

THE ANATOMY OF A LANDING PAGE.
 Inbound Marketing Certification Class #5





Chris
 LoDolce
 @chrislodolce

Inbound Marketing Professor,
 Training Team

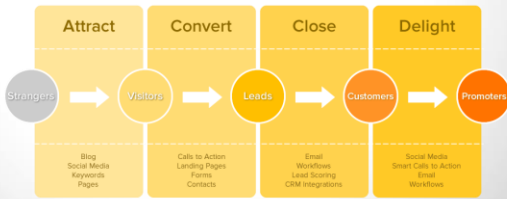
has never seen a Disney movie, but has thoroughly enjoyed quite a few Pixar films

#INBOUND

AGENDA.


1. WHAT ARE LANDING PAGES AND WHY YOU NEED THEM ON YOUR WEBSITE
2. MAKING LANDING PAGES WITH YOUR IDEAL BUYER IN MIND
3. HOW TO MAKE LANDING PAGES THAT WORK FOR YOU
4. KEY TAKEAWAYS AND RESOURCES

Inbound Marketing Methodology



1

WHAT ARE LANDING PAGES AND WHY YOU NEED THEM ON YOUR WEBSITE.



98%
of all website
visitors will **never**
come back to
your website.



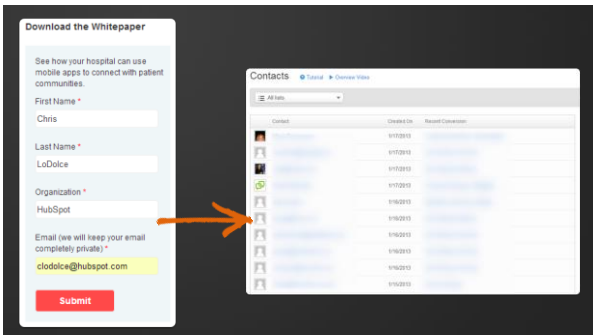
LANDING PAGES ARE YOUR
DIGITAL SALES REPS.



GATHERING **INFORMATION** FOR
MARKETING AND SALES.







All leads are **not** created equal—

UNDERSTANDING THE BUYING PROCESS.

SELECT A BAG.

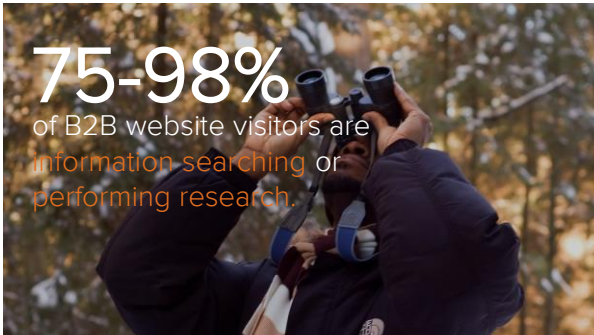


UNDERSTANDING THE BUYING PROCESS.



BUYING PROCESS: **TIME** DEPENDS ON **INDUSTRY** AND APPROACH TO **SELLING**.







THE BUYING PROCESS AND OFFER TYPES.

Perform Research
Prospect knows there is a problem that needs to be solved

- Free whitpaper
- Free guides & tip sheets
- Free eBooks
- Free checklists
- Free videos
- Free kits (combo of above)

Establish Buying Criteria
Prospect recognizes a need for a solution like yours.

- Free webinars
- Case Studies
- Free Sample
- Product spec sheets
- Catalogs

Evaluate Vendors
Prospect seeks solutions to their need; ready to buy.

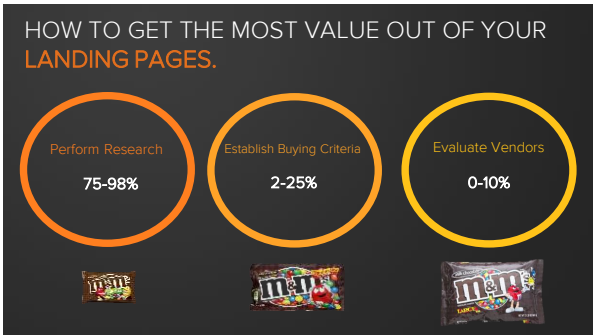
- Free trials
- Demos
- Free Consultations
- Estimates or quotes
- Coupons

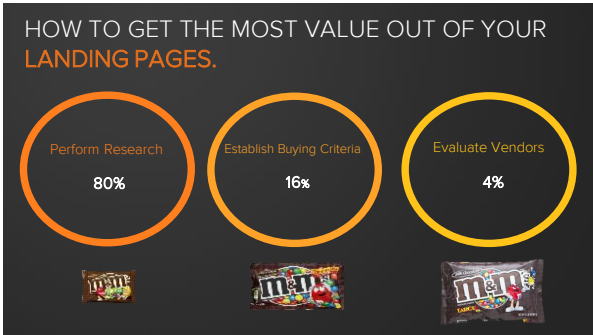
Landing pages act as your **digital sales reps** to convert these **website visitors into leads.**

HOW TO GET THE MOST VALUE OUT OF YOUR LANDING PAGES.

410,962 Visits

20,719 Leads (5.0% conversion rate)







50% of leads are qualified but **not yet ready to buy.**

(Source: Gleanster Research)



UNDERSTANDING THE **BUYING PROCESS.**

Perform Research 75-98%

Prospect knows there is a problem that needs to be solved.

- Free whitepaper
- Free guides & tip sheets
- Free eBooks
- Free checklists
- Free videos
- Free kits (combo of above)

Establish Buying Criteria 2-25%

Prospect recognizes a need for a solution like yours.

- Free webinars
- Case Studies
- Free Sample
- Product spec sheets
- Catalogs

Evaluate Vendors 0-10%

Prospect seeks solutions to their need; ready to buy.

- Free trials
- Demos
- Free Consultations
- Estimates or quotes
- Coupons



2 LANDING PAGES AND BUYER PERSONAS.





UNDERSTAND YOUR BUYER PERSONAS.

- What problems does he/she face in his/her job?
- What common questions does he/she have about your industry?
- Who does he/she report to in the company?
- What does he/she do for fun?
- How much budget control does he/she have?

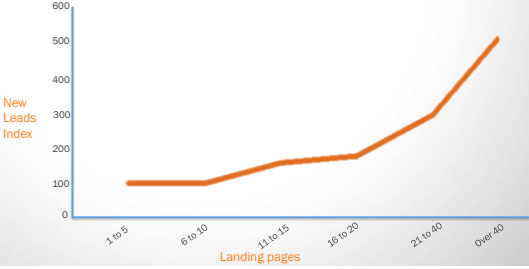




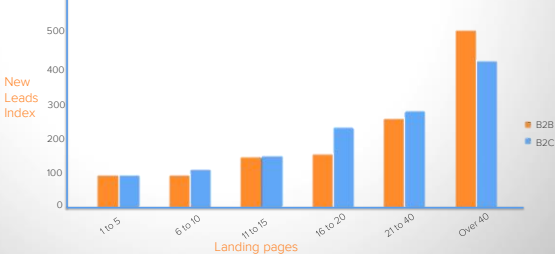


Provide your landing pages the perfect content to maximize conversion rates.

IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION FOR B2B & B2C COMPANIES.



IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION FOR B2B & B2C COMPANIES.



COMPANIES SEE A
55%
INCREASE
IN LEADS
FROM INCREASING LANDING
PAGES
FROM 10 TO 15.

3 HOW TO BUILD LANDING PAGES THAT WORK FOR YOU.




INFRASTRUCTURE OF SUCCESSFUL LANDING PAGES.

- The Conversion Process
- Know your visitor



Landing Page Infrastructure.

CALL-TO-ACTION.



Free Introductory Guide: How to Use Twitter for Business

Master the essentials of marketing on Twitter, from optimizing your business profile to generating leads.

[Download Ebook Now](#)



Landing Page Infrastructure.

THANK YOU PAGE.

Landing Page Infrastructure.

THE CONVERSION PROCESS.



Landing Page Infrastructure.

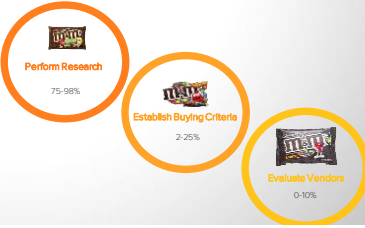
BUYER PERSONAS.





Landing Page Infrastructure.

BUYING PROCESS.





Supporting Infrastructure.

- PERSONAS
- BUYING PROCESS
- OFFER
- CTA
- THANK YOU PAGE



THE FRAMEWORK OF SUCCESSFUL LANDING PAGES.

INCLUDE A RELEVANT IMAGE.



ADD SOCIAL MEDIA SHARE ICONS.



ADD A BRIEF VIDEO REPLACING TEXT ON THE PAGE.



ADD TESTIMONIALS WHEN RELEVANT.



USE INDUSTRY AWARDS AND RECOGNITION.



How do we know we created a **landing page** with a **solid infrastructure and framework**?

LANDING PAGE SUCCESS IS TYPICALLY MEASURED BY ITS SUBMISSION RATE.

SUBMISSION RATE

The percentage of views that result in a form submission.

Average submission rate: Approximately 10%

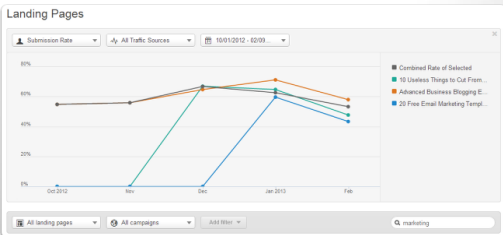
SUBMISSION RATE PERCENTAGES FOLLOWING WHAT WE LEARNED TODAY.

Perform Research
20-80%

Establish Buying Criteria
10-50%

Evaluate Vendors
5-15%

LANDING PAGE ANALYTICS.



4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1. 98% of website visitors never return to your site after their first visit
- 2. Landing pages act as machines that gather information about visitors so your marketing activities can bring them back to your website
- 3. All leads are not created equal.
- 4. A successful landing page starts with understanding the buying process and buyer personas
- 5. A landing page is only as successful as the offer, infrastructure and framework
- 6. Conversion rates provide insight into the success of your landing pages

RESOURCES

- 1. [Ebook: How to Optimize Landing Pages for Conversions](#)
- 1. [Ebook: How to Add Social Media Share Icons & Setup Thank You Pages](#)
- 1. [Blog Post: What You Can \(and Should\) Ask for on Your Landing Page Forms](#)
- 1. [Blog Post: Before and After: 3 Real-Life Landing Page Makeovers](#)
