



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Nurture

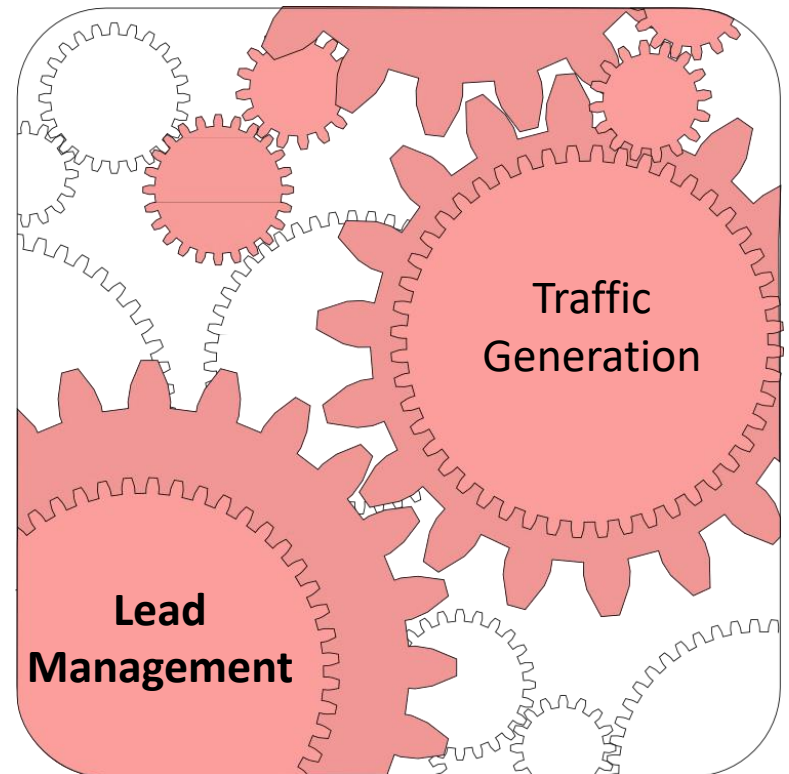
Landing Pages – Thank You Pages



Presentation Topics

Nurture Key Tasks

- 1 Social Media Monitoring and Publishing
- 2 Calls-To-Action
- 3 **Landing Pages**
- 4 Email Campaigns
- 5 Workflows
- 6 Forms
- 7 Information Sources



Lead Management



Understand

Segment

Nurture

- ✓ Social Media
- ✓ *Calls-to-Action*
- ✓ **Landing Pages**
- ✓ *Email Campaigns*
- ✓ *Workflows*
- ✓ *Forms*
- ✓ *Information Sources*



**NURTURE YOUR
DATABASE**

The right content to the right
contacts at the right time

Nurture through ...

- Call-to-Action
- Landing Pages
- Email Campaigns



Landing Pages



Clearly Explain the Value



Consistent Headers with Calls-to-Action



Use Bullet Points



Create a Short Form



Place Content Above The Fold



Remove Menu Navigation and Links



Include An Image



Perform the Blink Test



Redirect to a Thank-You Page



Test, Test, Test



Information Sessions

Learn more about LIM College's Continuing Education & Graduate Programs at our monthly information sessions.

Next session is Thursday, April 7 from 6:30-8pm.

ce@limcollege.edu to RSVP

Changing Careers? Get an Associate's Degree in Fashion Merchandising



LIM College's Access program offers students who already hold a bachelor's degree the opportunity to earn an Associate in Applied Science (AAS) degree in Fashion Merchandising by completing 34 credits at LIM College in just two semesters (one academic year).

This program is geared towards career changers who want to move into the Fashion industry as trend forecasters, event planners, fashion show producers, fashion writers, fashion marketers, or product developers.

Access students create a personalized schedule tailored to their career aspirations by choosing from a wide range of fashion and business courses. Specialized career counseling includes working with a Career Development

Counselor to place Access students in the most productive and relevant part-time internship opportunities.

32 transfer credits* + 33 LIM College credits = AAS degree in Fashion Merchandising

LIM College is a fashion college specializing in the business of fashion, located in the fashion capital of the world, New York City.

For more information, please fill out the form to the right or visit our [website](#).

*must include 20 liberal arts credits

Is changing careers right for me?

First Name *

Last Name *

Email (we will keep your email completely private) *

I have a Bachelor's Degree in...

I am interested in changing careers because...

Submit



Tech4Learning



Engage, create, and share.

Fill out the form on the right for your free guide!

Bring Technology Into Your Houghton-Mifflin Reading Program

Get your free guide!

Technology is a great way to engage learners in the curriculum and help them develop skills necessary for success in the 21st century. To help make this process easier, Tech4Learning has created a guide with **engaging technology extension activities** for use with 2nd – 6th grade themes in the Houghton Mifflin Reading series!

This guide will help you:

- make it easy for teachers to **integrate technology** into their reading program.
- further **engage students** in themes you are **already covering** in the classroom.

From printed projects like trading cards, to videos and podcasts, these exciting extensions can help you engage students in your existing reading program!

Enjoy!

The Tech4Learning Team

First Name *

Last Name *

Email (we will keep your email completely private) *

Get My Guide!



Explain the Value

- 🔗 Most important part of your Landing Page
- 🔗 **Clearly explain the value of the offer**
- 🔗 Bold key points
- 🔗 Write for “what’s in it for them”
- 🔗 **Use an active tone of voice**
- 🔗 Bullet points are effective
- 🔗 Spend a lot of time getting this right



Consistent Headers w/ Call to Action

- 🔗 2 or 3 headers on a landing page
- 🔗 Above image, text or form
- 🔗 Header should be **consistent** with call to action
- 🔗 Start with an **Action Verb**
- 🔗 Decreases confusion and friction



Free whitepaper download

Mobile Giving for Nonprofits



Use Bullet Points

- 🔗 Help synthesize the value of the offer
- 🔗 **Use 3 to 5 bullet points**
- 🔗 Helps people quickly skim through the page
- 🔗 Creates whitespace on the page



Create a Short Form

- 🔗 Without a form, it's not a landing page
- 🔗 Try to create forms with fewer than 7 fields
- 🔗 Form fields should help you **follow up or qualify the lead**



Place Content above the Fold

- 🔗 All main content sections should be above the fold
- 🔗 **Don't need to scroll to see the content**
- 🔗 Image, value statements, form
- 🔗 Blink test



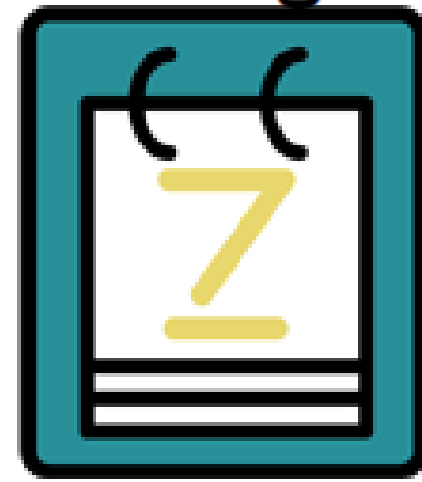
Remove Menu Navigation and Links

- ⌘ Don't include menu navigation
- ⌘ **Don't include any links**
- ⌘ What is the goal of the page?
 - Conversion!
- ⌘ **10% to 50%** increase in conversions
- ⌘ Thank you page should include links and navigation



Include an Image

- 🔗 Have at least one image on page
- 🔗 **Take a screen shot of the offer**
- 🔗 Keep image consistent with call to action
- 🔗 Add caption or header to the image



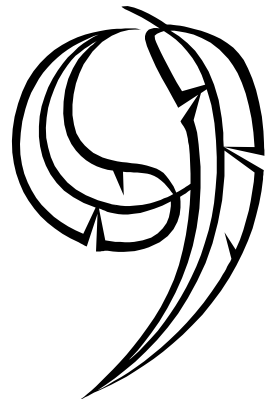
Perform the Blink Test

- 🔗 Interpret the page's offer in 5 seconds
- 🔗 **Whitespace is your friend**
- 🔗 No dense paragraphs
- 🔗 No content below the fold
- 🔗 **Strong headers**

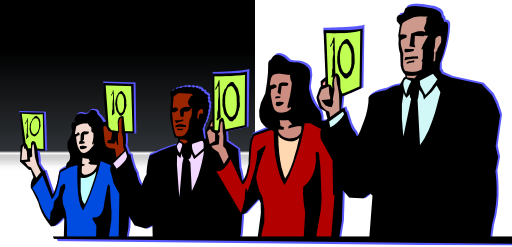


Redirect to a Thank You Page

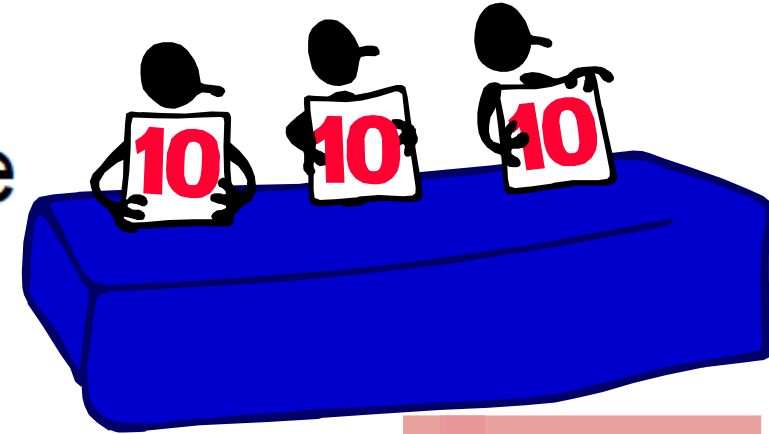
- 🔗 Page after the click “Go”
- 🔗 Sets the prospect’s expectation
- 🔗 Bring back site navigation
- 🔗 Move the prospect down the lifecycle
- 🔗 Include 2 or 3 different calls to action



Test, Test, Test



- 🔗 Headers
- 🔗 Promised Benefit/Value
- 🔗 Call to Action
- 🔗 Caption Copy
- 🔗 Form Design and Length
- 🔗 Graphical Elements
- 🔗 Body Copy
- 🔗 Overall Design and Page Layout



Landing Page Form



Landing Page Report Card

Landing Page: <http://>

	Grade Received	Possible Grade	Comments
Your Landing Page Grade	0	100	
Does the Page Explain the Offer's Value?			
Clearly and succinctly explains the value of the offer		20	
Are the Headers Consistent With the Call to Action?			
Page header and form header are consistent with call to action		15	
Does the Page Include Bullet Points?			
Page should include three or more bullet points		10	
Does the Page Have a Short Form?			
Eight or fewer fields		5	
Can you qualify or follow up with lead		5	
Is the Content Above the Fold?			
Don't need to scroll down to see the landing page content		10	
Don't need to scroll down to see the form		10	
Does the Page Contain Any Links?			
No menu navigation		5	
No links on landing page		5	
Is There an Image?			
Relevant image above the page's fold		5	
Does it Pass the Blink Test?			
Can you understand the offer in less than five seconds		5	
Does the Page Redirect to a Thank You Page?			
Thank you page follows the landing page after form completion		5	

Become a mobile giving expert!



Mobile Giving for Nonprofits

Mobile giving is a hot topic with nonprofits and for a good reason. Organizations that are already venturing into the mobile space are gaining valuable insight into what works and what doesn't in this new channel. They are also gaining first mover advantage in capturing donations and increasing engagement with their supporters.

In this 9 page Mobile Giving White Paper you will find:

- > The **latest trends** and facts in the mobile space
- > Options available to nonprofits for entering the mobile space: **text-to-give, mobile web & mobile apps**
- > **Success factors** of the text-to-give campaigns
- > Steps for optimizing your site & donation page for mobile browsing
- > The pros and cons of building a **custom app versus buying a prebuilt one**
- > How you can get a fundraising app of your own at a fraction of time & cost of a custom built

FREE Download

First Name *

Last Name *

Title *


Organization *


Email *

Phone *

Download Whitepaper

"Graded" Landing Page Form

 <http://info.artez.com/mobile-giving-for-nonprofits>

 Landing Page Report Card Landing Page: http://	Grade Received	Possible Grade	Counselor Comments
Your Landing Page Grade	97	100	
Does the Page Explain the Offer's Value?			
Clearly and succinctly explains the value of the offer	20	20	
Are the Headers Consistent With the Call to Action?			
Page header and form header are consistent with call to action	12	15	Change header above to "Free Whitepaper Download"
Does the Page Include Bullet Points?			
Page should include three or more bullet points	10	10	
Does the Page Have a Short Form?			
Eight or fewer fields	5	5	
Can you qualify or follow up with lead	5	5	
Is the Content Above the Fold?			
Don't need to scroll down to see the landing page content	10	10	
Don't need to scroll down to see the form	10	10	
Does the Page Contain Any Links?			
No menu navigation	5	5	
No links on landing page	5	5	
Is There an Image?			
Relevant image above the page's fold	5	5	
Does it Pass the Blink Test?			
Can you understand the offer in less than five seconds	5	5	
Does the Page Redirect to a Thank You Page?			
Thank you page follows the landing page after form completion	5	5	

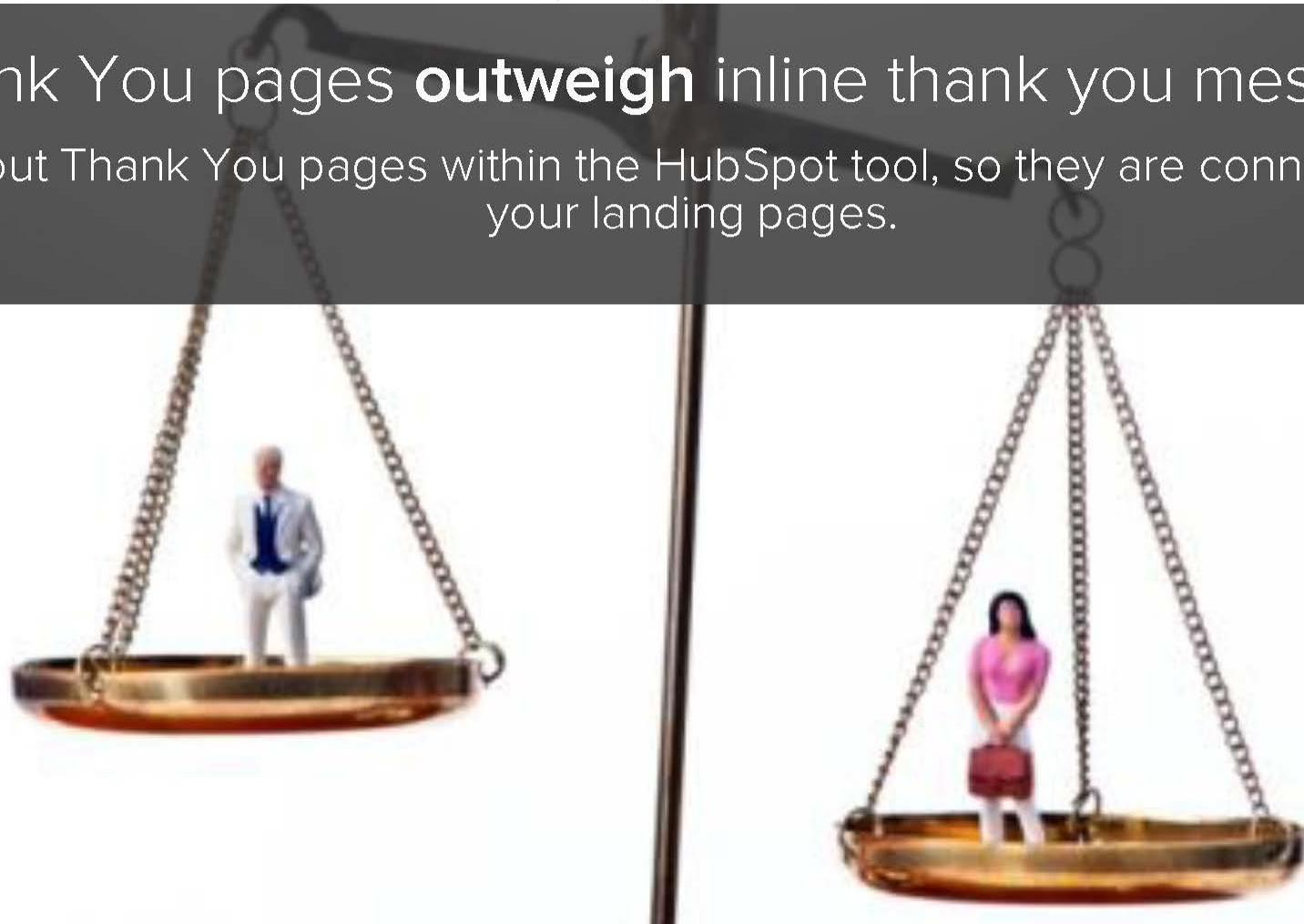
BEST PRACTICES FOR THANK YOU PAGES

- Return the navigation
- Deliver promised content offer or set expectations
- Provide additional direction
- Move new leads further into the buyer's journey
- Include social options

A Thank You page **delivers an offer.**

Thank You pages **outweigh** inline thank you messages.

Build out Thank You pages within the HubSpot tool, so they are connected with your landing pages.





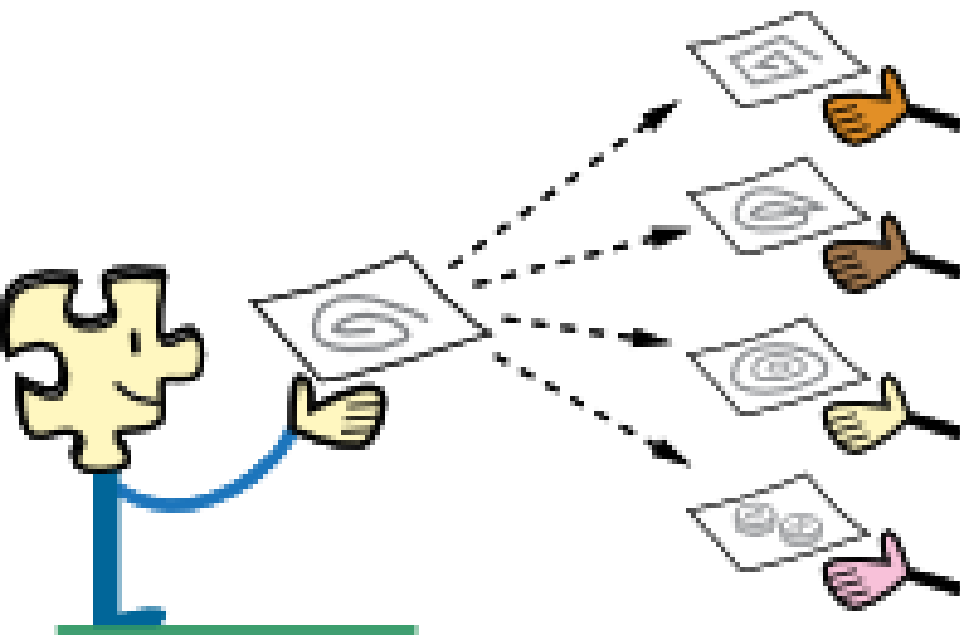
By sam at <http://unsplash.com/>

Direct your new lead back to your website.

After they receive their offer, where should they go next? Adding the navigation back can help your lead find more about you on your website (or get back to where they started).

Deliver the offer as promised.

Your Thank You page should hold up your end of the bargain. Your lead provided their information, now it's your time to deliver.



Give an opportunity to share the offer through **Follow Me or Social Sharing icons.**



By Caleb George Morris

Ready?

Demonstration

Landing Pages

The screenshot displays the HubSpot Landing Pages editor interface. The top navigation bar includes the HubSpot logo, a dashboard menu, and user information for 'business.wayne.edu' with Hub ID: 237221. The main editor area is divided into a left sidebar and a main content area.

Left Sidebar:

- Content:** Includes 'Content', 'Options', 'Style', and 'Publishing' tabs, along with a 'Create A/B Test' button.
- Name:** Internal name used for organization: 'AIS Student Chapter Landing Page (HS Recipes)'.
- Page title:** Appears in the browser title bar and in search results: 'Download our Ebook [EBOOK TITLE] Now'.
- Page URL:** Use only a "/" to publish to the Home Page. URL: 'http://inbound.business.wayne.e.../download-free-ebook-ais-student-chapter'. Includes a 'Copy URL...' button.
- Offer Headline:** 'Download our Ebook [EBOOK TITLE] Now'.
- Left Column:** Includes a 'Make Smart' button.

Main Content Area:

- Wayne State University:** A dark green header with the university name in white.
- Section:** 'Download our Ebook [EBOOK TITLE] Now'.
- Text:** 'Here at [COMPANY NAME], we Place ebook cover here want to make your life as easy as possible. That's why we've developed this [EBOOK/WHITEPAPER] -- so that you can learn how to [PRIMARY LESSON].'.
- Text:** 'Once you read this [EBOOK/WHITEPAPER], you'll be able to:'.
- List:** A bulleted list of benefits:
 - [BENEFIT #1] - [EXPLAIN BENEFIT]
 - [BENEFIT #2] - [EXPLAIN BENEFIT]
 - [BENEFIT #3] - [EXPLAIN BENEFIT]
- Form:** A contact form with fields for 'First Name', 'Last Name', 'Email *', and 'Company Name', followed by a 'Submit' button.

Bottom Bar:

- Includes a 'Publish' button, a 'Save' button, an 'Actions' dropdown, a mobile device icon, and a 'View as Contact...' button.
- Footer text: '© 2014 Wayne State University - School of Business Administration' and a 'Help' button.



By Caleb George Morris

Ready?

Exercises

Page 21 of the workbook

- ❑ Create a Landing Page and a Thank you page for your offer



It is important to build a unique landing page for each of the offers you create!

workbook exercise #5

?? minutes

Create a landing page with a form
for your offer



Thank You!

innovation