LANDING PAGES

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CONTENT WEAPONS

Strategies for Total Domination in the Attention Economy.

LANDING PAGES

EXCERPT FROM THE BOOK "CONTENT WEAPONS"

Not only are landing pages great for extending points of entry into your sales funnel, political ideology, event promotions or training services (Shout out to the best personal trainer on the planet Demond Stovall). But they can offer you another way to test you content for effectiveness and conversion rates in the form of A/B testing.

According to unbounce.com Landing pages are defined as follows:

In digital marketing, a landing page is a standalone web page, created specifically for the purposes of a marketing or advertising campaign. It's where a visitor "lands" when they have clicked on a Google AdWords ad or similar advertising asset outside of the internal website or branded application.

Landing pages are designed with a single focused objective – known as a Call to Action (CTA).

Basically, I want you to do this or that. Understand part of the psychology of copywriting or content generation in this capacity is for a dedicated end result. That is the measuring stick for effectiveness. If 100

users hit this page and only 3 did what they were instructed, you have a 97% failure rate when it comes to the effectiveness of this particular page. It could be any number of issues from the color scheme, the font, images chosen button location etc. That is where A/B testing comes into play. If you deploy multiple pages you can test to see which content is more effective and from there start to optimize future pages to take on only the assets and copy of the more successful pages. In nature we know this as evolution. That is a very important aspect when using this type of tactic. It must be monitored, measured and continuously updated to increase effectiveness over the life of that particular campaign.

I will provide a brief explanation of a few of the types, but it would be well worth your time to look into this further as there is no "One Size fits all" approach or model based on product, service and organizational variations and motivations.

According to HubSpot there are at least 13 types of landing pages: They list them as follows:

- Squeeze Page:
    - A squeeze page has a single mission, to get the email address of the visitor. After which they can be added into your various other marketing channels and start receiving content for whatever you so deem.
- Splash Page:
    - A splash page is just an intermediary page on the way to some other content maybe a blog post or video tutorial of some sort. These serve only as announcements, the primary and only mission of a splash page is to show you and ad.
- Lead Capture Page:

- o Lead capture page is basically a bigger brother of a squeeze page and serves to get more than just an email address, more often than not you present the user with multiple fields for getting their name, address, phone number or any other information you would like for purposes determined later.
- Click-Through Landing Page:
  - o Click-Through Landing Page shares the benefits and features of your product/service with a Call To Action button encouraging your customer to take advantage of a free trial. Once they click on that button, they're redirected to another page which provides pricing details and requires payment information to begin the trial.
- "Get Started" Landing Page
  - o As per Hubspot and Mailchimp: A "Get Started" landing page should lead with your offer above the fold. Take this page, from Mailchimp, which explains their overarching benefits: tools that turn audience data into insights that will guide campaigns.
  - o Hooked already? Great, because a "Get Started" button awaits. Need more convincing? Well, the details follow as you scroll a feature- and benefit-laden landing page.
- "Unsubscribe" Landing Page:
  - o As it sounds offers the user the ability to unsubscribe from your emails but tries to persuade them not while at the same time asking them to provide a reason for doing so.
- Long-form Sales Landing Page:
  - o On Long-Form pages you go for the gusto, put out every benefit, fear tactic and trick in the bag. This is the go-to source for providing every point of validation the user may need or want for purchase justification.

- Paid Advertising Landing Page:
  - These are pages the user gets to from clicking paid ads on various platforms. Here is where you have certain verification tactics to reassure the users they are in the right place. Something to the effect of "Thank you for checking us out on Facebook, etc. Blah, Blah"
- 404 Landing Page:
  - Never allow dead ends, If the page does not exist this is still a time of user attention you can leverage.
- "About Us" Landing Page:
  - Self explanatory
- "Coming Soon" Page:
  - Self explanatory
- Pricing Page:
  - Self explanatory
- "Thank You" Landing Page:
  - Self explanatory

All of the above-mentioned types of landing pages have a purpose and it should not be understated that you test out different versions to get the most effective versions in front of your users. Landing pages can be viewed in this form as echo chambers for your branding sales or messaging. Pay attention to that term "Echo Chambers" as we will be getting into that later in Content Weapons!