

Top 10

Landing pages for lead generation tips



At its core, lead generation is all about getting and keeping the attention of prospective leads. People respond well to things they like. Even though your ad got their attention and their click, it's vitally important that they still like what they see after the click.

People also do what is comfortable and trustworthy. They avoid pain, angst and work. The more specifically your landing page can speak their language and earn their trust, the more likely they will be to engage and convert.

The landing pages is where you have the best chance to really impact your lead generation results because it's completely under your control. Higher conversion rates translate directly into less cost for more leads. And best practices lead to best customers. Lead quality is a function of the user's experience. It's all within your control as a marketer. It's not voodoo. It's not a secret sauce. And it's not rocket science.

Here are ten tips that will help you create lead gen landing pages that will boost your conversion rates and reduce your cost per lead...

1. Be Clear

“Set clear expectations at the top.”

Way up at the tip top of your lead funnel lies an ad that sets expectations. If those expectations are unclear or misleading, everything else will collapse in an epic failure. You can check for this by looking at your campaign landing page's bounce rate — the percentage of people who land and leave without engaging. If that number is high — say 40% or more — you should take a look at the expectations being set in your ads.

2. Be Specific

“Use specific, targeted landing page messaging.”

This is a bit of an extension of #1 above. Your ad should be complemented with specific, targeted landing page messaging that matches the ad. The first thing a user sees on the landing page should immediately reinforce why they clicked through. Keep in mind, they didn't ponder your ad and debate its merits before clicking. They just impulsively charged forward, gave you less than two seconds of attention, and judged whether you were worthy or not. Since average conversion rates are under 5%, it's safe to assume that 95% of the time, people don't extend their click into much more. If you're specific with your landing message, you will engage 60-80% of your visitors.

3. Be Precise

“Find out why.”

Tips 1 & 2 help put your ad and landing message on the same page — no pun intended. But once you've reinforced that they're in the right place, you can now try and get more precise and find out why. Digging for user intent helps you learn a little bit about them so that you can make your message about you more specific to their precise reason for visiting. This is a form of segmentation. You're getting your visitors to put themselves

into more specific groups so that your offer is more relevant and appealing to them. When something is more relevant and appealing, it is much more likely to result in conversion. Cha-ching!

4. Be Selfless

“Stay on message with their need.”

It's not about you. It's not about you. It's not about you. The less your landing page is about you and the more it's about them, the more you will engage and convert. Focus on benefits, not on features. Frame everything through those specific lenses you uncovered with segmentation. If they said they work for a small business, target your message to small businesses. Stay on message with their need. Don't wander or you'll encourage them to wander off. And exits are the opposites of conversions.

5. Be Easy

“Keep the hoop-jumping to a minimum.”

You're looking for a lead, right? That probably means you need a form filled out. The shorter the form, the higher the likelihood that it will be completed. Keep the hoop-jumping to a minimum too. For every question you add, or hoop you hold up, ask yourself and your organization if you are willing to trade your need for their lead. If the answer is 'yes', then by all means ask the question. If not, be easy and be successful.

6. Be Positive

“Keep the gorilla 100% focused on the banana.”

Many lead-gen offers trade something for the lead — maybe a white paper, a coupon, an offer code, etc. That's the banana. Your visitor is the gorilla. As long as you keep the banana right under the gorilla's nose, he doesn't notice much else. But the second he loses the scent of that banana, he's susceptible to distraction. Staying positive, means keeping the gorilla 100% focused on the banana. Don't let anything come between the two. Even your form button should reference the banana — 'get white paper' will catch a lot more gorillas than 'submit'.

7. Be Equitable

“If your requirements are proportionate to your offer you will be more successful.”

Tip #6 spoke to keeping the offer right under the nose of the visitor. This one's about making sure that what you're offering and what you're asking for in a lead gen form are of similar value. People are willing to do more for things they want more. So if you're trading the greatest thing since sliced bread for a lead, you can probably ask for a lot in return. But if your offering is a white paper or coupon, odds are you're going to find a far less receptive audience for your long form or legalese. If your requirements are proportionate to your offer, you will be more successful and generate more leads.

8. Be Focused

“A message specific oasis.”

Distraction is public enemy number one for lead generation. Your landing page or conversion path should be a laser-focused, message specific oasis — far outside of the rattle & hum of the web, or even your website. Navigation is a distraction. Tangential messages are recipes for disaster. Keeping your user experience narrow, clear and concise will keep visitors more engaged and make them more likely to convert. Clarity is your friend.

9. Be Brief

“Each page requires mere seconds of attention that increases user desire.”

Keep it short, keep it simple, and keep it sweet. Conversion paths are sets of pages that take the content typically squeezed on one landing page and divide it up over several pages. Instead of one massive page appealing to all people, conversion paths use segmentation (tip #3) to get people into smaller groups that can then be succinctly messaged to take action. Think in terms of short, punchy, targeted pages of laser-focused content. Each page requires mere seconds of attention that increases user desire and moves them to click again. Before you know it, you'll have boatloads of visitors clicking their way to conversion utopia.

10. Be Sure

“You need to know which things work in which situations.”

The one and only way to know where you stand with many of the preceding tips is to test alternatives. There are no hard and fast rules to tell you exactly what you need to do for your market and your situation. In fact, even within your own reality, you're likely to see wildly disparate user behaviors that make alternatives more successful in some cases and less successful in others. You need to be engaged in traffic source-specific testing of landing page alternatives. This isn't as hard as it sounds and it's the key to lifting your conversion rate and pummeling your lead cost. You need to try things. And you need to know — with statistical certainty — which things work in which situations.

There you have our top 10 tips for lead generation landing pages. You can make them happen. Thousands of lead-gen marketers take control of their performance and lift their conversion rates using these 10 tips. There's no magic, no silver bullet and no black box solution. But it is extremely fruitful, high- ROI work that delivers far more leads using far fewer resources.

To learn more about using landing pages for lead generation please

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.

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