



Introduction to Landing Pages

HubSpot Academy

1

HOW DO YOU USE A
LANDING PAGE?

The Conversion Process

Call-to-Action

Essential Guide to:




Member Engagement

Free Ebook

[Read Now](#)

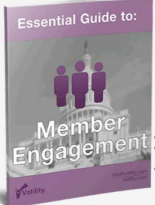
Landing Page



Sign In

Ebook: The 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".

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) *

Type of Organization: *

-Choose One-

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Thank You Page

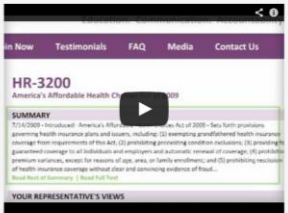


Sign In

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.



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: *

-Choose One-

When are you available for a demonstration? *

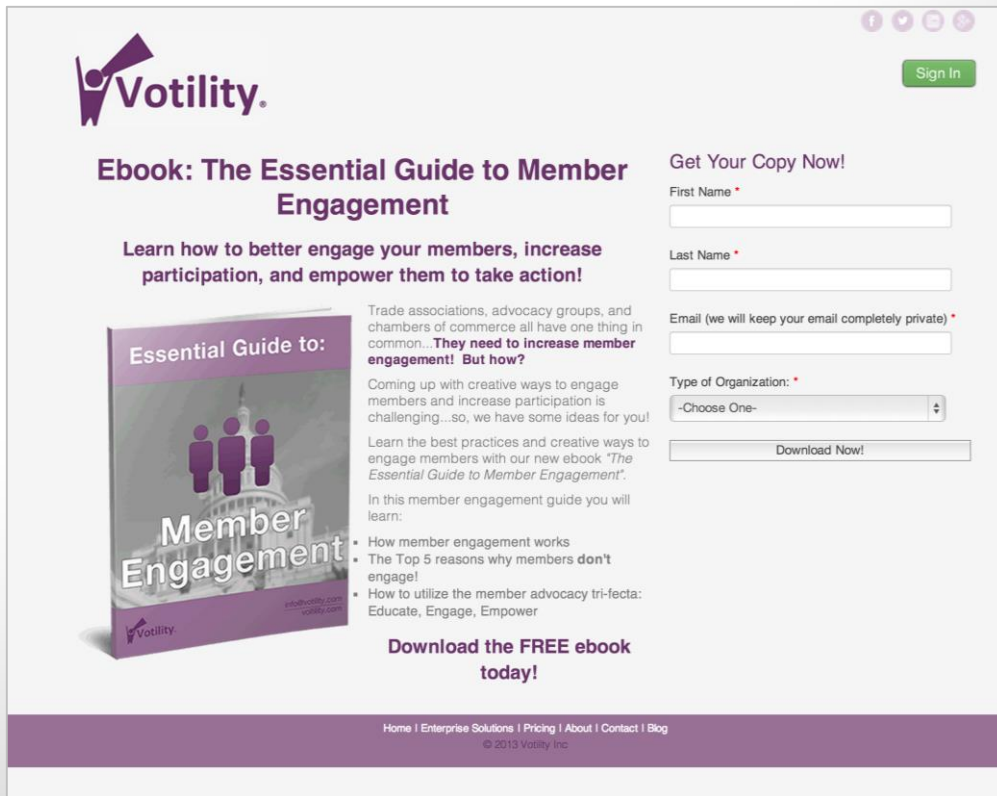
[Show Me Votility](#)

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A person in a dark suit and tie is pointing their right index finger towards the viewer. The background is a vibrant blue with several semi-transparent, light blue squares of various sizes floating around, creating a digital or tech atmosphere. The person's hand is in the center-right of the frame, with the index finger extended.

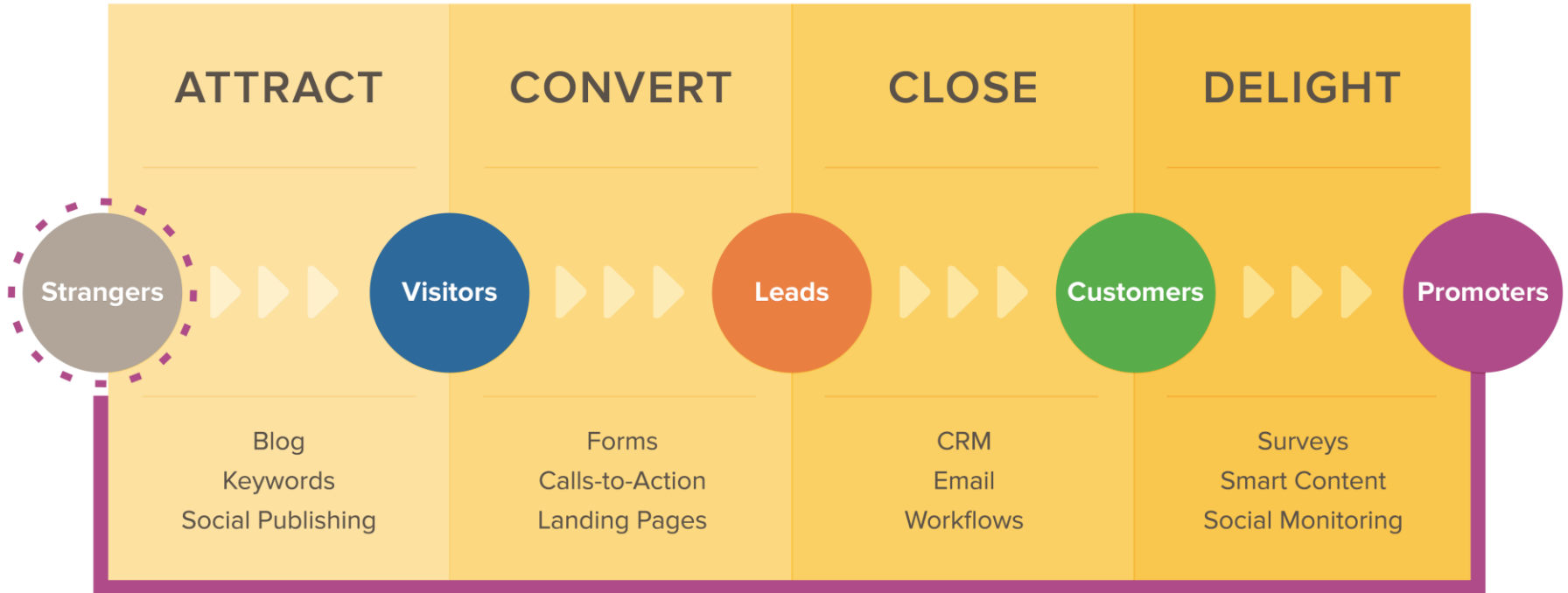
Landing pages are your digital **sales reps.**

All landing pages
use a form to
gather information.

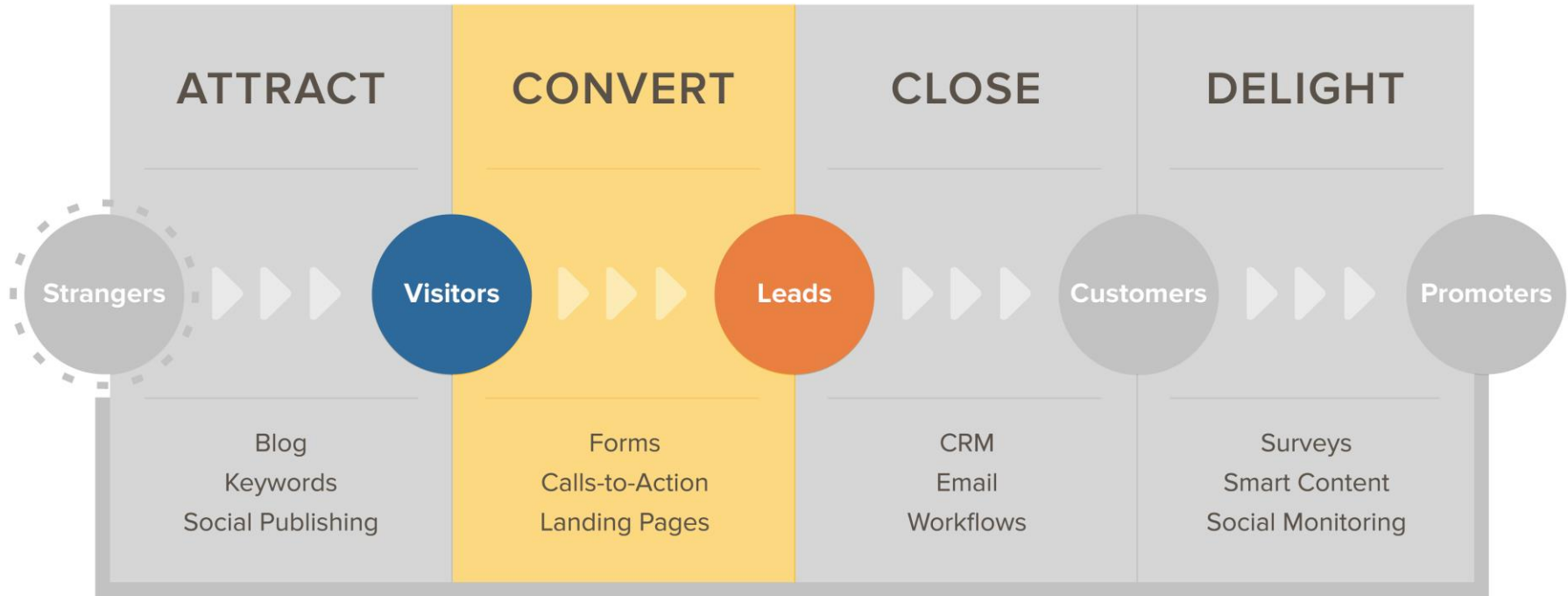


The screenshot shows a landing page for an ebook. At the top left is the Votility logo, which consists of a stylized purple figure holding a megaphone next to the word "Votility." in a bold, sans-serif font. In the top right corner, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, and a green "Sign In" button. The main heading is "Ebook: The Essential Guide to Member Engagement" in a bold, purple font. Below this is a sub-heading: "Learn how to better engage your members, increase participation, and empower them to take action!". To the left of the text is a 3D rendering of the ebook cover. The cover is purple and white, with the title "Essential Guide to: Member Engagement" and an image of three stylized human figures in front of a building. To the right of the cover is a list of bullet points: "Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement! But how?**" followed by "Coming up with creative ways to engage members and increase participation is challenging...so, we have some ideas for you!" and "Learn the best practices and creative ways to engage members with our new ebook 'The Essential Guide to Member Engagement'." Below this is "In this member engagement guide you will learn:" followed by a list: "• How member engagement works", "• The Top 5 reasons why members **don't** engage!", and "• How to utilize the member advocacy tri-fecta: Educate, Engage, Empower". Below the list is a call to action: "Download the **FREE** ebook today!". To the right of the main text is a form titled "Get Your Copy Now!". It contains four input fields: "First Name", "Last Name", "Email (we will keep your email completely private)", and "Type of Organization:" (a dropdown menu with "-Choose One-"). Below the form is a "Download Now!" button. At the bottom of the page is a purple footer bar with the text: "Home | Enterprise Solutions | Pricing | About | Contact | Blog" and "© 2013 Votility Inc."

Inbound Methodology



Inbound Methodology



2 HOW DO YOU CREATE SUCCESSFUL LANDING PAGES?



20%

Landing page conversion rate goal.

LANDING PAGE BEST PRACTICES


- Write a clear, concise action-oriented headline.
- Explain the offer clearly and place visual emphasis on the value.
- Remove the navigation menu and links.
- The form length mirrors the value of the offer.
- Include a relevant image, animation or short video.
- Add social sharing icons.

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Write a clear, action-oriented **headline.**

Tell your visitors what they're getting and how they are going to access it.

 **Fifth Season**

DOWNLOAD OUR FREE GUIDE:
How to Empower Your Employees Through Off-Site Travel

A Guide to Team Building

Having a solid team is incredibly important for any business. If team members trust each other and work together well, magic can happen.

Off-site travel is the best way to create a team-building experience for your business, empowering your employees to connect and work together while having a blast!


This guide to team-building will share all of the benefits of off-site travel for team-building.

A Publication of Fifth Season

HOW TO EMPOWER YOUR EMPLOYEES

THROUGH OFF-SITE TRAVEL

A GUIDE TO TEAM BUILDING



Team-Building Offer

First Name *

Last Name *


Email *

What is your team's biggest challenge?

Communication ▾

[Download the Guide DUDE!!!!](#)

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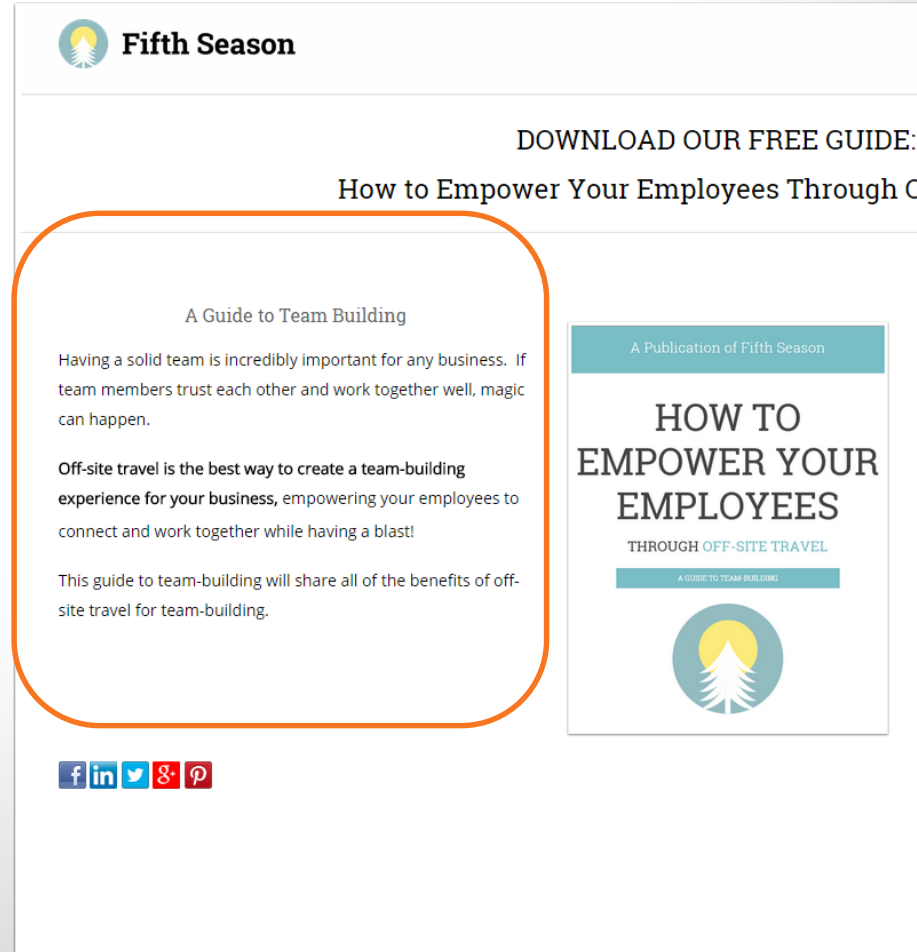


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Explain the
offer and its value,
and keep it short.

In 1-3 sentences, explain what the offer is. Write another 1-3 sentences that details how someone would benefit from the offer.



The screenshot shows a website header for "Fifth Season" with a logo of a tree and sun. Below the header, there is a call to action: "DOWNLOAD OUR FREE GUIDE: How to Empower Your Employees Through C". A large orange rounded rectangle highlights a section of text:

A Guide to Team Building

Having a solid team is incredibly important for any business. If team members trust each other and work together well, magic can happen.

Off-site travel is the best way to create a team-building experience for your business, empowering your employees to connect and work together while having a blast!


This guide to team-building will share all of the benefits of off-site travel for team-building.

At the bottom of the highlighted section are social media icons for Facebook, LinkedIn, Twitter, Google+, and Pinterest.

To the right of the highlighted section is a preview of the guide's cover. The cover features the Fifth Season logo at the top, followed by the text "A Publication of Fifth Season", "HOW TO EMPOWER YOUR EMPLOYEES THROUGH OFF-SITE TRAVEL", and "A GUIDE TO TEAM BUILDING" at the bottom.

Use **numbers, bullets**
and bolding.

Help your visitor focus on what's important
with visual emphasis.

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Remove the **navigation menu and links.**

The primary goal of your landing page is to generate leads, so get rid of any distractions.

 **Fifth Season**


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First Name *

Last Name *

Email *

What is your team's biggest challenge?

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Include a relevant
**image, animation or
short video.**

A visual representation can communicate the offer much quicker than a visitor can read about the offer.

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Add **social sharing icons** to allow your visitor to spread the word with others in *their networks*.

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THANK YOU.

