

THE Benefits of Landing Pages

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The Benefits of Landing Pages

You've registered your domain name, and now it's time to decide what to do with it. One of the hardest things about building a company is deciding what vehicle to use to sell products to potential customers.

SO, HOW DO YOU WANT TO TELL THE WORLD ABOUT YOU?

Often the most effective way to get your story and sales pitch out in the world is through the internet, so the first step is to decide whether you need to start by building a landing page or a website.

What's the difference between a landing page and a website? Focus.

A website is focused on your company: what you offer, who you are, why and how you do what you do. A landing page is focused on getting visitors to take one small step towards becoming customers.

They are both important, and eventually you will need at least one of each. But when you're getting started and trying to test ideas and build a customer base, a landing page can be quicker to set up, offer more value and be a better way to begin.



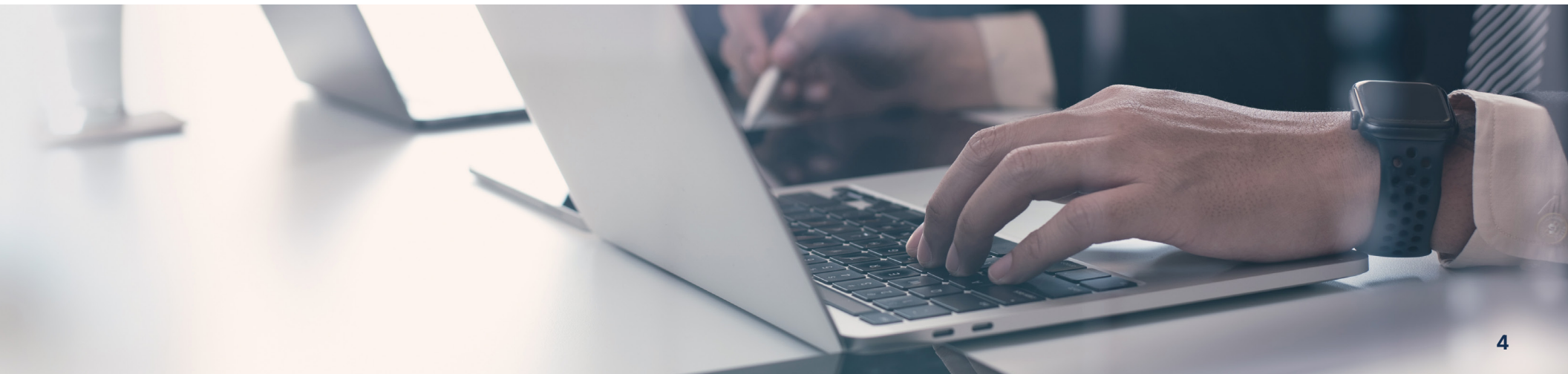
Landing Pages

You may have heard the terms 'website' and 'landing page' used interchangeably, but it's important to note a key difference between the two. While landing pages are technically 'websites', they're typically used for different reasons. A website for a startup often starts small, but may include elements such as content, videos and clickable links. These links can lead to pages where they can contact the company, buy products or services or learn more about what the company is doing. It is a one-stop shop to learn all things about your company. However, a landing page is a simple (usually one-page) website intended to highlight one specific aspect of your company or a specific product or offer. Every button on a landing page directs the potential customer/visitor to a call to action (CTA). There are a variety of CTAs that can be implemented; for example, CTAs can lead to a form to fill in, a basket to place an order, or an option to chat – essentially a way to directly interface with the business.

When the customer takes an action on a landing page to engage with your company (like interacting with a CTA), they become a lead. You have converted them into a potential customer, or someone who has indicated that they are interested in learning more about your product or company.

ACQUIRING LEADS IS THE MAIN PURPOSE OF YOUR LANDING PAGE.

Acquiring leads is the main purpose of your landing page, so that you can continue to engage with potential customers through your marketing activities. Since leads are more likely than the average page visitor to become potential customers, learning how to structure your landing page to encourage lead generation (using



captivating messaging and imagery, creating easy-to-use CTAs, etc.) will help create a positive association of your company with potential customers.

Eventually, you will also look at how much it costs you (through ads and marketing efforts) to move a customer through each phase of the lead-generation funnel. The lead-generation funnel is a multi-stage approach to the process of attracting potential customers to your landing page, convincing them to engage with your company, and then continuing to nurture their engagement in the hopes of converting them to a paid customer. The total cost of marketing to get potential customers into this funnel via advertising, divided by the number of new customers, is your customer acquisition cost (CAC). Your CAC can be reduced by improving the quality of your landing page and your CTA. Here are some examples of CTAs that you could use on your landing page:

Call-to-action examples

- Purchase a specific item/ service online
- Sign up for a short trial
- Download an e-book
- Download a free template
- Print a coupon to use for a product in a shop
- Sign up for a 1:1 demo
- Sign up for an informational interview
- Stream a video
- Attend a workshop or podcast
- Sign up for a newsletter or email list
- Register for an event
- Phone call to sales
- Chat session with sales or customer service



In all but the first example on the previous page, the goal of the CTA is to get the potential customer to contact your sales team or exchange their contact information for your company's offer (e.g. a free item that they can get for sharing their email address/phone number, also called a lead magnet). Knowing who's interested in your company by building up an opt-in customer list allows you to send out personalised emails and information about your products, which can help you potentially cut down on your marketing costs and focus your customer acquisition efforts.

“ It’s important to consider including five key items to make sure that you’re creating a memorable experience for any potential customers. ”



Five Important Items To Have on a Landing Page

When creating a landing page for your company, it's important to include five key items to ensure that you create a memorable experience for potential customers.

- **Targeted headline** – the pitch for the product in one sentence or tagline. Is it clear what you are offering? Will it grab your potential customer's interest? Does the landing page connect to the ad(s) that you're running? Do you agree that it resonates with your target audience/user demographic?
- **Call-to-action** – what you want your potential customers to do on the page. Is your CTA clear? Are there multiple options to engage or just one? Does every button take you to the same place? Do the buttons invite your customers to take different actions, or do they all say the same thing (like 'learn more')? Is the action enticing and specific – in other words, is there a benefit to your customer? Do any of the CTAs lead directly to your website, or are they focused on trying to acquire customer information?
- **Lead magnet** – the value/benefit that you are offering when your potential customer follows the call to action. Is the lead magnet interesting to them? Is it valuable enough for them to trade their email address? Do you think that you are offering too much, not enough or just the right amount of free information or products/service?



- **Unique value proposition** – the value that this product can offer which no one else can. It might be in the targeted headline or in a paragraph on the page, but somewhere it should be clearly stated what your product is, and what makes it stand out. Is this immediately clear? Will they understand what problem you are trying to solve and how your solution is different?

When thinking about unique value propositions, I like the expression: features tell, benefits sell. Looking at a landing page, I might want to know the features of the product, but if you're going to persuade me to provide my contact information, I need to know what the benefits are and how they stand out better than every other similar product available in the market.

“ *Showing that your customers are happy can bring credibility.* ”

- **Testimonials** – showing that your customers are happy can bring credibility. Are there photos or additional information connected to the testimonials? If yes, do they make it easy for you to understand how your customer will benefit?

Additionally, a great photo (or video) can capture the look and feel of a product/service. We call this a hero image, and it is



truly worth a thousand words. You might also consider including a list of partners or past customers which lend credibility to the business/offer, but make sure that you only list partners/customers where you have permission to do so.

You should also pay attention to the domain name that you're using for the landing page. Does it describe what the business does, or the products/services being offered? Is it a reference to your location or name? You should consider the domain name extension that you use. A domain name extension is the part after the 'dot', for example, the '.com' in NameStudio.com. Domain name extensions can signal a variety of things to potential customers. For example, .com is a domain name extension that is seen as trusted and recognised worldwide. Since a domain name can often be used as both a versatile marketing tool and a business's first impression to a potential customer, choosing the right domain name is an important

consideration to make when planning for your landing page.

One thing that should not be on your landing page is a navigation menu or link to your web page. If the potential customer is really curious, they can find you through a search engine, but on the landing page, you want the visitor to focus on only one action – interacting with your CTA.

If you look at landing pages from other companies, it shouldn't take long to find out if a company is testing different variables through multiple versions of their landing page, also known as A/B testing. A/B tests can help measure a host of variables, such as which version(s) of a landing page drive the highest conversion rate. It's a process where one element, like the colour of the 'learn more' CTA button on the page, differs between version A and version B. It might be different background images changing the feel of the page, or different headlines that each represent a different approach to the unique value proposition. Whatever the approach,



the goal of an A/B test is to see which version of the landing page receives the most engagements with the CTA. That is the version that should be used moving forward to get the best results. This can also be a great way to learn what resonates with your customers, so that when you are ready to build a company website, you have a good idea of what messaging, colours and imagery you should use.

For example, a company that makes zero-calorie chocolate might test the following slogans to see which one leads to a higher number of leads:

- A. The most delicious chocolate, and no calories!
- B. Calorie-free chocolate, even more delicious!

Seeing how potential customers react to either option can help determine which messaging will be more effective for that company going forward. You should consider finding a few landing pages on your own and seeing what you found memorable or unique about the experience.



Finding Your Target Customers

To help potential customers find your landing page, it can help to have a strong entry channel. Entry channels are the ways that you find your target customers and let them know that all the information they need about you is just one click away. It can be a free social media account where you get the word out to potential customers, or you may decide to use paid advertising. It could be an email marketing campaign or physical flyers sent through the post. The right entry channel for maximum traffic is dependent on your business. For example, paid search ads can help you reach the top of search engine results pages without building up SEO value first. If you are making a product that applies to a specific niche, you might want to focus on social media ads, which can be highly targeted to niche audiences.

WHAT IF I DON'T HAVE THE BUDGET FOR THAT KIND OF ENTRY CHANNEL?



There's a broad range of costs based on the level of advertising that you wish to pursue. Even billboards now have digital options where a couple of companies can share the board in rotation. Other options include sponsoring a blog that talks about something related to your subject (sometimes you can pay for this with trade), or buying ads on social media sites, which can be quite cost-effective, and you decide how much you want to spend.

Even something as simple as making flyers and posting or handing them out to people you think might be interested can work if you can find your target audience. Just be thoughtful: flyers for your app about sewing might be great at a local community centre on quilting night, but you are probably wasting your time by handing them out at a pro football game, even though you will get them in the hands of significantly more people. Quality interactions are better than quantity as you get started and have limited resources.

“Quality interactions are better than quantity as you get started.”

Once you have designed and tested your landing page you may be ready to start building your company website. Take a look at [Effective Ways to Market your Company](#) where I will discuss key components of a good company website to help create interest in your business.







TAKING ACTION:

The Benefits of Landing Pages

Read the e-book **The Benefits of Landing Pages** and then complete this worksheet.

Plan and create a mock landing page for your company or idea on paper. Make sure that your landing page includes these six items:

1. Targeted headline

- ☐ Is it clear what you are offering? Will it grab your potential customer's interest? Do you agree that it resonates with your target audience/user demographic?

2. Call to Action (CTA) – What you want your potential customers to do on the page

- ☐ Is your CTA clear?
- ☐ Are there multiple options to engage or just one?
- ☐ Does every button take you to the same place?
- ☐ Does the language that you're using for your calls-to-action (e.g. 'Learn more' or 'Register now') make sense given the information on your landing page?
- ☐ Is the action enticing and specific – in other words, is there a benefit to your customer?
- ☐ Are the calls-to-action accomplishing your goals (e.g. leading directly to your website or acquiring customer information)?

3. Lead magnet – the value/benefit that you are offering when your potential customer follows the call-to-action

- ☐ Is it valuable enough for them to provide their email address?
- ☐ Do you think that you are offering the right amount of free information or products/service?

4. Unique value proposition

- ☐ Is this immediately clear?
- ☐ Will they understand what problem you are trying to solve and how your solution is different?

5. Testimonials

- ☐ Are there photos or additional information connected to the testimonials?
- ☐ If yes, do they make it easy to understand how your customer will benefit?

6. Domain name

- ☐ Does it communicate what your business does?
- ☐ Your products or services?
- ☐ Is it on a trusted domain extension, like .com?

After you sketch out your landing page on paper, show your friends and family to get their feedback before building.

Once you have a landing page, you need to work out entry channels (the methods that you use to find your target customers and introduce them to your business). There's a broad range of costs based on the level of advertising that you wish to pursue. Options include sponsoring a blog or podcast on a topic related to your subject (sometimes you can pay for this with trade). Buying ads on social media sites can be quite cost-effective and you can choose how much to spend. Most importantly, ask yourself: Does the landing page relate back to the ad(s) that you're running?