



# How to Make Your Landing Pages Effective

Patrick Zuluaga



## Value Take Away

What marketing idea/s from this session will you implement for your own landing pages?



# Successful Direct Marketing

- Define your campaign's business objectives
- Describe customer persona or profile
- Build your mailing list
- Prepare your message
  - Compelling message (Attention, Interest, Desire, Action)
  - Effective call to action
  - Prepare lead capture / sales processes
- Test and test again
- Measure and track results



# Marketing Campaign Objective

- Define your marketing campaign objective
- Identify the business results expected
- What marketing KPI's to measure
- Plan how you will test, measure and track



# Customer Persona / Profile

- Develop a customer persona
  - Prepare for each target market-customer
- Identify the buying & purchasing process
  - Understand the perception of risks
- Focus for your marketing message
  - Benefits to be derived
  - Use of emotive language



# Direct Response Marketing

- **Format** – what can you do to elicit human curiosity to open your mailing
- **Offer** – what relevant and compelling offer will the recipient need to act on by when
- **List** – what is your relationship with the list



# Apply Cross-Media Marketing

- Make a direct response offer
- Integrate with a web landing page
  - [www.yourdomain.com.au/offer](http://www.yourdomain.com.au/offer)
- Provide options for responding



# Multi-lingual Usage

- Use the language of your target customers
- Translate landing and conversion pages
- Consider search engine language usage





# Email for Direct Marketing

- Response rates of 5-15% versus traditional direct mailing of 1-3%
- Can generate 9 times more revenue than broadcast mailings [Jupiter Research]
- 80% of marketers use emails to generate leads and online sales [Outsell Survey]
- 45% of consumers rate email as the best way to stay in touch [eMarketer]
- 53% said that such emails affected their personal buying decision [eMarketer]



# Business Benefits of eMarketing

- Extremely low cost & high return on investment
- Quick results turnaround to test & improve responses to your offers
- Ability to ramp up campaign cycles



# Landing Page Performance Elements

- **Friction** – work effort for respondents
  - Increases likelihood of drop-out
  - Offset with incentives to make it worthwhile
- **Motivation Level** – readiness to convert
  - Link to attributes and appropriate copy
- **Value Proposition** – ability to convert
  - Reduce anxiety with credibility indicators
  - Awards won, testimonials, certifications, privacy policies, longevity statements....



# Tips for Effective Landing Pages

1. Send response to the conversion/landing page
2. Continue the conversion process
3. Match your landing page to your 'call to action'
4. Consistent 'look & feel' for your message
5. Provide a clear conversion path
  - Conversion/persuasion scenario
6. Minimise any and all distractions
7. Use daughter windows for support information



# Prepare Your Landing Page

Make it easy for your respondents

- Send them where they expect to be
- Consistent 'look & feel' for your message
- Do not make them work and search for it
- Avoid any distraction
  - No navigation menu or links
- Design the page to maximise conversions



# Build on Your Message

- Provide additional conversion information
  - Do not repeat the text
- Provide credibility to reduce “risk”
  - Testimonials & guarantees
  - Longevity
  - Trial usage & demonstrations
  - Certifications & awards



# Marketing Message Analysis

<b>Attribute</b>	<b>Short Copy Performs Better</b>	<b>Long Copy Performs Better</b>
<b>Cost</b>	Low / None	High
<b>Perceived Risk &gt; Anxiety</b>	Low / None	High
<b>Commitment Level</b>	Low / Short	High / Long
<b>Motivation Type</b>	Emotional / Impulse / “Want”	Rational / Analytical / “Need”



# Provide 'Call to Actions'

- At least 3x times (top, middle & bottom)
- Partner your key 'call to action'
  - >>Buy Now<< with >>More Information<<
  - >>Book Now<< with >>Agenda Details<<
- Use Specially Designed Image Buttons



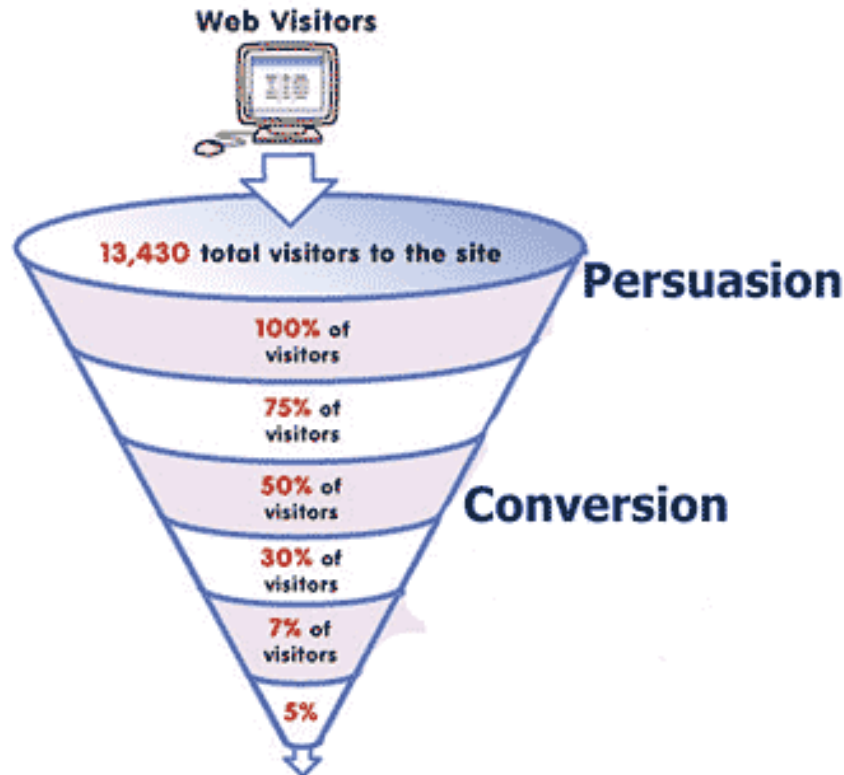


# Persuasion Architecture

- What action needs to be taken?
- Who needs to take the action?
- How do we persuade that person to take the action desired?
- Measure the action that needs to be adjusted



# Persuasion-Conversion Funnel





# Persuasion-Conversion Scenario

- **Driving Point** – prospective point of contact
- **Funnel Points** – landing or conversion page
- **Resolution Points** – information to answer questions and reduce anxiety
- **Waypoints** – persuasion touch points
- **Conversion Beacon** – call to action to demonstrate intention to convert
- **Conversion Point** – conversion occurs with order, submission or confirmation



# Test & Measurement

- Always test your marketing campaigns
  - Never assume – test – don't guess
- Implement tracking and results capture
  - If you can not measure you can not improve
- Allow for cross-media measurement



# Email Marketing – Analysis

## Reports

Z Mail provides comprehensive 3D pie chart reporting on all aspects of sent campaigns. Understand your customer's actions provides insight in order to improve your marketing effectiveness.

## Statistical Results

Reports provide detailed information on the following from each email sent:

1. Number of emails received
2. Number of email opened
3. Percentage of HTML to Plain text
4. Links clicked (Unique vs. Total)
5. Who actually clicked links
6. Click through rate as %
7. Forward to Friend Activity
8. Un-subscribers and bounced emails
9. Number of profile updates
10. All statistical data can be downloaded into usable reports.
11. Reports also detail total number of emails sent, number of databases, total number of new subscribers since last period and total number of un-subscribers.

### Detailed Statistics - Lewin St, Bardon

[< Back](#)

[ROI Calculator](#)
[Print Page](#)
[Manage Bounced](#)

**Email Sent:** Lewin St, Bardon [ [preview](#) ]  
**Databases:** Buyers Rego  
**Send Date & Time:** Thu, 1st Apr 2004 (12:49pm)

<b>Number Sent To:</b>	563	<a href="#">View</a>
<b>Number Opened:</b>	208 Total (36.94%)	<a href="#">View</a>
	207 HTML (411 gross)	
	1 Plain (1 gross)	
<b>Number not Opened:</b>	227 (40.32%)	<a href="#">View</a>
<b>Number Bounced:</b>	128 (22.74%)	<a href="#">View</a>
<b>Number Unsubscribed:</b>	1 (0.18%)	<a href="#">View</a>
<b>Updated Profiles</b>	0 (0%)	<a href="#">View</a>

■ Bounced 22 %  
■ Not Opened 40 %  
■ Opened

**Click Throughs - (Total: 8 URLs)**

Link Clicked	Total Clicks	Unique Clicks
<a href="#">http://www.vision6.com.au/...</a>	48 (View)	35 (View)
<a href="#">http://www.vision6.com.au/...</a>	21 (View)	21 (View)
<a href="#">http://www.vision6.com.au/...</a>	5 (View)	5 (View)
<a href="#">http://www.vision6.com.au/...</a>	5 (View)	4 (View)
<a href="#">http://www.vision6.com.au/...</a>	4 (View)	4 (View)
<a href="#">http://www.vision6.com.au/...</a>	2 (View)	2 (View)
<a href="#">http://www.vision6.com.au/...</a>	2 (View)	2 (View)
<a href="#">http://www.vision6.com.au/...</a>	1 (View)	1 (View)
<b>Total: 88</b>		

**Users who clicked on - http://www.vision6.com.au/... (Total: 95 Links)**

#	Email	Link	Time	Count
1	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (9:06pm)	1
2	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (12:50pm)	1
3	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (1:13pm)	1
4	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Mon, 5th Apr 2004 (1:20pm)	1
5	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (1:37pm)	1
6	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Sat, 17th Apr 2004 (9:26pm)	1
7	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Mon, 5th Apr 2004 (7:33pm)	1
8	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Tue, 6th Apr 2004 (8:51am)	1
9	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (1:06pm)	1
10	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (2:11pm)	1
11	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Fri, 2nd Apr 2004 (2:07pm)	1
12	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Mon, 5th Apr 2004 (1:46pm)	1
13	<a href="#">mailto:...</a>	<a href="#">http://www.vision6.com.au/...</a>	Thu, 1st Apr 2004 (5:30pm)	1



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