

# THE ANATOMY OF A LANDING PAGE.

Inbound Certification Class #6

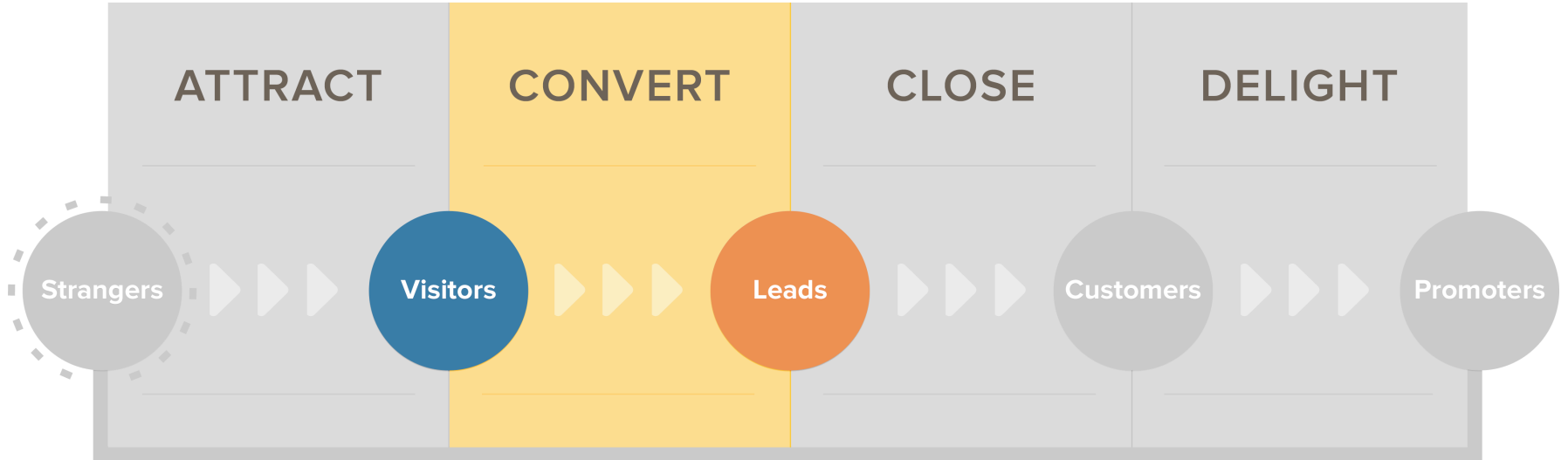


**#INBOUND**

# AGENDA

- 1 Landing pages and inbound marketing
- 2 How to build landing pages that convert visitors to leads
- 3 What great landing pages look like and how to analyze them
- 4 Key takeaways and resources

# Inbound Methodology



by **HubSpot**

# 1 LANDING PAGES AND INBOUND MARKETING.

What is a **landing page**?

# DEFINITION OF A LANDING PAGE:

A website page specifically designed to **convert visitors** into **leads**.



Landing pages are your  
digital **sales reps.**





Landing pages are sales reps that work **24/7.**



I'll give you something

If you give me  
something

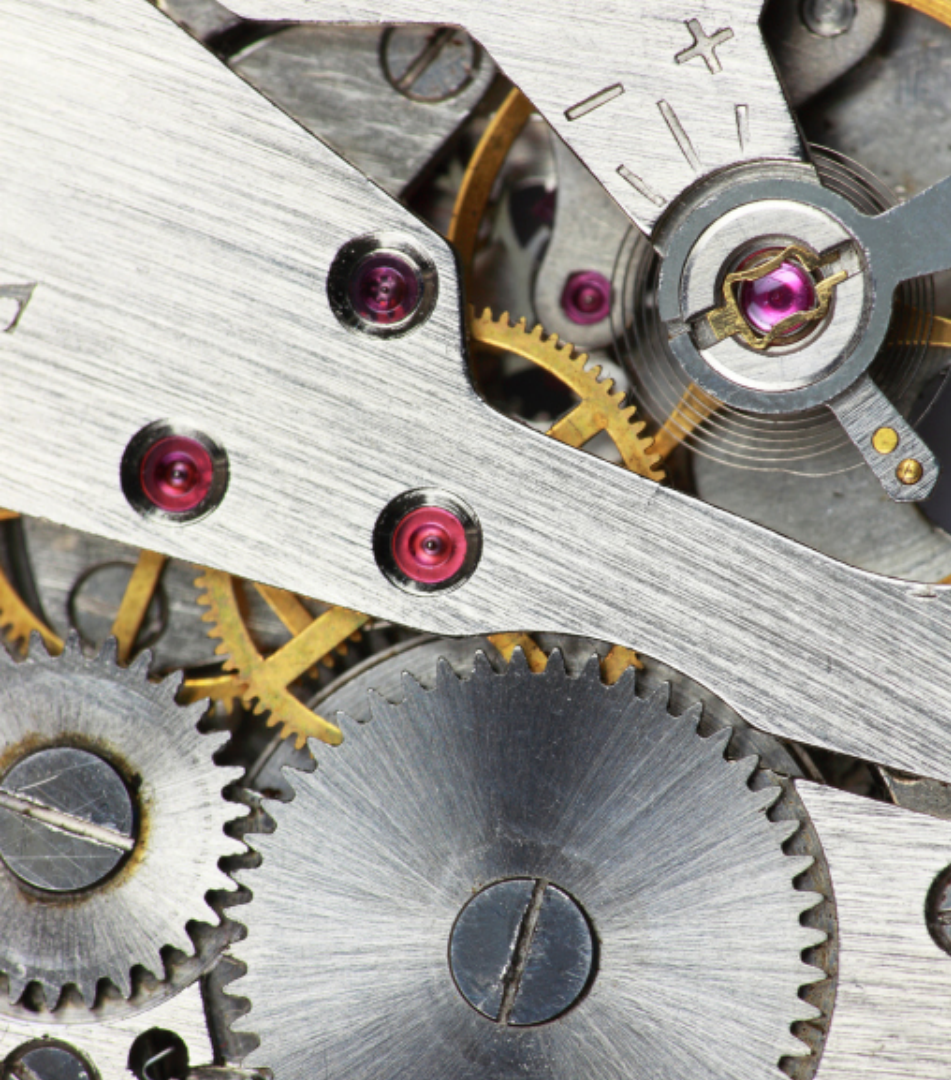
How do landing  
pages **work?**

**Jot down on a piece of paper:**

The last 3 times you submitted your email address.

What did you get in return?

Were you satisfied?



How do  
landing pages  
**technically** work?

# TECHNICAL DETAILS OF CONVERSIONS

**Download your FREE copy today!**

First Name \*

Last Name \*

Email \*

Company Name \*

What is Your Biggest Analytics Challenge (Optional)













[Download Now](#)

Ninja Metrics - [Privacy Policy](#)

## Contacts

[Tutorial](#) [Overview Video](#)

All lists

Name	Created On	Recent Conversion	Email	Company
 Mark Kilens	3/26/2014	Provide us with your f...	mkilens@hubspot.com	HubSpot
 Johnny Garces	3/22/2014	Basic Inbound Imple...	jgarces@hubspot.com	HubSpot
 Dee Dee De Kenessey	3/15/2014	Download Whitepaper	ddekenessey@hubs...	HubSpot
 Sarah Bedrick	3/14/2014	Ask the Experts	sbedrick@hubspot.c...	HubSpot
 Nick Salvatoriello	3/10/2014	HubSpot Certificatio...	nsalvatoriello@hubs...	HubSpot
 Brittany Matern	3/8/2014	Ask the Experts	bmatern@hubspot.c...	HubSpot
 Kyle Geiste	3/8/2014	HubSpot Certificatio...	kgeiste@hubspot.com	HubSpot
 Isaac Moche	3/5/2014	Customer Example -...	imoche@hubspot.com	HubSpot
 Lindsay Thiabeault	3/4/2014	Customer Example -...	lthibeault@hubspot...	HubSpot
 Chris LoDolce	3/1/2014	Customer Example -...	clodolce@hubspot.c...	HubSpot
 Rachel Moore	2/27/2014	HubSpot Certificatio...	rmoore@hubspot.com	HubSpot
 Jillian Day	2/22/2014	HubSpot Certificatio...	jday@hubspot.com	HubSpot

[Add New Contact](#)  
[Import Contacts](#)

**5,624**  
Total contacts  
**6h ago**  
Last contact added

- [Manage Contact Lists](#)  
Group your contacts into ultra-targeted segments.
- [Manage Email](#)  
Send the kinds of emails your contacts love to read.
- [Manage Workflows](#)  
Let workflows handle your most valuable routine tasks.
- [Forms](#)  
Make better forms, gather more data, convert more contacts.
- [Manage Settings](#)  
Bend the universe to your will. Start with your software.

# TECHNICAL DETAILS OF CONVERSIONS

**Mark Kilens**

[+ Add/Remove from Lists](#) [✉ Opt Out of Email](#) [✓ Close as Customer](#) [🗑 Delete](#)

First Touch	Last Touch	Lifecycle Stage
<b>8 Months Ago</b>	<b>7 Hours Ago</b> <a href="#">Form Submission</a>	<b>Lead</b> Since Mar 26, 2014

Showing All 46 Interactions

[← Return to All Contacts](#)

- Contact Details
- Overview
- Properties
- Lists
- Workflows
- Property History
- Contact Research
- [Search in Google](#)
- Public Contact URL
- [Contacts Settings](#)

**March**

- 1 Property Change
- 1 Form Submission
- 2 Website Visits
- 4 List Memberships

**February**

- 5 Website Visits

**Interaction History:**

- Feedback**  
[Show Submission Details](#) - Wed Mar 26, 2014 at 3:14pm
- Became a Lead**  
Wed Mar 26, 2014 at 3:14pm
- Training | HubSpot and 11 other pages**  
[Show Pages Viewed](#) - Wed Mar 26, 2014 at 3:07pm
- [Show all 8 interactions from March](#)
- Training | HubSpot and 16 other pages**  
[Show Pages Viewed](#) - Tue Feb 25, 2014 at 2:40pm
- Training | HubSpot and 9 other pages**  
[Show Pages Viewed](#) - Thu Feb 13, 2014 at 2:14pm
- Training | HubSpot and 6 other pages**  
[Show Pages Viewed](#) - Tue Feb 11, 2014 at 9:04pm
- [Show all 5 interactions from February](#)

**6 Updated Properties**

**Standard Page**  
Page Type

**Standard Page**  
Page Type

**Standard Page**  
Page Type

**Standard Page**  
Page Type




Landing pages are your  
digital **sales reps.**

# THE CONVERSION PROCESS




# THE CONVERSION PROCESS

## Landing Page

● ● ● ●  
Sign In

### Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!



Essential Guide to:

Member Engagement

Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement.** But how?

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you!

Learn the best practices and creative ways to engage members with our new ebook, *The Essential Guide to Member Engagement!*

In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower.

**Download the FREE ebook today!**

Get Your Copy Now!

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

WebSite \*

Type of Organization: \*

-Choose One-

Role at Organization \*

-Choose One-

# THE CONVERSION PROCESS

## Landing Page

### Call to Action



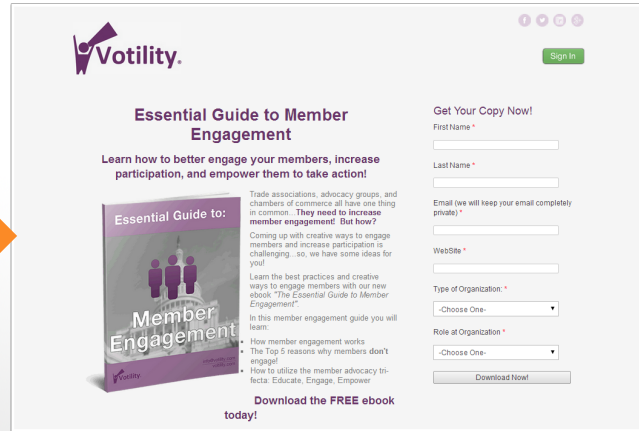
Essential Guide to:

**Member Engagement**

Free Ebook

[Read Now](#)

The graphic features a book cover on the left with the title 'Essential Guide to: Member Engagement' and three stylized human figures. To the right, the text 'Essential Guide to: Member Engagement' is displayed in a large, bold font, with 'Free Ebook' underneath. A green button with the text 'Read Now' is positioned at the bottom right.



**Votility.**

**Essential Guide to Member Engagement**

Learn how to better engage your members, increase participation, and empower them to take action!

Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement.** But how?

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- How member engagement works
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**Download the FREE ebook today!**

**Get Your Copy Now!**

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

WebSite \*

Type of Organization: \*

-Choose One-

Role at Organization \*

-Choose One-

[Download Now!](#)

[Sign In.](#)

The landing page features the 'Votility.' logo at the top left. The main content area includes the title 'Essential Guide to Member Engagement' and a sub-headline. Below this is a paragraph of text, followed by a bulleted list of key takeaways. A prominent green button 'Download Now!' is at the bottom. On the right side, there is a 'Get Your Copy Now!' section with a form for collecting user information (First Name, Last Name, Email, WebSite) and dropdown menus for 'Type of Organization' and 'Role at Organization'. A 'Sign In.' button is located at the top right.


# THE CONVERSION PROCESS

## Landing Page



**Essential Guide to Member Engagement**

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**Download the FREE ebook today!**

### Get Your Copy Now!

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

WebSite \*

Type of Organization: \*

Role at Organization \*

Download Now!

# THE CONVERSION PROCESS

## Call to Action



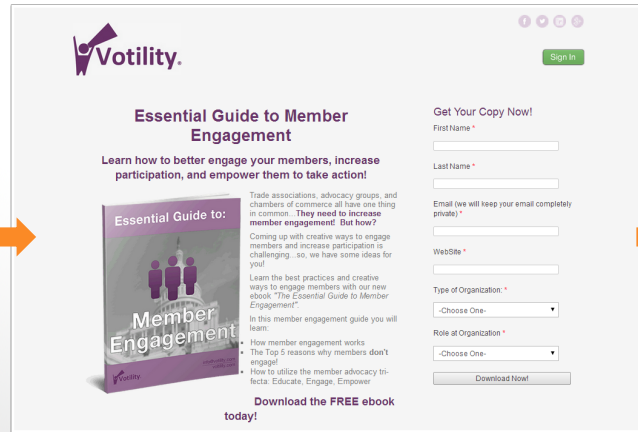
Essential Guide to:

**Member Engagement**

Free Ebook

**Read Now**

## Landing Page



**Votility.** Sign In

### Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!

Trade associations, advocacy groups, and chambers of commerce all have one thing in common. **They need to increase member engagement. But how?** Coming up with creative ways to engage members and increase participation is challenging - so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement". Is this member engagement guide you will learn:

- How member engagement works
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**Download the FREE ebook today!**

Get Your Copy Now!

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

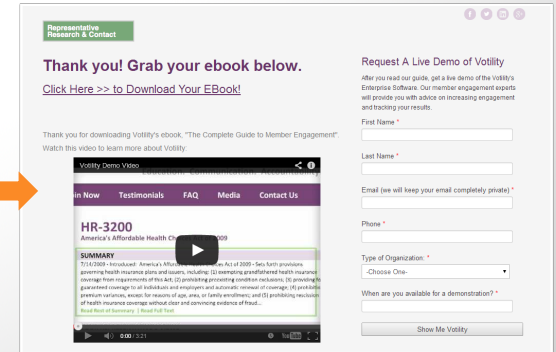
WebSite \*

Type of Organization: \*

Role at Organization \*

Download Now!

## Thank You Page



**Representative Research & Contact**

### Thank you! Grab your ebook below.

[Click Here >> to Download Your Ebook!](#)

Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.

**HR-3200**  
America's Affordable Health Coverage Act of 2010

**SUMMARY**  
HR-3200 - Introduced: America's Affordable Health Coverage Act of 2010 - See text provisions governing health insurance plans and covers. Includes: (i) extending grandfathered health insurance coverage from requirements of the Act; (ii) prohibiting preexisting condition exclusions; (iii) providing guaranteed coverage to a individual and employers and accurate renewal of coverage; (iv) providing premium variations, except for reasons of age, area, or family structure; and (v) prohibiting exclusion of health insurance coverage without clear and convincing evidence of fraud.

Request A Live Demo of Votility  
After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Phone \*

Type of Organization: \*

When are you available for a demonstration? \*

Show Me Votility

Why is it so important to the  
Inbound Methodology to  
**convert visitors to leads?**



Converting unknown visitors to known leads provides you the necessary information to begin fostering a relationship.



Not having landing pages is like going on a blind date and never asking for your date's name.



Inbound concepts boost website conversions:

Inbound marketers double the average site conversion rate of non-inbound marketers, from 6% to 12% total.

2013 State of Inbound Marketing

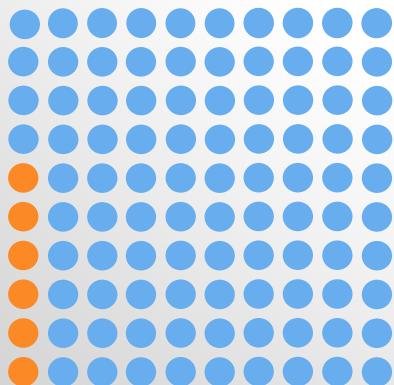


# INBOUND MARKETING AND LANDING PAGES

Inbound Marketers on average generate 2x more leads than non-inbound marketers

## NON-INBOUND MARKETERS

100 monthly visitors at 6% =  
6 visitors converting to leads

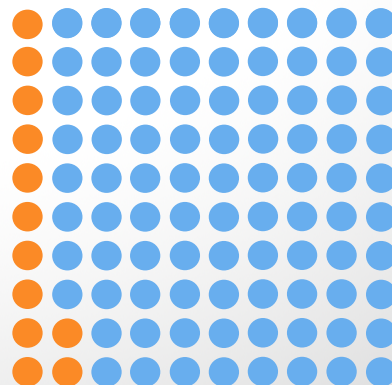


● Website visitors

● Website visitors converted to leads

## INBOUND MARKETERS

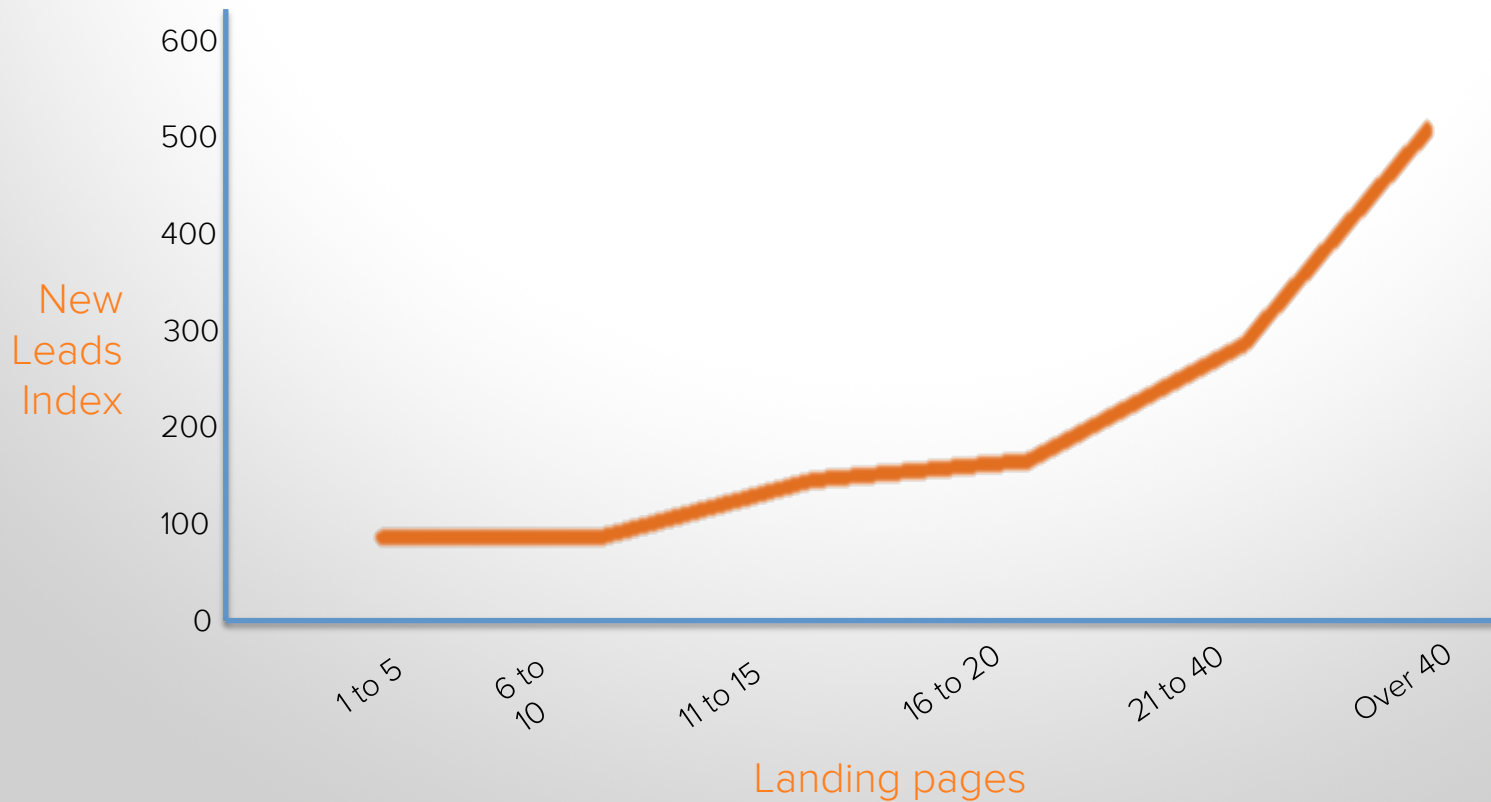
100 monthly visitors at 12% =  
12 visitors converting to leads



● Website visitors

● Website visitors converted to leads

# IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION



Marketers see a

**55%**

increase in leads when increasing  
landing pages from 10 to 15.

2

HOW TO BUILD LANDING  
PAGES THAT CONVERT  
VISITORS TO LEADS.

# ELEMENTS TO A HIGH QUALITY LANDING PAGE:

- 1 Offer
- 2 Buyer's Journey
- 3 Buyer Personas
- 4 Landing page best practices



# OFFERS

# DEFINITION OF AN OFFER:

A present or proffer (something) for (someone) to accept or reject as so desired.

# DEFINITION OF A **LANDING PAGE OFFER:**

Something offered by an organization that has perceived value to website visitors other than the core products or services the organization sells.



# LANDING PAGES AND OFFERS

GO TOGETHER LIKE

# PEANUT BUTTER AND JELLY.



**OR**

# LANDING PAGES AND OFFERS

GO TOGETHER LIKE

# PEANUT BUTTER AND BANANAS.



**OR**

# LANDING PAGES AND OFFERS

GO TOGETHER LIKE

# PEANUT BUTTER AND FLUFF.



**OR**

# LANDING PAGES AND OFFERS

GO TOGETHER LIKE

# PEANUT BUTTER AND NUTELLA.





# OFFERS

Above all else your landing page and offer must be in harmony with what your persona is looking for based on where they are in the **buyer's journey.**






## **BUYER'S JOURNEY**

**71-89%**

Of purchase decisions start with a search engine.





These searchers are looking for content/information to solve a problem or fulfill a need — they are typically not ready to buy from you.

# LANDING PAGES AND THE BUYER'S JOURNEY



**80%**

Website Visitors



**16%**

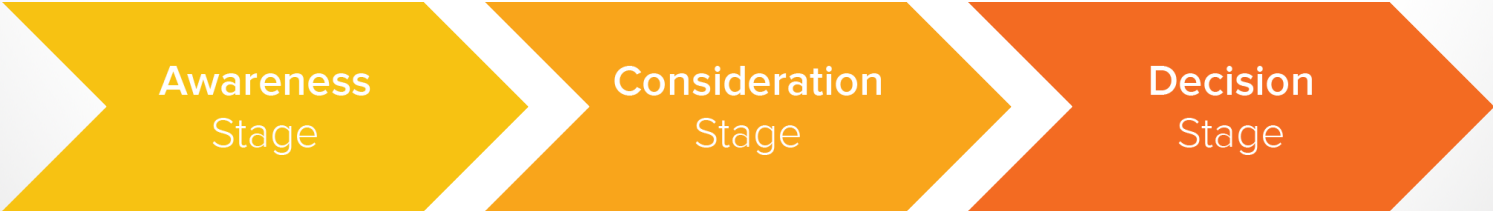
Website Visitors



**4%**

Website Visitors

# LANDING PAGES AND THE BUYER'S JOURNEY



**80/1,000**

Website Visitors



**16/1,000**

Website Visitors

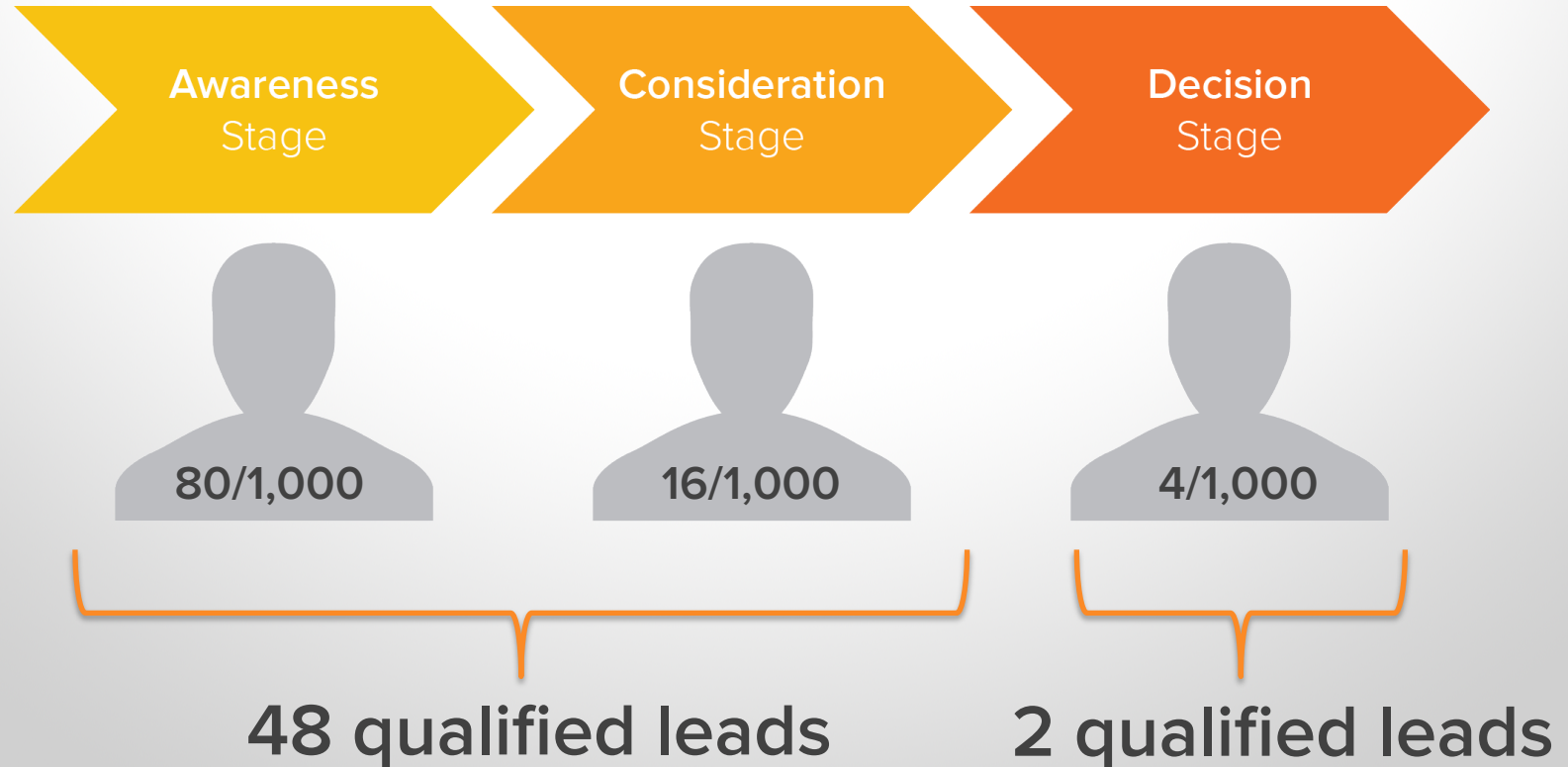


**4/1,000**

Website Visitors

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







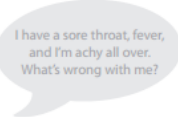

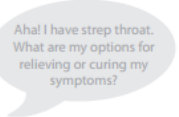

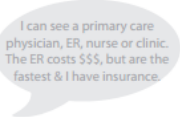
(Source: Gleanster Research)



The businesses that are the best **educators** will be the most successful.

@MarkKilens

# Reference your buyer's journey **guide.**

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
<b>Content Types</b>	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	 Comparison white papers Expert Guides Live interactions   Webcase/podcast/video	 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature   Live Demo
<b>Key Terms</b>	Troubleshoot Issue Resolve Risks  Upgrade Improve Optimize Prevent	Solution Provider Service Supplier  Tool Device Software Appliance	Compare Vs. versus comparison  Pros and Cons Benchmarks Review Test
<b>Example</b>	  <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	  <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	  <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>





## **BUYER PERSONAS**

# LANDING PAGES & BUYER PERSONAS



## Persona Relevancy Factor

The offer on your landing page is relevant to **your** persona - not just **a** persona.

## Persona Irrelevancy Factor

The offer on your landing page is irrelevant to **all** personas.

# PERSONA **RELEVANCY** FACTOR



# PERSONA **IRRELEVANCY** FACTOR





# LANDING PAGE BEST PRACTICES

# LANDING PAGE BEST PRACTICES

- ✔ Write clear, concise, compelling headlines.
- ✔ Explain the value and importance of the offer to your persona
- ✔ Use bullet points to make information easily digestible.
- ✔ Select the appropriate number of form fields for your offer.
- ✔ Remove navigation and all links.
- ✔ Include a relevant image, gif or short video.
- ✔ Add social media share icons.
- ✔ Add testimonials when relevant.
- ✔ Use industry awards and recognition.



Call us: 1-888-HUBSPOT  
(888-482-7768)

## The 30 Greatest Lead Generation Tips, Tricks & Ideas

Check out these proven - yet often overlooked - lead generation strategies.

Generating leads is a marketer's single most important objective. Yet, **only 1 in 10 marketers say their lead generation efforts are highly efficient and effective.**

That's why we've compiled the 30 greatest lead generation lessons in this brand new guide, so you can start reeling in those leads.

Download these 30 tips to learn:

- ✓ What makes the best lead-generating content
- ✓ What drives killer landing page performance
- ✓ How to create offers that are impossible to ignore
- ✓ Secret website optimization tips with A/B testing
- ✓ ...and more!

This is your guide to generating more quality leads for your sales team. Get your free copy now.



Get These Tips Now:

First Name \*

Last Name \*

Email ([privacy policy](#)) \*

Phone Number \*

Website URL \*

Company Name \*

How many employees work there? \*

- Please Select -

What is your role? \*

- Please Select -



Write clear, concise, compelling headlines



Explain the value and importance of the offer to your personas



Use bullet points to make information easily digestible



Select the appropriate number of form fields for your offer



Remove navigation and all links



Include a relevant image, gif or short video



Add social media share icons



Add testimonials when relevant



Use industry awards and recognition

. In this member engagement guide you will learn:' To the left of this text is a 3D rendering of the ebook cover, which features the title 'Member Engagement' and an image of three stylized figures in front of a building."/>

**Votility.**

Sign In

## Essential Guide to Member Engagement

Get Your Copy Now!

First Name \*

Learn how to better engage participation, and emp

Trade associations, advocacy groups, and chambers of commerce all have one thing in common...**They need to increase member engagement! But how?**

Coming up with creative ways to engage members and increase participation is challenging...so, we have some ideas for you!

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Essential Guide to: Member Engagement

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HubSpot

Call us: 1-888-HUBSPOT  
(888-482-7768)

## Get a Free Inbound Marketing Assessment

Want to know how to optimize your website to get more traffic and leads?

At HubSpot, our mission is to help companies move away from interruptive marketing tactics. That's why we're offering free marketing assessments – to show you how to do marketing the inbound way.

**\$250 VALUE**

- Website Diagnostic
- Competitor Analysis

### Request Your Free Assessment:

First Name \*

Last Name \*

Email (privacy policy) \*

Phone Number \*

Website URL \*

Company Name \*

How many employees work there? \*

- Please select -

What is your role? \*

- Search engine optimization opportunities
- Landing pages & lead-gen forms
- Calls-to-action
- Marketing offers
- Competitor analysis

- ✓ Write clear, concise, compelling headlines
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**StayClassy** blog

## EVERY MAN

### The Ultimate Campaign Planning Kit

The easiest way to plan your next online fundraising campaign. Follow along with an example campaign you put together the five key components of your own fundraising plan. In a few simple steps you can be on your way to fundraising success. Online campaigns have never been easier.

Download the guide and learn to:

- Set an effective campaign goal
- Define your target audience
- Develop a communication strategy
- Put together a compelling incentive structure

**THE ULTIMATE CAMPAIGN PLANNING KIT**

**Get the Guide**

Your First Name \*

Your Last Name \*

Your Email \*

Your Nonprofit \*

Number of Paid Employees? \*

Which Best Fits Your Position? \*

State \*

Request More Information About StayClassy's Fundraising Platform

Subscribe to StayClassy Blog

**Download**

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**Prediction: The Future of Game Analytics**

How Big Data is Breaking New Ground to Help Game Developers Predict Player Behavior

Take full advantage of the advancements being made in the field of data analytics

In this whitepaper you'll learn:

- The value of big data and the nature of your players
- The critical role historical data plays
- The basics of predictive analytics, including cross fold validation, F-scores, and the concept of real-time
- How this knowledge translates to actionable items that will help you determine where to focus your efforts

Help Spread the Word

Download Now

Ninja Metrics - Privacy Policy

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## Are You Ready for Online Learning?

A Free

Where you should be exploring online

Saint Leo University's Online Ready? Or Not? simple steps to success

Take the first college step

Fill out the form for valuable resources



- ✓ Write clear, concise, compelling headlines
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(888-462-7766)

## Free Ebook: The Ecommerce Guide To Holiday Shopping & Marketing

Strategies for successfully tackling the upcoming holiday season for ecommerce.

The holiday season is, undoubtedly, an essential time of year for consumer-facing businesses. And ecommerce is no exception to this once-a-year opportunity.

Retail stores may be able to lure consumers in by hanging snowflakes in the front window and sending out glossy sale circulars, but this kind of cosmetic marketing won't begin to cut it for competitors in the increasingly crowded ecommerce field.

This holiday season, savvy ecommerce firms will have find ways to put consumers' actual needs and desires at the center of their marketing plan.

Download this ebook, and you can discover how to:

- ✓ Buy and sell for humans
- ✓ Rehumanize holiday shopping - and make money while you're at it



Download this guide now:

First Name \*

Last Name \*

Email (privacy policy) \*

Phone Number \*

Website URL \*

Company Name \*

How many employees work there? \*  
- Please Select -

What is your role? \*  
- Please Select -

Does your company sell any of the following:  
- Web design  
- Online marketing  
- Branding  
- Social media marketing



Write clear, concise, compelling headlines



Explain the value and importance of the offer to your persona



Use bullet points to make information easily digestible



Select the appropriate number of form fields for your offer



Remove navigation and all links



Include a relevant image, gif or short video



Add social media share icons



Add testimonials when relevant



Use industry awards and recognition



## Free Ebook: The Ultimate How-to Marketing Guide

Downloaded by more than 54,000 marketers, this free guide unlocks invaluable advice from best-selling author David Meerman Scott

Marketers have a lot to juggle. Social media, SEO, and email are just a few of the channels you need to master. Plus, new opportunities in online marketing are emerging from every corner.

*Wouldn't it be nice to have one, handy reference guide to learn it all?*

Get your free copy of this special edition guide to learn 20 'how-to' marketing lessons covering a range of topics, including:



Download the Guide

First Name \*

Last Name \*

Email ([privacy policy](#)) \*



*"This guide will give you nuggets of inspiration to drive marketing success at your business."*

- David Meerman Scott, Author of  
*The New Rules of Marketing & PR*



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Explain the value and importance of the offer to your persona



Use bullet points to make information easily digestible



Select the appropriate number of form fields for your offer



Remove navigation and all links



Include a relevant image, gif or short video



Add social media share icons



Add testimonials when relevant



Use industry awards and recognition

# ROAS: The Golden Metric of Marketing

How to measure and optimize for return-on-ad-spend



In the age of big data and analytics, why are so many companies still looking at clicks and submissions to measure their performance? It's most likely because they've lost sight of the bigger picture and the golden metric of marketing.

This jam-packed guide covers:

- How to calculate ROAS
- Projecting ROAS for long sales cycles
- Applying ROAS with multi-touch attribution
- *and much more*

## Download Guide

First Name \*

Work Email \*

Phone Number

CRM \*

- Please Select -

Download Now



Write clear, concise, compelling headlines



Explain the value and importance of the offer to your persona



Use bullet points to make information easily digestible



Select the appropriate number of form fields for your offer



Remove navigation and all links



Include a relevant image, gif or short video



Add social media share icons



Add testimonials when relevant



Use industry awards and recognition

3

**WHAT GREAT LANDING  
PAGES LOOK LIKE AND  
HOW TO ANALYZE THEM.**



# LANDING PAGE EXAMPLES WITH PERFORMANCE METRICS

- 1 Business to business landing page example
- 2 Educational landing page example
- 3 Non-profit landing page example
- 4 Landing pages to analyze



# **BUSINESS TO BUSINESS LANDING PAGE EXAMPLE**

# Prediction: The Future of Game Analytics

How Big Data is Breaking New Ground to Help Game Developers Predict Player Behavior



**Take full advantage of the advancements being made in the field of data analytics**

**In this whitepaper you'll learn:**

- The value of big data and the nature of your players
- The critical role historical data plays
- The basics of predictive analytics, including cross fold validation, F-scores, and the concept of real-time
- How this knowledge translates to actionable items that will help you determine where to focus your efforts

**Help Spread the Word**



**Download your FREE copy today!**

First Name \*

Last Name \*

Email \*

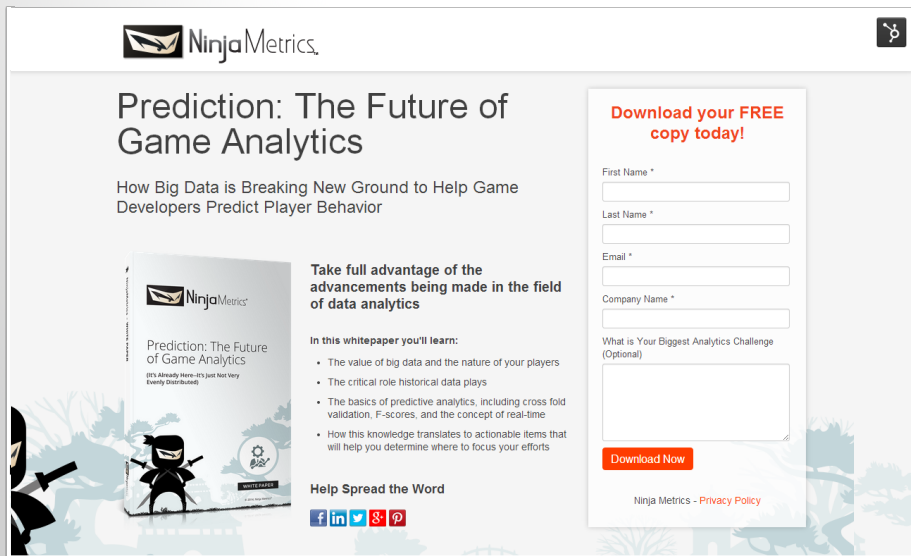
Company Name \*

What is Your Biggest Analytics Challenge (Optional)

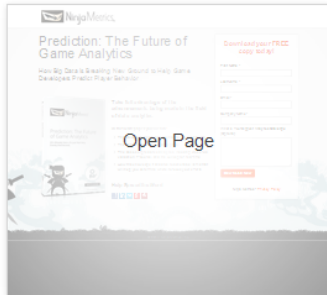
**Download Now**

Ninja Metrics - [Privacy Policy](#)

# LANDING PAGES IN ACTION



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Landing Page Details

[Contacts](#)

[Information](#)

**Performance**

Landing Page Actions

[View Live](#)

[Unpublish](#)

[Edit](#)

[Clone](#)

[View Revisions](#)

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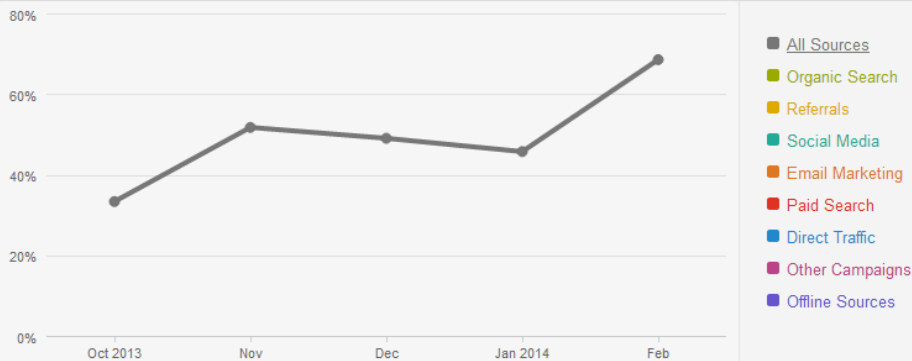
[Delete](#)

Public link

<http://www.ninjametrics.com/prediction-the->

Submission Rate

10/01/2013 - 02/28/2014...



- All Sources
- Organic Search
- Referrals
- Social Media
- Email Marketing
- Paid Search
- Direct Traffic
- Other Campaigns
- Offline Sources

Source	Views	Submits	Contacts	Customers	View → sub.	View → cont.	View → cust.
Direct Traffic	72	37	27	0	51.39%	37.5%	0%
Email Marketing	17	10	2	0	58.82%	11.76%	0%
Offline Sources	0	0	0	0	0%	0%	0%
Organic Search	104	51	45	0	49.04%	43.27%	0%
Other Campaigns	0	0	0	0	0%	0%	0%
Paid Search	50	30	29	0	60%	58%	0%
Referrals	30	11	11	0	36.67%	36.67%	0%
Social Media	8	8	7	0	100%	87.5%	0%
<b>Total</b>	<b>281</b>	<b>147</b>	<b>121</b>	<b>0</b>	<b>52.31%</b>	<b>43.06%</b>	<b>0%</b>



# EDUCATIONAL LANDING PAGE EXAMPLE

# LANDING PAGES IN ACTION



## Are You Ready for Online Learning?

### A Free 10-Step Guide to Download Now

Where do you begin? What are the things you should be thinking about as you explore online programs?

Saint Leo University's free e-book, *Are You Ready for Online Learning*, outlines 10 simple steps that can help prepare you for success in an online degree program.

Take the first step toward earning your college degree!

Fill out the form to download this valuable resource now >>



### Request Information

First Name

Email

Program of Interest

**Submit**

# LANDING PAGES IN ACTION



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Program of Interest

AA in Business Administration ▼

Submit

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#### Landing Page Details

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[Information](#)

[Performance](#)

#### Landing Page Actions

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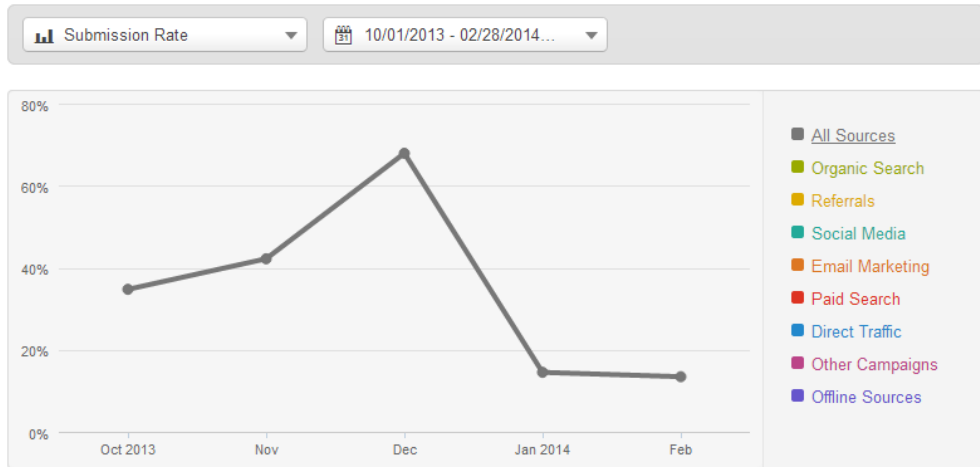
[View Revisions](#)

[Archive](#)

[Delete](#)

Public link

<http://info.online.saintleo.edu/download-onln>



Source	Views	Submits	Contacts	Customers	View → sub.	View → cont.	View → cust.
Direct Traffic	817	287	131	2	35.13%	16.03%	0.24%
Email Marketing	6	4	0	0	66.67%	0%	0%
Offline Sources	0	0	0	0	0%	0%	0%
Organic Search	263	100	75	3	38.02%	28.52%	1.14%
Other Campaigns	18	9	6	0	50%	33.33%	0%
Paid Search	19	6	4	0	31.58%	21.05%	0%
Referrals	779	359	227	11	46.08%	29.14%	1.41%
Social Media	1,868	49	41	0	2.62%	2.19%	0%
<b>Total</b>	<b>3,770</b>	<b>814</b>	<b>484</b>	<b>16</b>	<b>21.59%</b>	<b>12.84%</b>	<b>0.42%</b>

**3**

# **NON-PROFIT LANDING PAGE EXAMPLE**

# LANDING PAGES IN ACTION

StayClassy.org

**StayClassy** blog

Advancing Philanthropy


EVERY WAR HAS AN END

## The Ultimate Campaign Planning Kit

The easiest way to plan your next online fundraising campaign. Follow along with an example campaign you put together the five key components of your own fundraising plan. In a few simple steps you can be on your way to fundraising success. Online campaigns have never been easier!

Download the guide and learn to:

- Set an effective campaign goal
- Define your target audience
- Develop a communication strategy
- Put together a compelling incentive structure



## Get the Guide

Your First Name \*

Your Last Name \*

Your Email \*

Your Nonprofit \*

Number of Paid Employees? \*

Which Best Fits Your Position? \*

State \*

Request More Information About StayClassy's Fundraising Platform

Subscribe to StayClassy Blog

[Download](#)

# LANDING PAGES IN ACTION



**The Ultimate Campaign Planning Kit**

The easiest way to plan your next online fundraising campaign. Follow along with an example campaign you put together: the five key components of your own fundraising plan. In a few simple steps you can be on your way to fundraising success. Online campaigns have never been easier!

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Your Email \*

Your Nonprofit? \*

Number of Paid Employees? \*

Please Select One

Which Best Fits Your Position? \*

Please Select One

State \*

Please Select -

Request More Information About StayClassy's Fundraising Platform

Subscribe to StayClassy Blog

[Download](#)

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Landing Page Details

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[Information](#)

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Landing Page Actions

[View Live](#)

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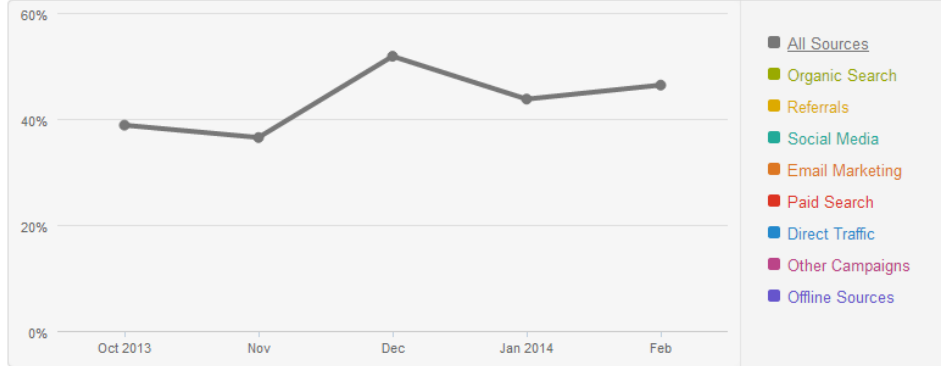
[Delete](#)

Public link

<http://go.stayclassy.org/ultimate-campaign->

Submission Rate

10/01/2013 - 02/28/2014...



Source	Views	Submits	Contacts	Customers	View → sub.	View → cont.	View → cust.
<a href="#">Direct Traffic</a>	396	149	77	1	37.63%	19.44%	0.25%
<a href="#">Email Marketing</a>	202	136	16	0	67.33%	7.92%	0%
<a href="#">Offline Sources</a>	0	1	0	0	0%	0%	0%
<a href="#">Organic Search</a>	978	389	343	0	39.78%	35.07%	0%
<a href="#">Other Campaigns</a>	6	1	1	0	16.67%	16.67%	0%
<a href="#">Paid Search</a>	0	0	0	0	0%	0%	0%
<a href="#">Referrals</a>	79	30	21	0	37.97%	26.58%	0%
<a href="#">Social Media</a>	51	17	9	0	33.33%	17.65%	0%
<b>Total</b>	<b>1,712</b>	<b>723</b>	<b>467</b>	<b>1</b>	<b>42.23%</b>	<b>27.28%</b>	<b>0.06%</b>

**3**

# **LANDING PAGE EXAMPLES FOR REVIEW**

# WHAT COULD BE IMPROVED?



## Download the Ebook: Telecom Big Data 101

Biglytics helps businesses understand & leverage virtually any kind of data.

### Put your Telecom in the lead

#### Leverage Big Data for competitive advantage

Telecommunications has never been so crowded, competitive, (and frankly) as cutthroat as we find it today. To help your business gain a critical advantage, BigLytics offers a new Ebook - "Telecom Big Data 101".

#### Telecom Big Data 101:

- Explains systemized big data storage for telecoms
- Illustrates the difference between single-axis and multidimensional big data
- Shows how mined data informs processes
- Demonstrates industry specific intuitive visual analysis tools

### Sign up for our Ebook

First Name \*

Last Name \*

Company

Email \*

What is your IT Budget

Job Title

Website

Industry

Number of Employees

Annual Revenue

Submit

# WHAT COULD BE IMPROVED?

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- Illustrates the difference between single-axis and multidimensional big data
- Shows how mixed data informs processes
- Demonstrates industry-specific metrics you'll analyze today

**Sign up for our Ebook**

First Name \*

Last Name \*

Company \*

Email \*

What is your IT Budget

Job Title

Website

Industry

Number of Employees

Annual Revenue

**Submit**

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# WHAT COULD BE IMPROVED?



## Download Facebook For Business

First name

Last name

Email address

Company

What is your Industry?  
- Please Select -

Learn how to actually make money with Facebook marketing



# WHAT COULD BE IMPROVED?

The screenshot shows a lead capture form titled "Download Facebook For Business". The form includes the following fields: "First name", "Last name", "Email address", "Company", and "What is your industry?". Below these fields is a "Submit" button. To the right of the form, there is a headline: "Learn how to actually make money with Facebook marketing" and a thumbnail image of a book titled "AN INTRODUCTION TO FACEBOOK FOR BUSINESS: A setup and strategy guide for marketers" by HubSpot. At the bottom left of the form, there are social media share icons for Facebook, LinkedIn, Twitter, and YouTube. At the bottom center, there is a copyright notice: "© 2014 HubSpot".

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# 4 KEY TAKEAWAYS AND RESOURCES.

# KEY TAKEAWAYS

- 1 Inbound marketers convert 2x the amount of website visitors to leads.
- 2 Landing pages act as digital sales reps that gather information about visitors for marketing and sales to use for building relationships.
- 3 Landing pages and offers are co-dependent.
- 4 Successful Landing Pages require an in-depth understanding of your Buyer Personas and Buyer's journey.
- 5 All leads are not created equal.
- 6 Landing pages can not be successful alone, you must take into consideration the supporting infrastructure.
- 7 Conversion rates provide insight into the success of your landing pages.

# RESOURCES

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