7 ways to advance your landing pages with LiveBall's no-code testing

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Introduction

Idea-Driven Marketing

Marketing ideas have historically had to filter through layers of design, production and technology before they become reality. This has robbed marketers of the immediacy and agility fast becoming the hallmarks of successful online campaigns. Testing is bringing marketing ideas and alternatives to their audiences. Agile testing empowers marketers to take their ideas to their audiences quickly and easily — without code and without IT.

LiveBall's Culture of 'Yes'

The freedom that marketers gain from 'going direct' with their ideas leads to revolutionary changes in how market-ing gets developed and delivered. These changes are even more revolutionary than the desktop publishing revolution that turned print upside down in the late eighties. Giving marketers the ability to cut out all middle men and put themselves in a direct feedback loop with their audience finally delivers the two-way conversation that has long been imagined.

Gone are the days of dogmatic defense of abstract ideas. 'Let's test it' replaces 'that'll never work'. 'We can do that today' supplants 'let's look at resources and schedule some time to decide on a go-forward plan'. The new reality of forward-thinking marketing organizations is both fast and free. Fast to execute and free to excel.

LiveBall is optimization software designed to eliminate friction for marketers looking for a way to 'try it'. Instead of hearing how long it will take or that it simply can't be done, LiveBall embodies a new culture of 'yes'. Yes, you can try it. Yes, you can make it happen today. And yes, you'll know how it worked tomorrow. Testing is simply trying new things. And LiveBall lets non-technical marketers try new things without code, without IT, without a degree in statistics and without friction.

7 Ways to Improve Your Landing Pages with LiveBall's No-Code Testing

1. Landing Page Testing

Optimizing the first impressions you make on users is a proven step towards improving your online marketing results. Creating and testing sophisticated, high-performance landing pages and their elements is crucial to delivering conversion-ready anding page experiences.

LiveBall enables landing page conversion rate optimization with both A/B and multivariate testing — without code or IT. Begin by A/B testing different elelments on the page, such as headlines, images, or forms. Run parallel controls and compare those results against your LiveBall pages — in real time. Once you have a champion, refine it using LiveBall's multivariate testing tools — by varying page content and forms. LiveBall does the heavy lifting so you can focus on what's being tested and free your mind of how it gets accomplished.

2. Microsite Testing

Creating and testing multipage, navigable user experiences can be daunting and time consuming. Even the most sophisticated content management systems are outside their core competency when multiple independent experiences are required.

Microsites differ from landing pages in that they can deliver more information and a more involving experience. But just like landing pages, microsites require constant testing and tweaking to optimize results.

LiveBall makes complex microsite creation and testing simple. Using a standard web browser, non-technical marketers can create, deploy and test feature-rich navigable microsites without code or specialized resources. A/B test microsites against one another to optimize flow, navigation, messaging and conversion. Refine content and test form variations within pages of your microsites using LiveBall's code-free MVT features.

3. Conversion Path Testing

Most content management systems (CMS) were designed primarily to edit websites. As websites become less relevant and users demand more specific and more contextually pertinent content, the CMS gets further and further away from its roots.

Conversion paths shine when segmentation into specific groups helps refine messaging and improve visitor engagement. Less specific traffic drivers like paid search engine marketing often benefit from message-matched user experiences that speak very clearly and simply to visitors.

Conversion paths appear very simple to users, but are in fact quite complex to assemble and test — unless you're using Live-Ball. ion's LiveBall platform makes the creation and testing of complex, multipage, multi-branch conversion paths easy. Market segments can be created as tags within LiveBall that can be applied to any action a user might take. This allows marketers to see and focus on the sources of traffic that convert the best for their most wanted market segments. Conversion path testing is accomplished in three clicks using LiveBall's A/B testing features and it can be augmented with multivariate content or form testing within pages. All testing is accomplished without code, help from IT or other specialized resources — putting all of the power and control within marketing's hands.

4. Message Testing

Online marketing — especially search engine marketing — provides an almost instantaneous channel for generating targeted traffic. This is a tremendous opportunity for controlled message testing. Instead of focus groups and usability tests, controlled experiments can be run on real web traffic in real time. How people respond to messaging in real experiences is invaluable data for organizations to carry forward into broader applications.

LiveBall enables targeted message testing — letting marketers float ideas to narrow slices of traffic. This allows for quick learning that can be applied to broader campaigns or across corporate messaging development. Test copy, design, Flash, forms, video and nomenclature with point-and-click simplicity. Insert your ideas into streams of traffic and siphon off as much or as little as you like. Get instant feedback from users and fold that new knowledge into your future creative. LiveBall gives you more knowledge in less time, using fewer resources.

5. E-Commerce Warming Testing

Warming pages can provide significant lift within e-commerce experiences. By inserting a warming page between a paid-search ad and a catalog/product page, a significantly higher percentage of visitors may be inclined to add to cart. What's more interesting, is that a higher percentage of carts may complete their transactions.

Many shopping cart experiences are sub-par and difficult to improve. Pre-cart warming pages help visitors see more value in the product and the brand behind it. By increasing the value proposition, marketers are providing more fuel to propel people through a likely sub-par cart experience.

LiveBall makes it easy to create and test pre-cart warming pages to find the right ones for the job. The platform provides tracking code that can be inserted during or following the transaction within the cart to track conversion as well as other data like average order value (AOV) — all in real time. By making it fast & easy to increase the value proposition, LiveBall can help improve e-commerce performance.

6. Forms — Data Collection Testing

Forms, like shopping carts, are obstacles to ease of use and visitor satisfaction. The best forms are the ones that make it easy, fast, intuitive and trustworthy for users to share their information. There are many variables involved in finding the 'best forms'. The number of fields, their labels, their presentation, the number of steps in a wizard, the number of columns, button design and labeling — all impact the usability of forms and hence the ROI of the business behind them. Varying and testing these elements can be time consuming, resource intensive and costly.

LiveBall enables no-code, dynamic form testing using both A/B and multivariate (MVT) methods. The platform separates presentation from data collection to allow for easy, independent testing of alternatives without affecting data integrity or CRM compatibility. Marketers can directly control all aspects of data collection and form presentation without code or help from specialized resources like IT. Form experimentation can have a measurable, immediate and direct impact on conversion rates.

7. Social Engagement Testing

Social marketing can sometimes struggle to show its ROI within the marketing mix. But engagement with a brand is highly valuable and often quantifiable. Social conversion — the idea that there is great inherent value in creating or adding to a brand's tribe — is an idea whose time has come.

LiveBall supports the use of social widgets as engagement mechanisms to put social on the same level as lead-gen or transactional conversion. Creating and testing user experiences designed to engage is only the beginning. Leveraging and escalating participation within your tribe to shake out the most passionate advocates can lead to business opportunities. LiveBall provides the agile infrastructure needed to create stimulating, flexible user experiences to transform casual engagement into passionate participation. Social-specific user experiences can range from Twitter landing pages, to micro-blogs, to follow-pages and much more. The list is ever expanding and demands flexibility and agility to deliver great brand experiences.

Create a Culture of 'Yes'

Idea-driven marketing flourishes in a culture of 'yes'. Agile marketing is unimpeded and free to succeed in a fast-paced world where change is the only constant. Trying out ideas in real time on real people is the foundation of high-speed, high-performance marketing. Testing those ideas in landing pages, microsites, conversion paths, messaging, warming pages, forms and social marketing is the constant that drives innovation, performance, revenue and ROI. It's the culture of 'yes, we can try that — right now'. And it's made possible with LiveBall.

Landing Pages for Agencies

Any agency can take advantage of the unique properties of landing pages to help their clients improve online marketing results.

Landing pages are the pages that visitors arrive on after responding to, or clicking on, an ad. Landing pages can help lift the conversion rate for marketing campaigns that are driving online traffic, such as PPC, email, display, direct mail and broadcast.

A well-managed landing page program is often the key to better online marketing performance and can easily be elevated to a strategic level inside of your clients' organizations. This can lift your agency into a more strategic position and strengthen your role.

Any agency can take advantage of the unique properties of landing pages to help their clients improve online marketing results.

Landing pages concept to completion

On the surface, landing pages can appear to be the simplest of online marketing tactics. Make a page, launch it, plug in some analytics and you're done. Not so fast. If you've worked on landing page initiatives, you know that it's never as easy as it seems (unless—shameless plug—you are using a landing page management platform like LiveBall). There are many moving parts for landing page development. Even the term 'landing page' is deceptively simple. A 'landing page' is actually a series of pages that form a microsite or conversion path. All of these 'landing experiences' are opportunities to make great first impressions with potential customers.

> A landing page program should be rooted in sound strategy in order to be highly effective.

To get going, start with the building blocks of good strategy. Your client is driving traffic from PPC, email, display, direct or broadcast. They want to convert that traffic into business. Define what the conversion opportunities are in advance and agree on them with your client. It's important to know how your client will measure the success of the campaign so you can focus your efforts on achieving those specific results. It is about engagement, lead-gen, conversion rate, sales?

Based on outlining the goals and objectives of the campaign, you spring into action to concept & produce strategic landing experiences.

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In today's online marketing landscape you have a variety of choices for landing page management tools. To get the job done right you'll need access to content management, real-time testing, analytics and hosting:

- Creation—Your agency needs a way to produce high-quality landing pages rapidly, without bogging down IT or web development resources.

- Testing—Without testing you are leaving conversions on the table. In today's world, testing is imperative and it's the fastest path to lifting conversion rates.

- Analysis—Clients want transparent, easy-to-understand results at the snap of the finger. You need the capability to deliver on-demand analysis and reports.

You can cobble together a landing page solution for your agency by using separate tools—one for publishing, a separate environment for hosting, standalone code for testing and an analytics platform. But specialized solutions, like LiveBall, are available to combine these functions into a highly scalable, agile engine for landing page creation, testing and analysis in a single environment.

As an agency, you know best how your clients buy from you, so make your landing pages easy to buy.

The pitch

The question agencies ask us most frequently is 'how do we sell landing pages to our clients?'. The best answer is to sell landing pages in whatever manner you sell your other services. There is no single right way to develop a landing page service offering. As the agency, you know best how your clients buy from you, so make your landing pages easy to buy. Design your landing page services to align with the other services your agency provides. Here are some options to consider:

- Project based
- Retainer based
- Percent of media
- Performance based

If you create landing pages on a project basis, your proposal will need to be based on time estimations—from concept through launch, as well as the direct costs of any tools you may need to use to create, host, test & analyze the landing pages. If you are using online tools to help in the delivery of the landing pages, you may want to structure it so that you can spread the cost of those tools across multiple clients and take advantage of the resulting economy of scale. One thing to consider for project-based landing page engagements is hosting costs. Take into account the expected time period for hosting and include any associated fees in your price estimate.

Retainer-based engagements can be beneficial for both your agency and the client. In this type of arrangement clients will typically pay a fixed fee over a fixed period of time, in exchange for a pre-defined set of services and deliverables. Retainers may include a number of landing experiences per month, project management, testing, hosting and analysis. Retainers work well for clients who are used to full-service agency relationships, are driving significant traffic or have frequent stand-alone campaigns and need ongoing services. A retainer-based relationship gives a landing page program time to mature and often these are the engagements that drive the best results for clients.

In performance-based relationships your client may pay you for each conversion your landing pages deliver, a percent of revenue derived from your landing pages, or a fee for a pre-determined conversion rate improvement.

And finally, some client relationships may even warrant a creative approach to packaging the landing page services, such as an engagement that is based on a percent of media spend.

If you have clients asking you for landing pages, or conversion optimization, focus your efforts on preparing a great proposal that addresses their needs and encompasses all the facets of landing page strategy and execution. If your clients are not yet asking for landing pages, but it is something you want to pitch as a service to them (and a new revenue stream for you), you will need to build a strong case for the effectiveness of strategic landing pages. The case for landing pages is usually based on the potential conversion improvement that comes as a result of landing page testing.

LiveBall can help

The best landing pages start with ion interactive's LiveBall. LiveBall is the leading enterprise landing page management platform. The cloud-based software enables the rapid, flexible creation & testing of landing experiences. And there's nothing to install, nothing to maintain—it's software as a service for hassle-free landing pages.

ion interactive has numerous agency partners—large and small—who use the LiveBall to manage their clients' landing pages and boost their client conversion rates. Contact us to see if LiveBall is right for your agency, we look forward to hearing from you!

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LiveBall optimizes the performance of online campaigns by delivering ideal user experiences. It significantly reduces the resources required to manage long-tail content and optimize conversions.

As a direct result of using LiveBall, customers see significant increases in revenue and profit.

▶ American Greetings reduced its cost-per-acquisition by 20% in three months.

▶ Bronto Software increased its lead-gen conversion rate from 2% to 18% in five months.

▶ Citrix Systems increased its search engine conversion rate from 0.5% to 12% in three weeks.
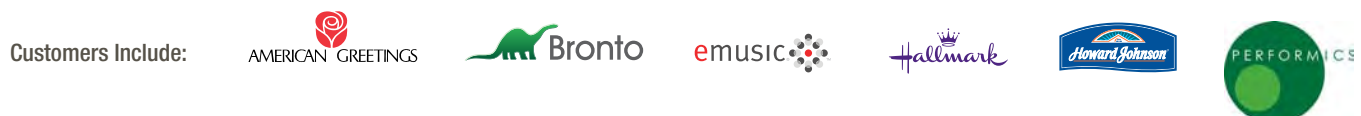
Optimizing the gap between ads and results

LiveBall optimizes the gap between online ads — search, email, mobile, social, display — and results. It creates the first impressions a brand makes on users. By determining a user's intent and then focusing on it, LiveBall significantly increases user satisfaction. That satisfaction translates into more engagement, more leads and more revenue.
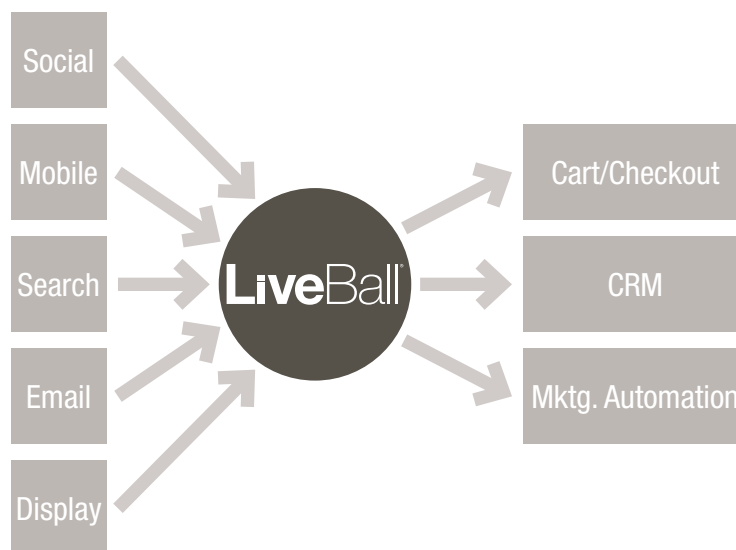
Putting marketing in control

LiveBall is technology for marketers. It's a whole new class of easy-to-use software that saves resources, increases agility and improves results. It's IT independent — putting marketing in control of campaigns from beginning to end. LiveBall is cloud based — making it quick to launch and maintenance free. To use it, marketers log-in with a web browser. And for all the enterprise features of the platform, training takes less than two hours. It's low overhead and high impact.

Customers Include: AMERICAN GREETINGS   Bronto   emusic   Hallmark   Howard Johnson   PERFORMICS

LiveBall
for agencies

Catch more fish.

POWered by LiveBall®

LiveBall is software for a whole new breed of agency. From a whole new kind of marketing technology company.

Agencies powered by LiveBall share a passion for results. And have the technology to make those results a reality.

LiveBall optimizes the performance of online campaigns by delivering ideal user experiences.

With LiveBall, agencies make & optimize conversion-focused, user experiences — without code or developers. There's nothing to install, nothing to maintain, nothing to worry about. Just great pages and easy testing.

LiveBall turns campaign friction into freedom by delivering enterprise-scale agility. Subscribe to LiveBall, setup client portfolios and start optimizing pages fast.

- ▶ **Produce & launch** client-branded multi-page campaign landing experiences — microsites, conversion paths & landing pages — without code or developers
- ▶ **Target & track** content, offers and forms with codeless segmentation & conditional rules
- ▶ **Test & optimize in real time** using instant, integrated A/B and multivariate methods

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Some of ion's agency alliances…

bgc boston   CLOSED LOOP MARKETING   DEONLINEFABRIEK POST-CLICK MARKETING PROFESSIONALS   e-boost consulting   OPEN MOVES

When it comes to post-click marketing, we've got your back—and your ROI.

You want to maximize your clients' PPC, email, social, affiliate, direct and online advertising results. You're in the right place. Our agency-focused services complement your LiveBall subscription by giving you the expertise you need to be successful.

ion has been delivering technology-driven services since 1997. We're passionate about helping our agency-customers achieve success. From implementation to optimization, our team will help you make LiveBall an integrated and productive piece of your agency workflow.

Some of our typical service packages are outlined below. When you subscribe to LiveBall, let us know which services you need. Not sure? That's okay. We'll help you figure it out.

Service	LiveBall Support	Smart Launch	Post-Click Coaching	Custom Engagements
Description	We train & support you	We do the initial work to get you off on the right foot	Strategic and tactical guidance to maximize results	Personalized professional services based on your needs
Your Need	Using LiveBall	Expert help launching LiveBall	Expert guidance	Let's talk
Timeline	Lifetime of your subscription	2-6 weeks	2+ months	Based on needs
Price	Free!	$5,900	From $2,500 / month	Based on scope

LiveBall gives agencies the power & freedom to optimize.

For marketers. By marketers.
Point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it.

Testing without code or IT
Test it all. LiveBall delivers sophisticated testing without code or developers. Launch A/B or MVT in three clicks.

Industry-leading forms
LiveBall includes an agile, flexible, sophisticated no-code forms engine. Make flexible, world-class forms all by yourself.

Unparalleled SEO features
Nine ground-breaking features that make LiveBall the most search-friendly post-click platform.

Clear, actionable reporting
Effortlessly get meaningful, real-time reports as HTML, PDF or Excel XLS and automatically send them to clients.

Mobile optimization
Every user deserves an ideal experience. LiveBall keeps that promise by optimizing for the latest mobile devices.

Flexible, branded templates
'Template' is no longer a dirty word — not even in the most creative circles. LiveBall includes flexible page templates — custom-branded for your clients.

Flexible conditional logic
Design your own if/then statements for advanced logic — trigger actions from 31 different conditions — code-free.

Asset management
LiveBall centralizes images, Flash, fulfillment, forms, email responders, tags and templates, so it's easy to reuse them.

Seamless data sharing
Export to Salesforce.com, post to a form, send email, a delimited or vCard file — LiveBall gets your data where you need it.

Flexible open integration
LiveBall customers mix and match components in their own loosely coupled architecture to attain best-of-breed status in each key sales & marketing area.

LiveBall usability
LiveBall gets out of your way — saving you time & resources at every step. Even the training is fast.

LiveBall is cloud-based, agency-friendly and scalable.

Enterprise-class software-as-a-service (SaaS) is reliable, easy to buy and easy to live with. With LiveBall, you simply order your solution, we provision it and get you started, you just log in and use it. You pay based only on the number of unique visitors you send to your LiveBall pages — from 10,000 to millions per month — starting at $1,295 per month.

- **Content management** — make all the pages you want
- **Testing** — powerful A/B and multivariate testing
- **Reporting** — real-time analytics at your fingertips
- **Hosting** — go live in minutes
- **Support** — high-touch service from nice people
- **Users** — everyone in your company can use it
- **Quick start** — everything you need to get started fast

- **Unlimited seats** — everyone can use LiveBall
- **Unlimited pages** — create and launch all the pages you want
- **Unlimited visits** — multiple visits from a unique count as one
- **Unlimited testing** — run all of the code-free tests you want
- **Unlimited support** — via phone & email — for one user

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www.**ion**interactive.com

Look who's powered by ion's LiveBall platform:

AMERICAN GREETINGS   Bronto   bwin   DHL EXPRESS   emusic   PERIDENICE