

TUNE UP YOUR LANDING PAGES FOR MORE CONVERSIONS



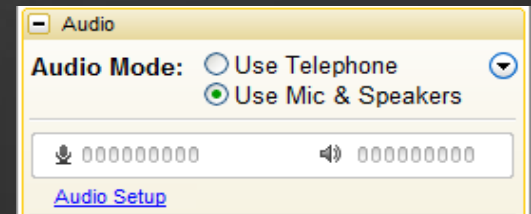
Question of the day at 1:55 pm ET.

The broadcast begins at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1 Use the hashtag #InboundLearning on Twitter

2 Question of the day



@HubSpotAcademy

#InboundLearning



UPCOMING BROADCASTS

6/2 – Email marketing with Isaac Moche

6/16 – Content creation with Lindsay Thibeault



HubSpot

Mark Kilens

@MarkKilens

A portrait of a woman with dark, curly hair, smiling slightly. She is wearing a light-colored, vertically striped button-down shirt. The background is a blurred indoor setting with blue and white light sources.

Angela
Hicks

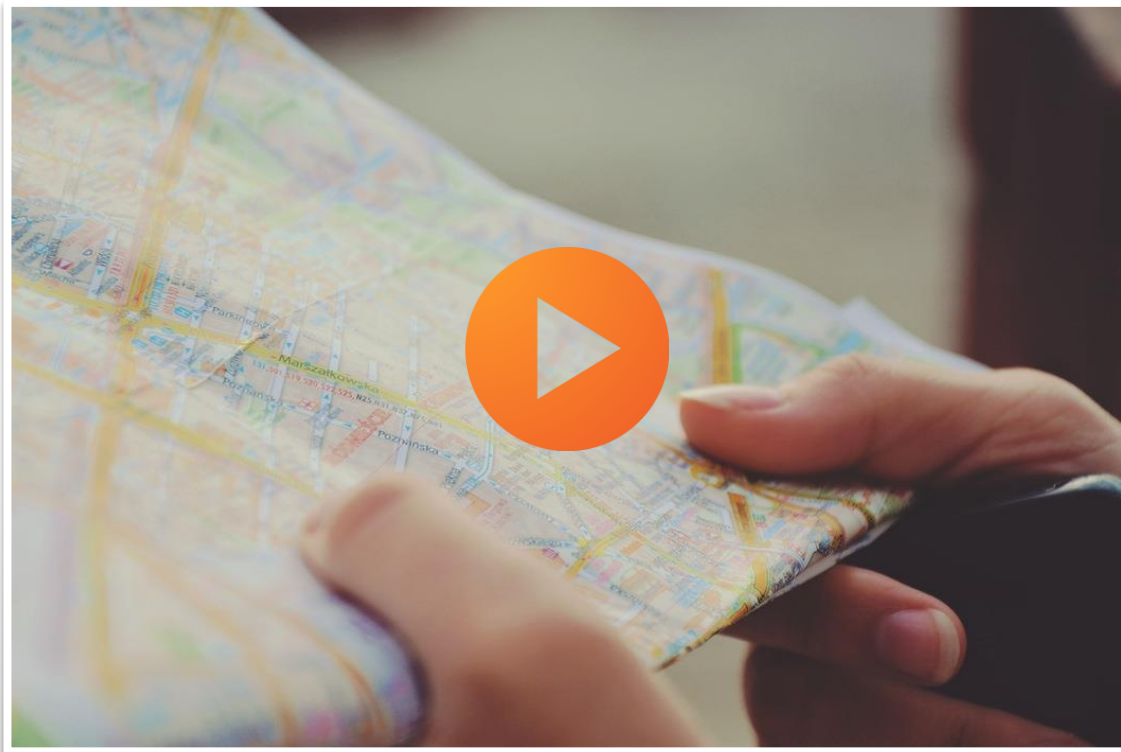
@angela_9

AGENDA

- 1 Conversion optimization industry news
- 2 HubSpot Landing Page tool pro tips
- 3 How to optimize a landing page
- 4 Featured conversion projects
- 5 High-performing landing page examples

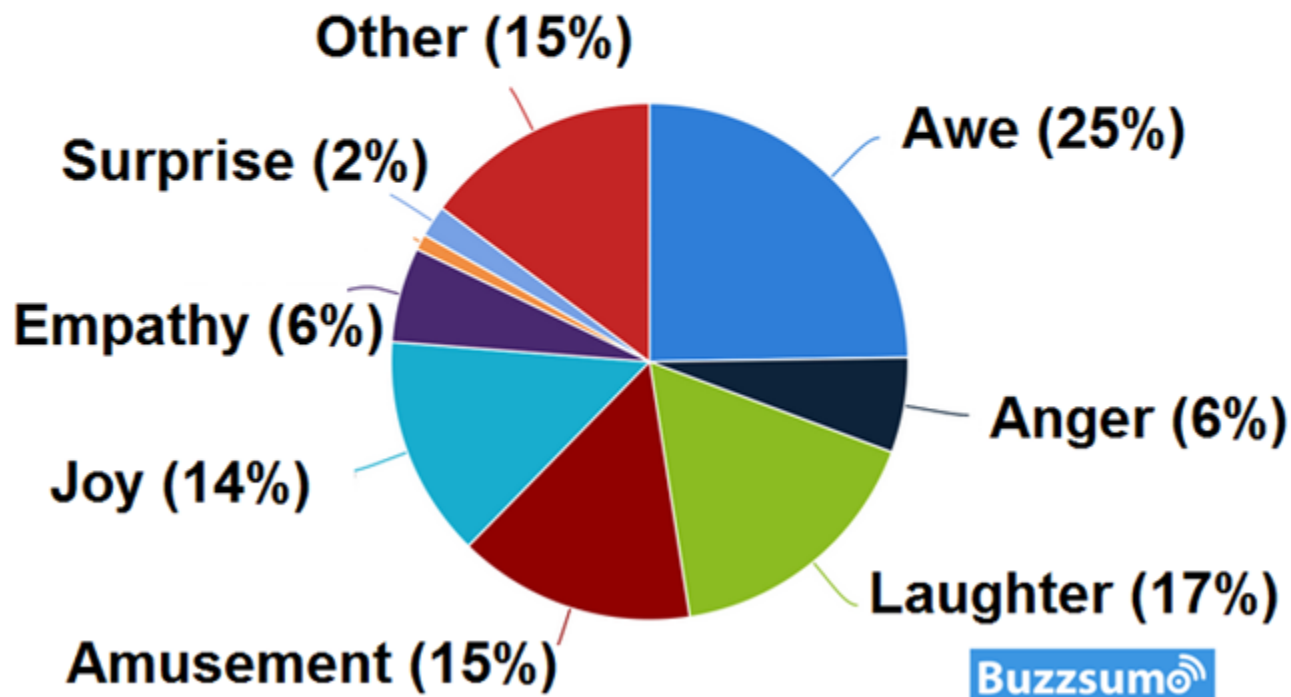


**CONVERSION
OPTIMIZATION
INDUSTRY NEWS**



Use video on **landing pages** to tell a story

These Emotions Make People Click on Things



HOW ABOUT
LIVE STREAMING VIDEO?

twitch

Minutes Watched
Per Month (Non-Us)

6 BILLION

Jan 2013

7.5 BILLION

Jan 2014

12 BILLION

Dec 2014



LIVE STREAMING PLATFORMS

- Youtube.com – also has live chat integration
- Livestream.com – for live events
- Ustream.tv – many stream categories to browse
- Periscope or Meerkat – streams to Twitter
- Picarto.tv – artists/graphic designers
- Livecoding.tv – software programmers
- Chew.tv – DJs
- Talktochef.com – the food industry

A person wearing a blue button-down shirt is sitting at a desk, using a laptop. The laptop screen shows a Windows login interface with a green circular logo and a text box. The person's hands are on the laptop's trackpad and keyboard. The background is dark and out of focus.

Am I really going to **stream this?**

Live stream when you have an event and find the voice of your brand.

Are you passionate? Are you hard-working?

Do you love dogs or working outdoors? Show them!

2 HUBSPOT LANDING PAGE TOOL PRO TIPS

Disable cookie tracking

Details Fields Options Embed

Error message language
English

Pre-populate fields with known values?
 Yes
 No

Disable cookie tracking? ⓘ
When disabled, every submission from the same browser creates a new contact.
 Yes
 No

Default questions
These appear by default unless marked as smart [🔗](#). Smart rows are hidden once all of their fields have been filled out.

First Name
Single-line text *

Last Name
Single-line text

Email
Single-line text

Company Name
Single-line text

Website URL
Single-line text

Project Time to Completion
Radio select

Expiring landing pages

The image shows a split-screen view of the HubSpot Marketing interface. On the left is the configuration panel for a landing page, and on the right is a preview of the landing page itself.

Configuration Panel (Left):

- Navigation: Landing Pages, Tutorial, Need Help?
- Tools: Content, Options, Style, Publishing, Create A/B Test
- Status: You have already published this page.
- Publish Date & Time:**
 - Publish page now (and set the date displayed to the current date/time)
 - Publish page at the following date and time
- Page expiration:**
 - Set landing page expiration date/time
- Select a redirect page:**
 - Set the redirect URL for visitors to the page after the expiration date
 - Select a landing page (dropdown menu)
 - Redirect to external URL... (button)
- Expiration date/time:**
 - Schedule a specific date and time to redirect
 - Input fields for date and time
 - US/Eastern Timezone settings

Landing Page Preview (Right):

- Navigation: Marketing, Dashboard, Content, Social, Contacts, Reports
- Header: HubSpot Academy
- Content Offer Project Assistance** (Section Header)
- Sub-header: Step by step guide to reaching your goals by maximizing HubSpot tools.
- Text: Companies like yours have achieved great success with their HubSpot subscription through launching content offer campaigns - often achieving 200% lead and 150% traffic growth.
- Text: I'd like to offer you my personal assistance to achieve similar results through a free new training program called "content offer project assistance".
- What is content offer project assistance?** (Section Header)
- Text: This is a free, on-demand training course designed to help you gain maximum value from your HubSpot subscription. The training comes with step-by-step project instructions, resources and tutorials delivered directly to your inbox.
- Why a content offer campaign?** (Section Header)
- Text: This is the #1 way we recommend companies like yours to gain success with HubSpot.

3

HOW TO OPTIMIZE A
LANDING PAGE



NOT SURE WHERE TO START?

A/B test each element on the page to find your weakest link.

START WITH THE TEXT:

Optimize the header and the offer first.

DISTRACTION-FREE PAGES:

No links and with an easy-to-find form.

Are you asking the
right questions on your form?

THE VISUALS:

Place emphasis on important words.

Use an image, video or animation
to describe the offer.

4 FEATURED CONVERSION PROJECTS

CUSTOMER PROJECTS

CONVERSION OPTIMIZATION

🕒 SUGGESTED TIME TO COMPLETE: 5 HOURS

This project will walk through how to optimize your content offer and drive the conversion process.

Suggested Prerequisite: [Content Offer Campaign](#)

Completing these steps will allow you to:

- Increase the online traffic to your content offer.
- Convert a higher number of visitors into leads.
- Generate *qualified* new leads.



Step 1: Analyze the campaign

LEARN HOW

Step 2: Optimize the call-to-action

LEARN HOW

Step 3: Optimize the landing page

LEARN HOW

Step 4: Optimize the form

LEARN HOW

CUSTOMER PROJECTS

BLOG SUBSCRIBER RE-ENGAGEMENT

🕒 SUGGESTED TIME TO COMPLETE: 2 HOURS

Do you find yourself constantly trying to blog and produce content but feel as though your subscribers are not taking the time to check it out? What if you could revive some of those contacts and remind them they are a subscriber and they should check the awesome articles you are cranking on! This project will help you

- Identify the dormant subscribers in your database
- Select a blog article to entice them toward activity
- Write a clear and compelling email to drive engagement on the blog



Step 1: Identify your inactive blog subscribers.

[LEARN HOW](#)

Step 2: Build a list of inactive blog users.

[LEARN HOW](#)

Step 3: Select an email re-engagement type

[LEARN HOW](#)

5

HIGH-PERFORMING
LANDING PAGE
EXAMPLES

TAPINFLUENCE

What is influencer marketing? Watch...



Influencer marketing is making an impact for brands looking to reach new audiences using authentic content that speaks to consumers. Brands are finally tapping into the power of influencers to engage new customers and inform their existing customers.

But where do you start?

Start with TapInfluence's popular ebook, **11 Things You Should Know About Influencer Marketing**, which covers the following key topics:

- The difference between advocates and influencers.
- Tips for identifying influencers that are relevant to your brand.

Get Your "11 Things You Should Know" eBook

First Name

Last Name

Email

Company Name

Job Title

GRAB YOUR COPY

IMPACT BRANDING

— The IMPACT Conversion Collection —

Generate Even More Leads from Your Landing Pages



Start creating ridiculously persuasive landing pages.

Without question, landing pages are the most important pages on your website. It's where you convey value, earn trust, and convert visitors into leads.

The challenge? You don't have much time to do this.

Most companies don't have the right copy and flow on their landing pages. They don't test anything, and they subscribe to conventional wisdom that a 10% conversion rate is great.

But what if you could increase conversions by 20-30%? (We have. And we're sharing how we did it.)

If you're not making the most of every visitor on your landing pages, this free guide will give you the tools you need to do so.

Content, tone, positioning – it's all here. Let's get to work.

GET IT NOW!

First Name * Last Name *

Email (Privacy Policy) *

Website * Company *

Phone * Role/Title *

Industry classification *

Number of Employees *

What is your biggest marketing challenge?

Subscribe me to the IMPACT Blog

GENERATE MORE CONVERSIONS!

THE MINDFULNESS CLINIC



Looking for a Cognitive Behavioral Therapist (CBT) in Toronto?

Ratings from 14,000 psychotherapy sessions prove that our 26 psychotherapists and psychologists are all effective.

These ratings were made by our patients, people like you, who have come to us for help.

Hundreds of psychotherapists and psychologists have applied to work with us. For your benefit, we hire and keep only the best.

[Request an Appointment](#)



The Right Therapist For You

When you request an appointment, we will make sure you get matched with the right therapist for your needs and goals.



CBT & Mindfulness To Help You

We offer CBT and mindfulness training. At our Clinic you can count on getting the kind of help that will be best for your goals, needs and preferences. We can help you for

About The Mindfulness Clinic

Since 2009, The Mindfulness Clinic has helped thousands of patients. We provide effective help for adolescents, adults, couples, and families. At our downtown Toronto Clinic, we offer a full range of individual and group therapies. We also provide one-on-one and couples therapy in Queen West, North York, The Annex, St. Lawrence Market, Bloor West, Etobicoke, and online.

NEXT STEPS

1. Make a video for a landing page or try out a live stream during your next big event
2. Turn off cookie tracking on the landing page for your next in-person event
3. Post live event, set up the landing page to expire
4. Optimize at least one of your conversion processes

RESOURCES

1. The Twitch Phenomenon: Why Live Streaming Is Worth Your Time
2. Why Video Landing Pages Kick Ass (& How to Make Your Own)
3. Conversion Optimization Project
4. Blog Subscriber Re-engagement Project

THANK YOU.

Happy #HubSpotting

