SharePoint Solutions

Audience Segmented Landing Pages Result in Smarter Lead Generation

"We've been able to keep LiveBall through the hard [economic] times because of the success of this program. It has been the #1 source of new subscribers since its implementation in 2009."

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Buyer's Guide

The 10-Point Landing Page Software Buyer's Guide

Everything you need to choose the right landing page platform.

Get the Guide

Background

SharePoint Solutions is an enterprise software company that offers 17 solutions across 3 different businesses. They specialize in developing add-on solutions to Microsoft's Sharepoint software in addition to training and specialized consulting services.

Challenge

SharePoint Solutions offers a library full of free in-depth training videos on their website, but they didn't have a way to "gate" these valuable, sought-after assets. Gating assets is a common lead generation technique where in order for a visitor to access valuable content they are required to first fill out a form with basic contact information. The SharePoint Solutions team knew that their training videos would be great collateral for their lead generation efforts, so they turned to LiveBall for help.

Solution

SharePoint Solutions adopted LiveBall in 2009. With LiveBall's code-free platform, they pulled a LiveBall landing page into their site through an iframe. The landing page gives a brief explanation of what their video library offers and then asks visitors to segment into one of three groups (Just Starting, Intermediate, or Advanced) based on their experience with SharePoint. After a visitor self-selects one of the segments, they are taken to a form page that uses language and content offers tailored to their level of experience with SharePoint. Then SharePoint Solutions continues to market to the leads from this campaign through email nurture and drop campaigns.

Results

SharePoint Solutions' LiveBall landing pages convert on average at 25%, and over 75% of those visitors who convert from a LiveBall page stay on SharePoint Solution's subscriber list. Since adopting LiveBall three years ago, their LiveBall landing pages have consistently been their number one source of new subscribers.

The LiveBall benefits go beyond just increased conversions. Even if a lead does not submit their information, behavioral data captured within LiveBall – such as a visitor's segmentation choice – is helping SharePoint Solutions learn even more about their potential customers. As SharePoint Solutions' Internet Marketing Manager Walt Michksh explains, *"segmentation helps us understand what type of people are coming to our pages and gives us the opportunity to qualify leads. Tracking behavior and important actions within the funnel is the key to targeted, relevant email marketing."*
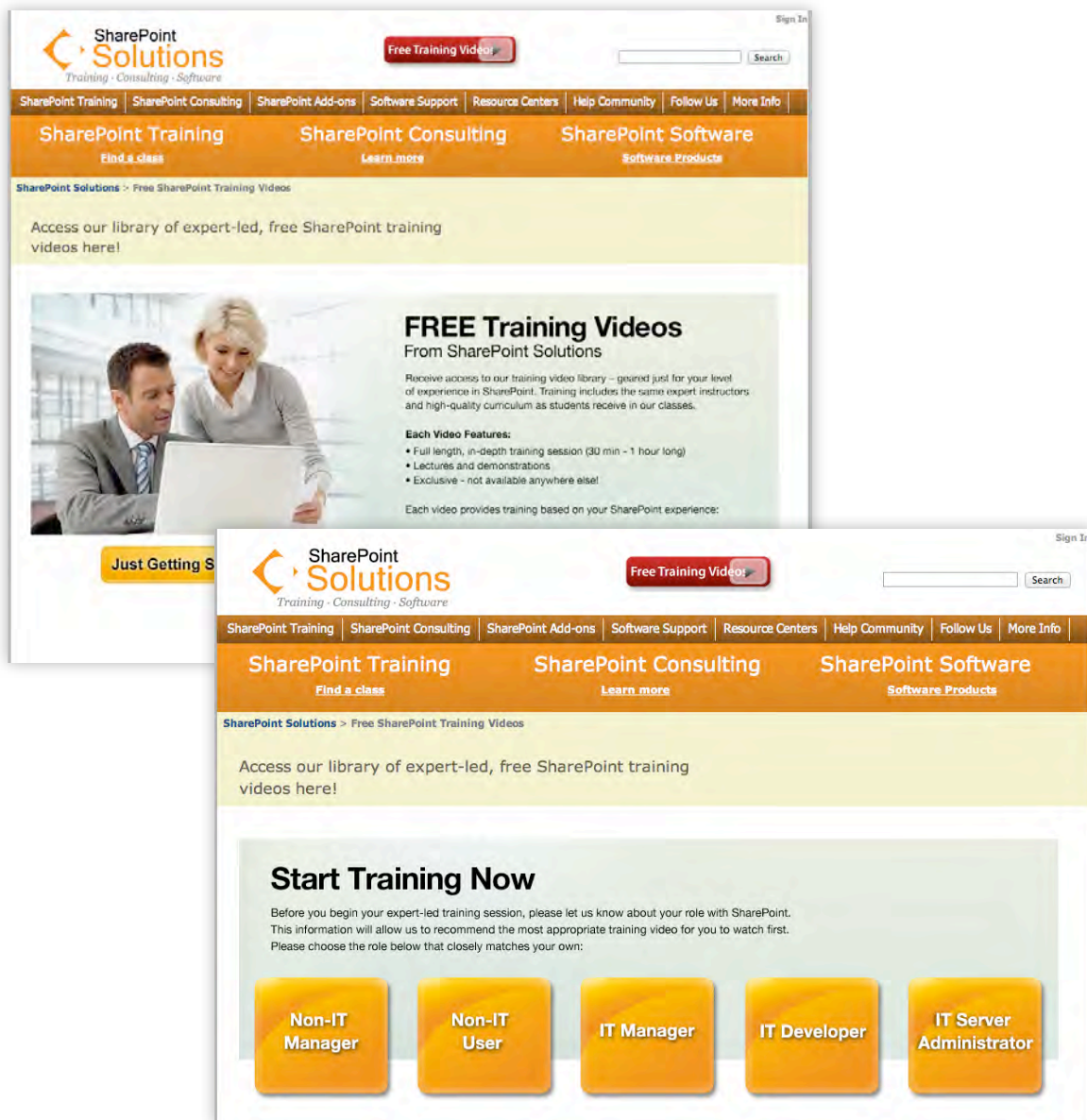
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What's next

SharePoint Solutions wants to learn more about the potential customers who are actively searching for information on their site, and knows that they can get the answers through LiveBall. Using LiveBall, they are creating a "Solution Finder" and a Q&A experience that will point to topic-specific microsites, which they also plan to leverage as "resource" pages for SEO and email marketing.

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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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