TOP 10
MOBILE LANDING PAGE TIPS

If you're engaged in B2B or B2C online marketing and you're neglecting mobile, you're leaving revenue behind. And you're negatively impacting your brand with affluent opinion leaders. Everyday more users move more of their web usage away from their computers and toward their mobile devices. Are you moving with them?

Smartphone users are spoiled by the user experiences they get from their applications. When that experience can be emulated by landing pages, microsites and conversion paths — web pages become persuasive conversion agents. Instead of bouncing as soon as they are faced with pinching, zooming and scrolling — they engage. That's the first step toward conversion. And that's your first step toward monetizing mobile marketing.

Read on and get our top 10 tips for mobile landing pages.

1. Give the Finger

" **Interact with your pages using just one finger.** "

Yes, that's right, give your users the finger. If you can read and interact with your pages using just one finger, you're in good shape. That means there's no required pinching or other multi-finger gestures to distract or dismay. Yes, you can use a full-size website in a mobile browser, but, it's a lot of work. And most users avoid work like the plague. Keep them from avoiding you — eliminate the work.

2. Keep it Simple

" **Sweet and on point, K.I.S.S.** "

Get ready to edit mercilessly. Each page in your user experience needs to be as concise as possible. And then more so. People are willing to scroll down, or flick through pages — but not if the content is superfluous or irrelevant. And not if the object of their intent is buried beneath a pile of boring. Keep your message and imagery short, sweet and on point. K.I.S.S. is the most overused acronym in marketing — but in this case, you must.

3. Be Bold

" **Be true and be strong to command attention.** "

The mobile web is not a boring place. The old-school web has wide swaths of tired, redundant content — long pages, verbose pontifications and blah, blah, blah. Not so on the mobile web. That sort of thing is chucked to the curb like a rancid milkshake on a hot afternoon. You have to be interesting to be in control. You have to be focused. And you have to be confident enough to be up front and direct in your propositions. Skip the hype. Be true and be strong to command attention.

4. Keep it on Purpose

Mobile users have purpose and intent. Most aren't casually browsing — they're on a mission. The sooner you can determine their mission, the faster you

"Direct your message at their intent early in the experience."

can address it. When you can direct your message at their intent early in the experience, you have a much better chance of getting them engaged and converted. User-directed, behavioral segmentation finds a perfect stable mate in uncovering intent — fast. Present two or three alternatives on the first page of your landing experience and let your users take control and tell you what they want. Then, give it to them.

5. Match Tightly

"Matching the message of your ad to your landing experience is post-click 101."

Matching the message of your ad to the message of your landing experience is post-click marketing 101. It's amplified in mobile. In order for #4 above to work, you need to already be speaking directly to the reason your user came to you in the first place. Then you can use segmentation to more finely target your message and get at your user's intent. Go even longer tail with your messaging and see how specificity breeds conversion success. Sure it means a lot of pages for a lot of messages, but when the upside is a lot more revenue, it's worth the effort. And if you have the right tool (wink, wink—check out LiveBall by ion), it's not so hard.

6. Be Advanced

"When a user turns their screen from vertical to horizontal, your pages should shine."

Most websites stink — in part because they are designed for lowest-common-denominator browsers — some of which are almost 10 years old. The mobile web is much younger and the defined standard much more advanced. Your landing experiences need to take full advantage of that potential. When a user turns their screen from vertical to horizontal, your pages should shine. Your mobile experience should reflect your true brand standards — typeface included — instead of watered-down web standards. Mobile should look and feel much better than your website. Anything less is beneath the market. This isn't your father's web.

7. Be Compatible

"Everything should just work."

Your Flash-based video delivery network won't cut it here. In fact, Flash is out on the street entirely. But smartphone mobile browsing is fast, so video is on the list of good things. That means aligning yourself with video or other rich content providers that deliver mobile-compatible versions of your best stuff. The good ones won't even require that you do anything. It should just work. And that's the big message here — everything should just work — flawlessly and consistently, across Palm, Apple, Android and BlackBerry. If it doesn't work, don't bother.

8. Consider the Source

" **Speak to them, and they'll speak on your behalf.** "

Whether you're B2B, B2P or B2C, mobile smartphone users are likely your best prospects. They're affluent, engaged, progressive opinion leaders who (should) matter a lot to you. These are not only the people you want to sell to, they're also the people you want to impress. They're going to spread the word about your brand. You need that word to be good. All marketing should be focused on its target, but in this case — for now at least — this target has unifying characteristics that you can confidently appeal to. Speak to them, and they'll speak on your behalf.

9. Handle the Peaches with Care

" **Put them in the best environment you can.** "

Mobile user experience shouldn't be bruiser experience. It should be easy and friendly. Sense for your user's device and seamlessly give them the best experience. Then let them opt out of your mobile-optimized pages for your full-size website if they want to. Let them be in charge and don't beat them up about it. It's your job as an online marketer to put them in the best environment you can — to make it as likely as possible that they convert. That doesn't mean you force them to experience the web your way. Handle with care, reduce your bounce rate and give yourself the best possible shot at conversion.

10. Test, Test, Test

" **Consistent testing turns into consistent learning and consistent improvement.** "

In this way, mobile conversion optimization is no different than any other kind. You must get started, get testing and get results you can rely on. Test early segmentation against simple landing pages. Test microsites against conversion paths. Test messaging. Test imagery. Always be testing. Consistent testing turns into consistent learning and consistent improvement. Marketing efficiency is about generating more revenue from less spend. Testing makes that happen.

Optimizing your mobile marketing begins with identifying the campaigns that attract the most smartphones and focusing on those first. Then you need to create mobile-targeted experiences for those smartphone users. It's really not that hard and you can start small — with your one or two most mobile campaigns. Once you gain some traction, look at testing alternatives within your high-volume campaigns or at adding other, longer-tail campaigns to your mobile optimization efforts. Remember, web usage is going mobile. Any delay in creating mobile landing pages is sacrificing positive branding, conversions and revenue.

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!**

ion

www.ioninteractive.com

i-on interactive, inc.
200 East Palmetto Park Road, Ste. 107
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