Landing Pages for Agencies

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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.

> 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
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

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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

orangeSODA
ONLINE MARKETING WITH FIZZ

RANGE

Marketing

WHITE HORSE

ion

LiveBall®

Post-Click Software for Agencies

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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Inc. 500

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

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