



# Your Best Pre-Launch Landing Page

## WHAT IS A PRE-LAUNCH LANDING PAGE?

You're in the process of planning your campaign, but you're not quite ready to launch. A pre-launch landing page will help you give potential customers a hint on what's coming so you can start building buzz early.

## WHY EVEN BUILD A LANDING PAGE?

It may just sound like more work, but a pre-launch landing page can help in more ways than you might think.

## BUILD YOUR EMAIL LIST

### Why do I need it?

There are lots of ways to get people interested in your idea. On average, we've found that emails convert 34% more than other forms of outreach – so clearly, email should be a key part of your marketing strategy. The more presale email signups you acquire before you launch, the more momentum you'll get in those crucial first few days of your campaign. We've seen that if you start strong you're more likely to exceed your goal for number of backers. More backers mean more contributions, more sharing, and more general awareness of your campaign.

### How many emails are enough?

We typically see a conversion rate of 5% specifically on launch announcement emails. The next part requires some math (don't be scared). We recommend having enough email addresses that you could reach 3050% of your funding goal from the people you contact through that first email alone.

## FIND MESSAGING THAT RESONATES

Your team is so immersed in what you're doing that you may need a reality check on what will get audience excited. Before diving headfirst into creating your campaign page or determining your ad strategy, you can use your landing page to test out your messaging. There is no better place to get feedback than from people who are actually interested in buying your product.

## NOW THAT YOU'RE CONVINCED, CREATE A LANDING PAGE

Start simple. Your landing page should be a place where you can send people who have expressed interest in your product for more information, and to collect their emails. Because a landing page can be so useful for testing messaging and branding, we usually recommend using a site with A/B testing like Unbounce, Optimizely, or Launchrock. That way, you can experiment with your layout and language to increase conversions.

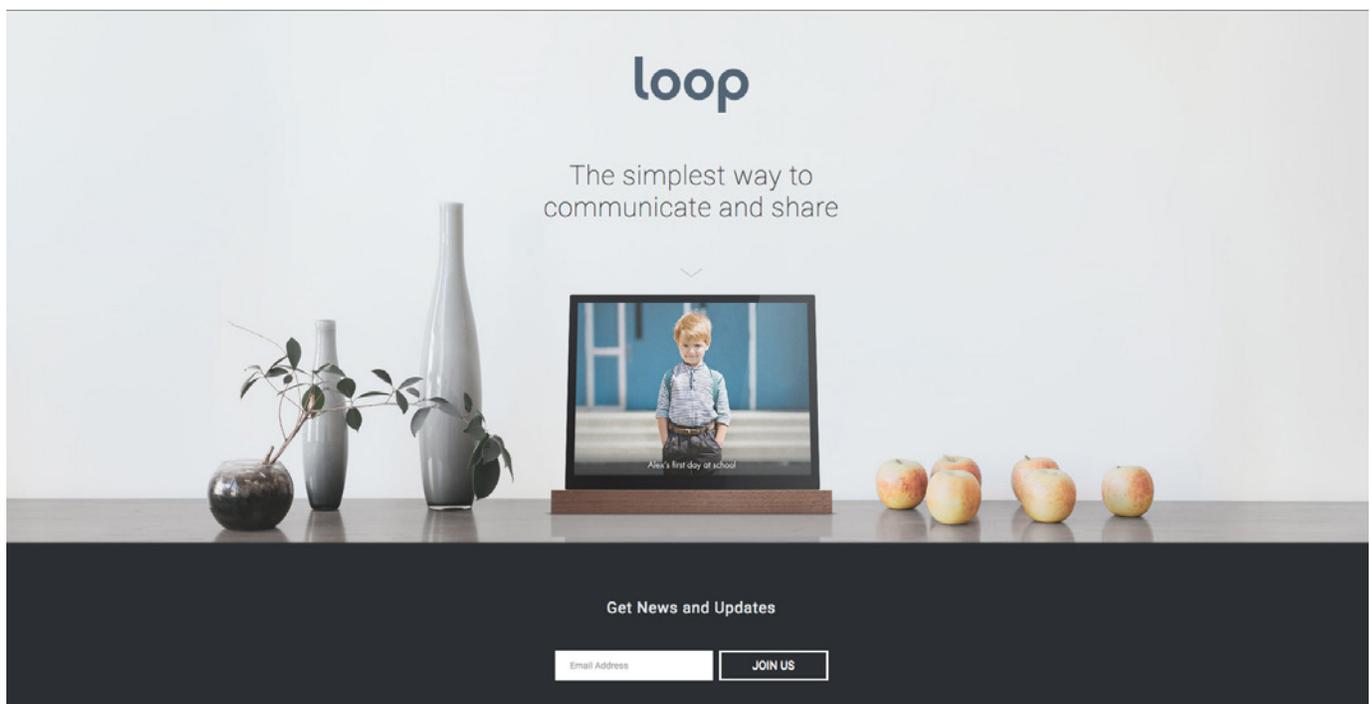
After you've created your page, promote it! Share it on social media and send it to your friends and family. Remember, the more eyes the better.

### Tips for A Successful Landing Page

1. **Create a clean, simple, and aesthetically pleasing user experience.** Too much visual information, and users will feel overloaded and will not feel the desire that there is more to be learned.
2. **Optimize for one quick user step signing up for your email list.** The goal of this page is one thing and one thing only you want them to sign up for your email list. Your email signup bar should be the first thing users are compelled to do on the page. Any other calls to action (Watch this video, See these other products, etc.) will detract from this primary goal.
3. **Use a strong call to action that creates a sense of excitement and urgency.** Use simple, oneline messaging that tells users to sign up to know when you launch and to get a special deal. "Be the first to know when we launch" or "Sign up for a special deal" have worked well in the past.

Provide teaser visual information about the product. Use a product photography that makes users want to learn more. Keep it simple and don't confuse people by showing them too many products at once. Make sure to use highresolution product images without too much text.

Examples of successful landing pages





Overall, it's important to create a landing page that easily achieves the primary goal of capturing emails while creating excitement about the product itself. Notice the simplicity here. Using strong calls to action and by giving only just enough visual information, all of these landing pages successfully incentivize users to sign up with their emails.

**Now that you have what you need to launch a great landing page, it's time to start building your crowdfunding campaign. Start your campaign today!**