



MOBILE MARKETING GUIDE

# MOBILE LANDING PAGE GUIDE

If you're a professional marketer or business owner looking to create mobile versions of your landing pages and market on mobile, this how-to guide is for you!



This how-to guide is available at  
<http://get.Bluetrainmobile.com/mobile-landing-page-guide>

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## EXECUTIVE SUMMARY

The web no longer consists of one type of user. With many different devices now connecting to the internet, you need to ensure an optimal user experience for your campaigns across a variety of devices. Landing pages are the key step in converting searchers into leads, and presenting your prospect with an optimal experience will help increase leads, improve conversion rates and provide a more positive overall brand experience.

A mobile landing page is simply a landing page that is optimized to fit, load and operate on a mobile device. As smartphones become more and more prevalent, it has become increasingly important that you provide your audience with mobile-optimized versions of your landing pages. When building and running mobile landing pages and online marketing campaigns, there are three things to consider:

1. Your back-end infrastructure and technology
2. The actual design of the landing page
3. How to establish and measure your goals

Your infrastructure should be fast, customizable, scalable, and easy to use. Make sure your landing page is campaign specific, well-branded, fits on the phone's screen, and uses mobile-optimized content and images. Lastly, keep your campaign goals in mind throughout the process to ensure effective results during your campaign.

Online marketing campaigns are not something you simply set up and send on their way, but rather, are a continuous process, and must be monitored and fine-tuned throughout the life of the campaign. When done correctly, mobile landing pages will greatly increase your conversion rates and help funnel prospects into your sales and customer retention pipelines. These guidelines will bring to light some things you haven't yet considered, and provide you with a resource to reference when it comes to designing your own mobile-optimized landing pages.

"These guidelines will provide you with a resource to reference when it comes to designing your own mobile-optimized landing pages."



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# INTRODUCTION

5 years ago, running an online marketing campaign was like fishing in a lake filled with just one species of fish. While it was important to fine tune your technique and strategy, ultimately all the fish behaved the same way, and once you found what worked, you could reel in some big ones. Now, online marketing is like fishing in that same lake, but with a wide variety of species, all with different preferences, needs, behaviors, pains, and actions. To be an effective fisherman, you need a few rods going at once, all with different lures, strengths and optimal depths.

The ubiquitous web no longer consists of one type of user. With so many different devices that are now able to connect to the internet, as a marketer, you need to be ready for the moment someone decides to take your bait. Landing pages are the key step in converting searchers into leads (think of them as your lure, with the call to action as the hook). While one of your campaigns and associated landing page might be incredibly successful with desktop users, that success is very difficult to translate to the mobile web without optimizing that landing page for mobile.



70% of all mobile searches result in action within 1 hour (Source: Mobile Marketer)

As the old mantra goes, build a man a mobile landing page, you satisfy him for one campaign; teach a man to build mobile landing pages, you satisfy him for life...or something like that. So we decided to write this guide.

***“In the last year, mobile search increased by 400%.”***

Google

***“9 out of 10 searchers have taken action as a result of a smartphone search.”***

Google

***“Email activity on mobile devices accounts for 42% of US mobile internet time.”***

The Nielsen Company

***“Both tablets and smartphones drive higher CTR’s than desktop.”***

Comscore



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## State of the Current Mobile Market

You've heard it before, mobile is taking over, and it's important to be aware of mobile users' unique needs and activities. Smartphone users have much smaller screens, use touch controls and are frequently on the go, which means they are interacting with the web, email and marketing campaigns much differently than desktop users. Mobile is growing at an unprecedented rate, and establishing a mobile presence and mobile strategy is important for any marketer, no matter what industry they're in.

### Here are some numbers to help paint the picture:

- There are 97 million Americans on the mobile web ([source](#))
- There's been a 400% increase in mobile search over the past two years ([source](#))
- Email usage on mobile devices is up 30% in the past two years ([source](#))
- 52% of mobile users actively browse the web on their phone ([source](#))
- Both tablets and smartphones drive higher CTR's than desktop ([source](#))
- By 2014, mobile internet usage is predicted to take over desktop internet usage ([source](#))

Marketers are responsible for running and tracking multiple online marketing campaigns, and with more and more "fish in the mobile sea," it's impossible to predict who will ultimately be clicking through your campaigns. Once a link is clicked, the user should be brought to a landing page that is formatted for their device to present them with an optimal experience, giving you the best chance of capturing their information.

***"Mobile coupons have a 10X higher CTR than desktop."***

Borrell Associates

***"70% of all mobile searches result in action within 1 hour."***

Mobile Marketer



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## What is a Mobile Optimized Landing Page?

Before we get into the best practices for building effective mobile landing pages, let's first clarify what a landing page is exactly. While landing pages are traditionally used for paid search campaigns, they have many other uses as well. We've used the term "online marketing campaign" a few times so far in order to encompass many different forms of marketing. Such campaigns would include:

- Email campaigns
- QR codes
- SMS campaigns
- Ad sponsorships
- Online offers and deals
- Paid search campaigns

All of these campaigns are designed to promote a specific call to action, and, simply put, the landing page is a uniquely tailored web page where the user is brought with the goal of funnelling ("luring") users into the lead capture process. These pages should be created and designed specifically for each campaign and should give the user the ability to act on whichever incentives you are offering. For example, if you are running a campaign for users to sign up for a free trial offer, your landing page should have corresponding imagery and messaging tied to this offer, and should include a form that allows the user to sign up, request more information, and/or connect to your organization's social media pages.

A mobile landing page is simply a landing page that is optimized to fit, load and operate on a mobile device. As smartphones become more and more prevalent, it has become increasingly important that you provide your audience with mobile-optimized versions of your landing pages.

Your prospects and customers are constantly checking their email, surfing the web and taking action on their phones. Optimizing a landing page for mobile is necessary in order to ensure you're maximizing your return on your marketing efforts and tracking these efforts to determine their effectiveness.



***A mobile landing page is simply a landing page that is optimized to fit, load and operate on a mobile device.***



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## The Problem with Not Optimizing for Mobile

Many marketers haven't fully realized that optimizing landing pages for their mobile users is necessary for converting leads. There are plenty of companies out there that are spending money on Google mobile adwords campaigns, yet haven't taken the time to build a mobile optimized landing page associated with their campaigns. This lack of awareness and compromised user experience can be severely damaging to your brand and your campaign results. Landing pages are a chance to draw in and impress your users, so don't disappoint them with a non-optimal experience.

### Creating a mobile optimized version of your landing page will:

- Improve your conversion rates
- Decrease bounce rates
- Minimize load times
- Increase overall number of leads
- Improve analytics tracking

With marketing budgets frequently supporting many websites, campaigns, and even different brands, conversion rates are of the essence, and businesses cannot afford to leak any potential leads by providing a poor experience to users on different devices.

The fact that you're reading this guide means you're most likely aware of these risks and failures, so let's get into the heart of the matter. What are some of the best practices for designing and implementing mobile-optimized landing pages?

***"71% of mobile browsers expect web pages to load almost as quickly or faster as web pages on their desktop computers."***

Gomez

***"Mentioning a location in mobile ads and search results can increase click-through rates up to 200%."***

Think Near



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# BEST PRACTICES FOR BUILDING MOBILE LANDING PAGES

By not providing a mobile-friendly version of your landing pages, you most likely experience significantly higher “leakage” of lead conversion and are missing out on many opportunities for both new customer acquisition and customer retention. Fortunately, there are simple and effective ways to resolve these issues before they develop into major shortcomings and losses for your business.

To help you devise your own plan, we’ve broken this guide into 3 main points of consideration, and given tips on each one.

## **Consideration #1: Planning the back-end infrastructure of your mobile**

**landing pages.** How do you build them/what’s the process? How quickly can you launch new pages? Can your platform meet your needs as far as: hosting speed, device detection, and allowance for customization? Is it scalable? How well do they integrate with other campaigns?

**Consideration #2: Designing your landing page.** What content, images, and forms should you include, and how can you best design the layout? How can you prominently promote your calls to action? How do you design for optimal load speed?

**Consideration #3: Establishing the overall goals of your campaign and measuring your success.** How can you most effectively manage capturing the right information, incorporating analytics, and converting leads?

All three considerations should be taken into account when designing mobile landing pages, and as you will see, all three are equally important.



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## CONSIDERATION #1: BACK-END INFRASTRUCTURE

Many marketers know they need to build mobile landing pages, but they don't take into consideration how they will implement these pages in a way that's scalable and cost efficient in the long term. Just because you have a stellar design team doesn't mean your landing page, and ultimately your campaign, will be successful. It's necessary to think about the infrastructure on which the landing page will be delivered, and to decide if it is flexible and reliable enough to meet your needs. Here are some key factors to consider:

### Make it Fast! Fast! Fast!

The achilles heel of every landing page is its load time. If it's not fast, it will certainly fail its mission. In marketing, it's difficult enough to capture someone's attention in general, and on a smartphone that difficulty is multiplied exponentially. Smartphone users are multi-taskers and are constantly switching their attentions between apps, mobile sites, and other distractions around them. Because of this short-attention span mentality, people have come to expect almost instantaneous page load times, and most certainly will not wait for your page to load.

When running online marketing campaigns, you have minimal time to pique a user's interest, engage them, and capture their information. If your landing page is slow to load, you are simply wasting this small window of time and your limited marketing dollars. Your goal should be nearly instantaneous load time.

While there are design strategies that help speed up load time (we'll get into these later), it's also important that your landing page is hosted on a fast, reliable service that ensures quick delivery and won't experience downtime while your campaigns are running.

***“Two-thirds respondents expect a mobile site to load in less than 4 seconds on smartphones”***

Keynote Competitive Research



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## Will it Work on All Devices?

The number of new mobile devices increases every month, all with different operating systems, screen sizes/resolutions and speeds (e.g. 3G, 4G, Wifi). Landing pages present a challenge because you can't fully predict who will be accessing your campaign and your landing page. As new phones with new variations are released, this issue becomes increasingly more complex. You need a way to ensure that your landing page loads properly on all devices.

One solution is to design a modified landing page for every different mobile device as they hit the market, and format it to fit that specific screen size and resolution. Of course, this is incredibly time consuming and will not scale.

A better solution would be to use a technology that ensures your landing page works on all devices. A well-built and forward-compatible platform will take care of any and all compatibility issues, so that you only need to create one version of your landing page for it to automatically work on all smartphone devices. Make sure that the platform you use to build out your landing pages ensures compatibility with both current and future smartphone devices.

## Seamless Integration With Current Campaign

Just because you have a mobile-optimized landing page doesn't mean you need to double your number of online marketing campaigns (one for desktop, one for mobile). Instead, your two separate landing pages should both be accessible via the same campaign.



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### Here's an example to illustrate the challenge:

*You send out an email about a limited-time offer to your customers. 50% of your users open that email on their laptops/desktops, 40% on their smartphones, and 10% on their tablets. You have no way of telling which of these users will use which device when opening your email, so you need a way to ensure they are automatically directed to the correct lander depending on what device they are using.*

You could simply include multiple links in each email campaign (i.e. click here for desktop, click here for smartphone), but that's a fairly antiquated strategy. Another way to solve this is through an automatic redirect script, which will automatically direct the user to the corresponding landing page based on what kind of device they are using. With a redirect script in place, all you need in your email campaign is one button, "Click here for a limited-time offer" (or whatever your call to action may be). The rest will take care of itself with your device-detection script.

This same redirect script works in all sorts of marketing efforts: Adwords campaigns, QR code campaigns, Facebook offers, etc. Using a back-end that enables you to automatically redirect your user based on their device will ensure that they have an optimal experience, increase the efficiency of your marketing team, and improve the overall success of your online marketing campaign.

## Information Capture Capability

Any online marketing campaign that requires a landing page has the ultimate goal of generating leads. Make sure you can easily build mobile-optimized forms to capture user information, and that these forms automatically integrate with your CRM software and lead nurturing campaigns through marketing automation.

We'll take a closer look at the best practices for creating effective, mobile forms in the design section of this paper.



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## Allowance for High Level of Customization

The back-end technology you use to build your landing page should allow for a high level of customization and design. If you want to create a branded experience--from campaign to click through to lead capture--don't limit yourself with cookie-cutter templates or transcoded solutions. Make sure your solution gives you the ability to:

- Create specific and unique calls to action
- Utilize the phone's native capabilities (calling, email, mapping, etc.)
- Change and customize your color scheme
- Embed videos
- Incorporate social media
- Resize images
- Provide polls and surveys

This will enable you to set your campaign apart from others, and give your users a rich, interactive experience. This isn't to say you should incorporate all these features in every landing page, but at least give yourself free reign to create and build.

## Scalability and Flexibility

Is your system scalable? Chances are, you will be running multiple online marketing campaigns and will need to create corresponding mobile landing pages for each. Finding a solution that allows you to efficiently build and edit multiple landing pages will make you a more agile marketer.

Many people are focused solely on getting the campaign launched and out to the public, but in fact, that's really just the beginning. Campaigns need continual refinement due to such factors as strategy shifts, performance issues and changing market demands. It's ideal to find a platform that allows team members to make changes without any sort of coding knowledge, similar to how a content management system works. That way, whether they are making a small tweak to wording or changing the main call to action, it's easy to do so without having to rely on a member of the technical team.



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## 2ND CONSIDERATION: LANDING PAGE DESIGN

Now, let's shift our focus to the front-end. While landing page designs will vary depending on the nature of the campaigns you are running and what your ultimate goals are, there are some general tips to keep in mind that will help convert a greater percentage of leads and provide a better overall user experience. We have compiled some of the best practices for designing your mobile landing page to help guide you through the design and launch process.

### A Picture is Worth A Thousand Words

This age-old expression holds especially true to mobile landing pages. As mentioned before, it's incredibly difficult to capture and keep people's attention, especially on mobile devices. If you can convey your message with an image, rather than a dizzying block of text, your landing page will be far more effective. Words can clutter such a small screen, leaving you with minimal screen real estate for compelling design elements. Of course, you will need some copy on the landing page that complements your image, but images can convey an idea or message much quicker, and much more effectively, than a body of text. Any informational body text should be placed either below the fold (the part of the landing page that loads below the bottom edge of the screen), or on a sub page/following page for the user to click through in case they desire more information.

One of the biggest mistakes we've witnessed time and again are landing pages that overwhelm the user. While there may be a lot of information you'd like to include, throwing it all at your visitors will most likely cause them to abandon your page. This issue increases exponentially when it comes to mobile. Being concise and clear with your messaging can make all the difference in converting a prospect to a lead, and images are a great way to do that.

When using images, it's important to balance load time against image quality. Higher quality images are made up of more data, which will make your page load time significantly longer. Be sure to use mobile optimized images so that



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load time is reduced. Some tips to keep in mind when optimizing images for mobile:

1. If using a background image, it should be no larger than 100 KB
2. Total landing page imagery shouldn't exceed 200 KB in data
3. Buttons should be 1-2 KB
4. Landing pages should have no more than 4 total images (includes both buttons and pictures), since smartphones can only download 4 images at a time
5. When saving images in Photoshop, use the "Save for Web & Devices" function for optimal performance. You can also reduce the "Quality" level when saving to reduce the number of colors the image uses. This will help reduce image size further to improve load times

## Limit the Form Fields

As a lead generation tool, landing pages are designed to capture prospective customer information. Forms are a very common way of accomplishing this goal. While it might seem like including extra form fields will give you a more robust lead database, chances are that the more fields in your form, the less likely the customer is to fill them out.

A big form is daunting for a lander, especially when they are using a smartphone. Not only does it take more time to type on a touch screen, there is also greater chance of spelling errors and dropped fields. By including only a few form fields, we recommend no more than four, there's a greater chance your form will be filled out, with a smaller chance of errors. Be smart and considerate. Remember, you can capture more information later on, as you interact with this new contact.



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## Use Simple and Clear “Calls to Action”

Make it easy for visitors to find what they're looking for on your landing page with clear and specific calls to action (CTAs). If your online marketing campaign is well-targeted and well-executed, your landing page should only be driving one behavior, and therefore should only have one, primary call to action. Giving the visitor a series of competing buttons to choose from will only overwhelm them. Think about guiding them through the information capture process with a clear step-by-step process. This will help set expectations as well. Some useful CTAs to use are:

- “Submit”
- “Continue”
- “Learn More”
- “Take the Next Step”
- “Vote”
- “Like”, “Tweet” or “Share”
- “Sign Up Now”
- “Get Started”
- “Download Report”
- “Start Free Trial”

Another design tip to note when creating CTA's is to make them buttons, not text links. Buttons give the user a greater surface area to click on, which will lessen usability issues since they will be using their fingers. Buttons are also much more inviting to click because of their prominence and clarity on what will happen when they're touched (as long as you fulfill the promise).

One last suggestion when it comes to CTA's is using directional cues, like arrows and highlights. These will both direct the user's attention towards your CTA and help convey a clear user flow. This isn't to say you have to go Vegas on them with big flashing lights and arrows pointing at your CTA (which we strongly discourage) but just think about gently guiding them through the lead capture process that you have set up.



## Maintain Your Brand Integrity

As any marketer knows, it's incredibly important to deliver a consistent brand message across all customer touch points. When designing your mobile landing page, don't limit yourself in terms of layout, style, and colors. You've worked hard to establish your brand, and you want the user to trust the landing page like they trust your brand.

## Make it flashy, but not "Flash"-y

Hopefully you're aware of the fact that Adobe Flash does not work on most mobile devices. Therefore, it should never be used on a mobile landing page. Any sort of mobile-optimized content, including mobile landing pages, should be developed in HTML5, a web language understood by all mobile devices.

However, just because you're not using Adobe Flash, doesn't mean your website can't be flashy....and by flashy we mean engaging and interactive. An engaging landing page will draw in the user and make them more likely to click your CTA or complete your form. Some ways to make your mobile landing page more interactive include:

- **Embedding video into your landing page** - Videos are one of the best ways to engage users, and YouTube videos are mobile optimized out of the box (and they are easy to embed in your landing page!).
- **Connecting with your social media outlets** - Use a feed to display your current updates or tell users which of their friends are connected to you.
- **Feeding dynamic content** - If you have a blog or any recent/relevant articles, include them as additional resources on your landing page.
- **Keeping them laughing** - Using the right combination of images and copy to crack a joke might be the difference between a visitor leaving or following through. A little good humor goes a long way.
- **Using Polls and Surveys** - People love to vote on topics and share their opinions. Polls and surveys are a great way to get people to click on your landing page and interact with your brand, while sharing these results gives you a great opportunity to get back in touch with them.



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## Design Above the Fold

As we defined earlier, the fold of a landing page is where the page gets cut off by the bottom of the screen. Anything below the fold will not be seen immediately upon loading and this is very important to keep in mind when designing all landing pages, mobile included. If possible, you should try to keep all of your landing page content above the fold. If however, it becomes too cluttered and you must go below, the one thing to ensure is that your call to action is above the fold. You want the user to see your CTA and be drawn to it immediately upon the landing page loading. If this means putting a form on a subsequent page, that's fine, the goal is to get them to click and interact with the page.

Since there are many different screen sizes and resolutions in the smartphone market, it's important to thoroughly test how your mobile landing page loads on different devices, or use a technology that ensures this correct loading.

## Use Your Manners

It's one of the first lessons you learn when you're a child. "And what do you say...?" Almost everyone can still hear their mother's voice in the back of their head reminding them to say "thank you." Your mother might not have known it, but this lesson holds true for landing pages, too. A mobile-optimized thank you page should always be created to accompany any mobile landing page you have for your online marketing campaigns. A thank you page is the page the user sees after clicking your call to action. Whether they submit a form, download a resource, request more info, etc., the user should always be served up a thank you page that thanks them specifically for completing your call to action.



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### A thank you page has 4 main benefits:

- **Helps Calculate Bounce Rates From Your Landing Page** - The only way to access your thank you page is to click the call to action, therefore you can compare analytics of your landing page and your thank you page to calculate your bounce rates. Comparing bounce rates helps you fine tune your messaging and is a key metric in A/B testing.
- **Gives You A Chance To Ask “What’s Next?”** - If your visitor has just completed your call to action, they’re most likely interested in your product or service. Don’t let the conversation end after they click a CTA. A thank you page is a great opportunity to present them with additional resources or links (like your social media pages, website or other relevant content), and continue building their interest in your company.
- **Adds A Personal Touch** - Thanking your user will leave them with a good impression and puts a nice finishing touch to the lead capture workflow you’ve set up. It also gives you the opportunity to personalize your thank you message.
- **Improves Customer Satisfaction** - A thank you page will assure your user that their request (whatever call to action they hit) was submitted and allows them to stay connected to your brand and your campaign.

## 3RD CONSIDERATION: OVERALL CAMPAIGN GOALS

While this is the last consideration in our guide, your overall campaign goals should be kept in mind throughout your infrastructure and design decisions. It's tough to give specific guidelines on setting your goals, because every campaign, industry, and target audience is unique. However, here are some things to keep in mind when setting goals for your campaign.

### Make Sure Your Campaign Goals Are Measurable

Online marketing campaigns are trial and error. You don't really know what will work best until you try out different strategies and compare response rates. These activities can also give you great insight into what sorts of offers and information are most important to your audience, what messages resonate, and which elicit the greatest response. However, none of that is possible unless you can measure how your campaigns are performing. Tracking key metrics will help you identify bottlenecks, allow you to conduct A/B testing, help you tweak messaging to improve conversions and tell you what kinds of offers your audience values. Make sure that you have a strategy and a system set up for your campaigns that will effectively track its analytics.

In his book, "The Lean Startup", author, Eric Reis uses the ["Build-Measure-Learn"](#) loop to illustrate the learning and development process of a startup company. This same process can be applied to landing pages and online marketing campaigns. They're not something you should simply set up and send on their way, but rather, running online marketing campaigns is a continuous effort. Building campaigns allows you to measure their performance, measuring them allows you to learn about them, and learning leads to ideas and improvements. Understanding that this is a continuous process is crucial in maximizing the performance of your landing pages and online marketing campaigns.



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## Make Sure Your Goals are Specific and Attainable

*“Shoot for the moon, even if you miss, you’ll land among the stars.”*

Yes, this quote sounds great, and I’m sure you’ve heard this inspirational concept thrown out everywhere, but it’s important to make sure your campaign goals are attainable. Setting goals too high can limit your success. Say you are currently running a campaign that’s performing well, but you’re not reaching the overly optimistic goal you’ve set for yourself. You would be inclined to change around your campaign, but changing it might only lower your response rate and sabotage its current performance.

Make sure your goals are specific as well. Saying something like “I’m hoping we can get about 50-100 new customers from this campaign”, is not very specific. What happens if you get 49? 49 is close to 50, but very far from 100. Be specific in what kinds of rates and/or numbers you need to be successful. Setting high, but attainable goals will help you draw the line between what’s working and what needs to be changed, and will allow you to be more organized and more thorough in reporting to executives.

## Capture Only the Information You Need

This consideration overlaps with design, but you should always keep in mind your campaign goals when determining what kind of calls to action to use and what information you want to capture from your user. For example, if your campaign goal is to increase your number of Facebook fans, don’t ask them to fill out a form with a phone number and email address. Instead, simply provide a “like” button that allows them to directly become a fan on Facebook. Alternatively, if you’re trying to increase the size of your mailing list, simply include a form with email address and maybe fields for their first and last name, then a big button that says “Join our mailing list.” There’s no need to over-complicate things with unnecessary information entry. Research consistently shows that the less time it takes users to fill out a form, the higher your conversion rates will be. Therefore, limit your required fields by only capturing the information you need to satisfy your campaign goals.



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## CONCLUSION

Landing pages are incredibly useful when it comes to online marketing. Done correctly, they will greatly increase your conversion rates and help funnel prospects into your sales and customer retention pipelines. As internet connectivity continues to extend to all different sorts of devices, it's important to provide a unique and optimized experience based on what kind of device your audience is using. The importance of creating mobile optimized landing pages will continue to grow as the use of smartphones becomes more universal. While there's no "right" way to build landing pages, these guidelines will hopefully bring to light some ideas you haven't yet considered, and provide you with a resource to reference when it comes to designing your own mobile-optimized landing pages.



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