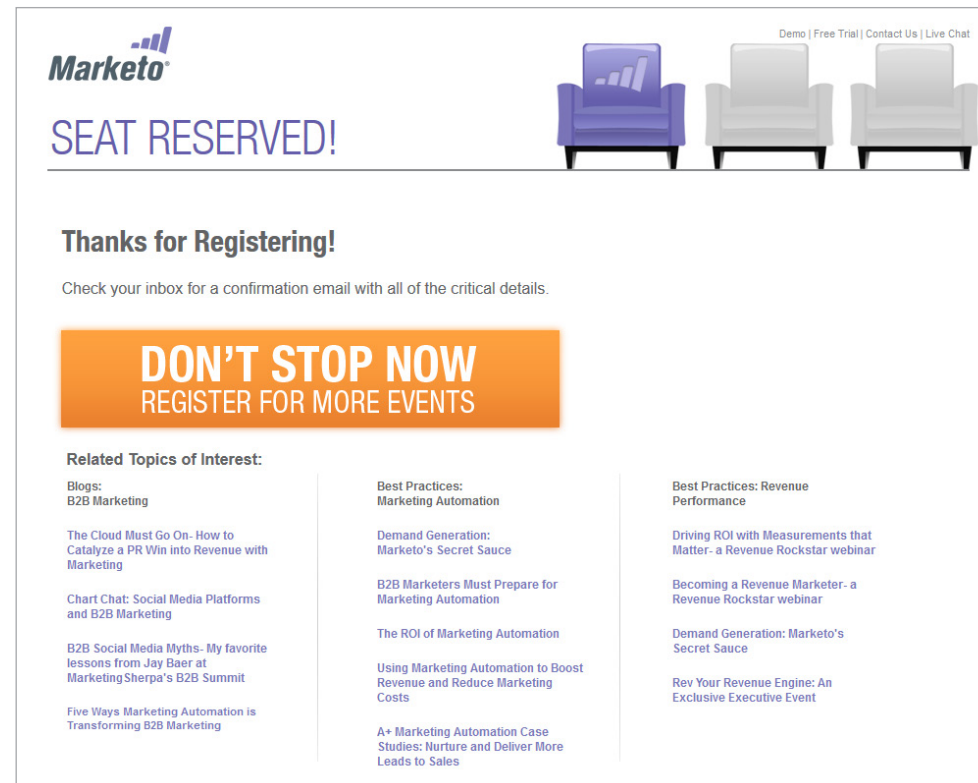


After a customer converts, take time to thank them with an email, or send them to a confirmation page.

Confirmation and thank you pages are an important way to track conversion.

These also give you the opportunity to deepen the relationship by making another offer, promoting your blog, asking for feedback or a social share, or running a poll. In fact, over 40% of prospects are willing to share additional information after they convert.

Take a look at the landing page to the right for Marketo webinar registrants. The page asks you to register for more events, and gives you a list of resources that relate to the webinar content.



Marketo

Demo | Free Trial | Contact Us | Live Chat

SEAT RESERVED!

Thanks for Registering!

Check your inbox for a confirmation email with all of the critical details.

DON'T STOP NOW
REGISTER FOR MORE EVENTS

Related Topics of Interest:

- Blogs:**
B2B Marketing
- The Cloud Must Go On- How to Catalyze a PR Win into Revenue with Marketing
- Chart Chat: Social Media Platforms and B2B Marketing
- B2B Social Media Myths- My favorite lessons from Jay Baer at MarketingSherpa's B2B Summit
- Five Ways Marketing Automation is Transforming B2B Marketing

- Best Practices:**
Marketing Automation
- Demand Generation: Marketo's Secret Sauce
- B2B Marketers Must Prepare for Marketing Automation
- The ROI of Marketing Automation
- Using Marketing Automation to Boost Revenue and Reduce Marketing Costs
- A+ Marketing Automation Case Studies: Nurture and Deliver More Leads to Sales

- Best Practices:** Revenue Performance
- Driving ROI with Measurements that Matter- a Revenue Rockstar webinar
- Becoming a Revenue Marketer- a Revenue Rockstar webinar
- Demand Generation: Marketo's Secret Sauce
- Rev Your Revenue Engine: An Exclusive Executive Event

A Marketo "Thank You" page



Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® evolution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 190 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

