



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

### 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.

#### Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



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.

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## 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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# 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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