

How does your landing page strategy measure up?

Your landing page isn't just a standalone element; it's part of a bigger strategy. We like to think of it as a post-click strategy: your plan for web visitors after they click through an ad. It's the strategy, execution and processes around where you send your traffic, how you convert it and what you do once you've earned the conversion. Here are 15 principles to guide your landing page program's post-click marketing strategy:

- ☐ **User-centered.** Think about the user experience first and foremost. Think 'people' not data, so that influencing visitors informs everything you do.
- ☐ **Fluidity.** Create continuity and a connection from click through conversion.
- ☐ **Relevancy.** Where people land after they click should be contextually relevant. Bridge people from click to conversion without expecting them to make conceptual leaps.
- ☐ **Conversion-focused.** Use conversion best practices when creating landing pages. Always consider the final desired outcome for every user interaction.
- ☐ **Segmentation.** Segment visitors based on campaign, traffic source, role, need, motive and more. Use this information to optimize the experience and the follow up.
- ☐ **Targeted.** Take advantage of opportunities to provide a highly targeted, personalized experience.
- ☐ **Measured.** Track key metrics to illuminate opportunities where results can be improved.
- ☐ **Tested & optimized.** Use real-time A/B or multivariate testing to determine what works, and what doesn't. Then, optimize campaigns based on test outcomes.
- ☐ **Analyzed.** Look at top-line metrics to scan the horizon. Then dig deeper to uncover conversion influences and opportunities.
- ☐ **Transparency.** Keep metrics, results and data are shareable at any time so that you can clearly see every point in the pre-click, post-click and post-conversion process.
- ☐ **Integrated.** The post-click landing page experience should flow seamlessly into the post-conversion.
- ☐ **Agile.** To run your post-click program without friction and hurdles, keep it responsive, agile, and marketer-managed.
- ☐ **Bold.** Think big and have the confidence in your program to test those ideas.
- ☐ **Branded.** Capitalize on every visitor interaction to ensure a fantastic brand experience.
- ☐ **Prioritized.** Landing pages aren't 'set it and forget it'. Incorporate post-click marketing into your plans and take a holistic approach to management.

“Optimizing the post-click experience is the fastest way to boost ROI...”

Miro Kazakoff, Compete Research

The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



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