



LANDING PAGES FOR AGENCIES

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

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.

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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.



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.



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!



www.ioninteractive.com

i-on interactive, inc.
124 East Boca Raton Road
Boca Raton . Florida . 33432

One Broadway . 14th Floor
Cambridge . Massachusetts . 02142

1 888 466.4332	U.S. & Canada
01 561 394.9484	International
01 561 394.9773	Facsimile

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LiveBall for agencies

Catch more fish.



ion



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



Some of ion's agency alliances...



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



1.888.ion.idea (466.4332) or +01.561.394.9484 outside the U.S. & Canada

www.ioninteractive.com

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



31 WAYS TO IMPROVE YOUR LANDING PAGES

Originally posted to our blog earlier this year, this treasure trove of pragmatic landing page advice will help you ratchet up your conversion rates and your online marketing ROI. Here's the handy quick reference version of one of our most popular posts. Click on each tip to link to the complete text.

Compare yours to your competitors'.

"Go out there, see what online marketing strategy they have in place — and determine how you can do it better." ▶

The less hoops the better conversion.

"And the more distractions you have on your landing pages, the less likely people will be to convert." ▶

Landing pages for mobile devices.

"...if your landing page isn't optimized for a mobile device, the chances of visitors converting are lower..." ▶

Take advantage of thank you pages.

"...you can give your respondents all the links, product information, and brochures that you withheld in order to keep them..." ▶

Have a clear value proposition.

"...forced to sift through the messages and find a reason... If respondents are left wondering... then what **is** the point?" ▶

Pay off your promise.

"It's crucial that our ads and our landing experiences match -visual concept, messages and promises." ▶

Trust is a must.

"Make sure your forms have a privacy statement, pay off the promise of your ad, build credibility" ▶

Give great brand.

"Brand is many things, but at its core it is an emotional connection between a user and a product or service." ▶

Use meaningful segmentation.

"Conversion creatives with meaningful segmentation are friendlier and more conversational than traditional "one size fits all"..." ▶

Think outside the website.

"Landing experiences don't have to match side-by-side or preserve the paradigms of your main website..." ▶

Have a clear, defined CTA.

"If you want to increase your conversion...You'll also want to make sure your respondents are presented with a compelling call-to-action." ▶

Launch, test, and update with speed.

"if you don't... you could miss the perfect opportunity to improve visitor engagement and increase conversions." ▶

Give the gorilla the banana.

"The gorilla being the audience you want to convert and the banana being the reason they clicked your ad in the first place." ▶

Try social.

"...adding social features to your landing pages is less risky, and could potentially produce a higher ROI." ▶

Use advanced A/B testing.

"In order to increase your conversion rates it's vital to optimize your landing experiences. Apples to Oranges tests are important." ▶

Create niche, long-tail landing pages.

"Take a minute to think about your audience. How many different types of people do you market to?" ▶



Relevant and streamlined forms.

"Limit form fields to only the absolute, must-have, 'we can't process this lead/order/request without it' fields." ►

Grade and score your visitors.

"The more qualified the leads are, the more customers we create. The question is what makes a lead qualified?" ►

Try video.

"Show me 'how-to' easily use your product and I will be sold. Show me a box shot and you've put the burden on me..." ►

Use elegant Flash for engagement.

"Appropriate and judicious use of interaction and animation can help a lot in giving you sizzle to keep people moving forward." ►

Just get the ball rolling.

"... testing means you have many, many chances. Hitting a home run can still be the goal, but waiting on the perfect pitch..." ►

Keep content above the fold.

"Don't assume your respondents will scroll down and explore everything your page has to offer." ►

Plan post-click with a clear strategy.

"Just because you know you need to pay attention to your post-click doesn't mean you know what you hope to achieve." ►

Keep it simple.

"Keep your landing pages elegant and streamlined. Remove excess copy, confusing navigation, and unnecessary links." ►

Focus on the big picture.

"...the experience..., the more I find the principles that guide and shape my personal and professional lives seem to blur." ►

Try widgets.

"As post-click marketers, we can take advantage of their portability and ease-of-use and use them in our post-click marketing." ►

Use great creative.

"If your ads have great creative, so should your landing pages. Anything less... is a break in the momentum..." ►

Create paths, not pages.

"Respondents are gently guided along a short two or three-step path that lets them identify what is most relevant to the them." ►

Use real-time analytics.

"We can measure, in real time, the effectiveness of our advertising strategy and creative... Measure. Improve. Increase ROI." ►

Use benefit-driven copy.

"When they click on an ad, they immediately want to know 'What's in it for me?... Benefits focus on your respondent..." ►

Simplify landing page management.

"Simplified landing page management is an advantage. The easier it is to create, test, iterate, and analyze, the easier it is to improve ROI." ►

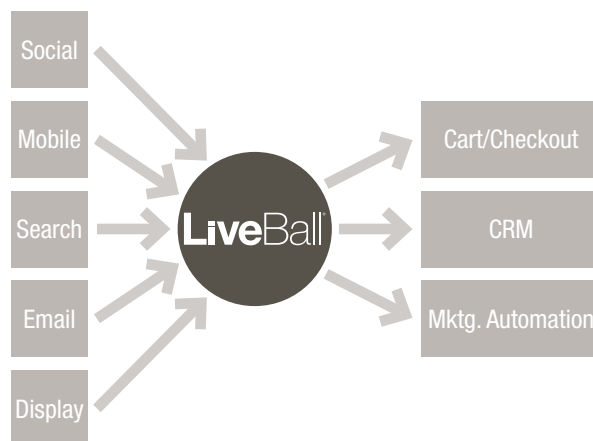
LiveBall optimizes the performance of online campaigns by delivering ideal user experiences. It significantly reduces the resources required to manage long-tail content and optimize conversions.

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 focusing on a user's intent, 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. It's a whole new kind of software, for a whole new breed of marketer, from a whole new kind of marketing solutions company.



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

