

STARTUP MARKETING COURSE

How to Use Landing Pages

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Discussion Points

How to Use Landing Pages

What is a landing page?

How to Design Your Landing Page

Landing Page Structure

Landing Page Layout

Landing Page Colors

Landing Page Images

Call-to-Action (CTA)



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What is a landing page?

An Introduction

A landing page is a website page with a specific purpose — the objective of a landing page is to convert visitors into leads.

[[hubspot.com](https://www.hubspot.com)]



Landing page

Discript

A headline or slogan that characterizes your niche

Image

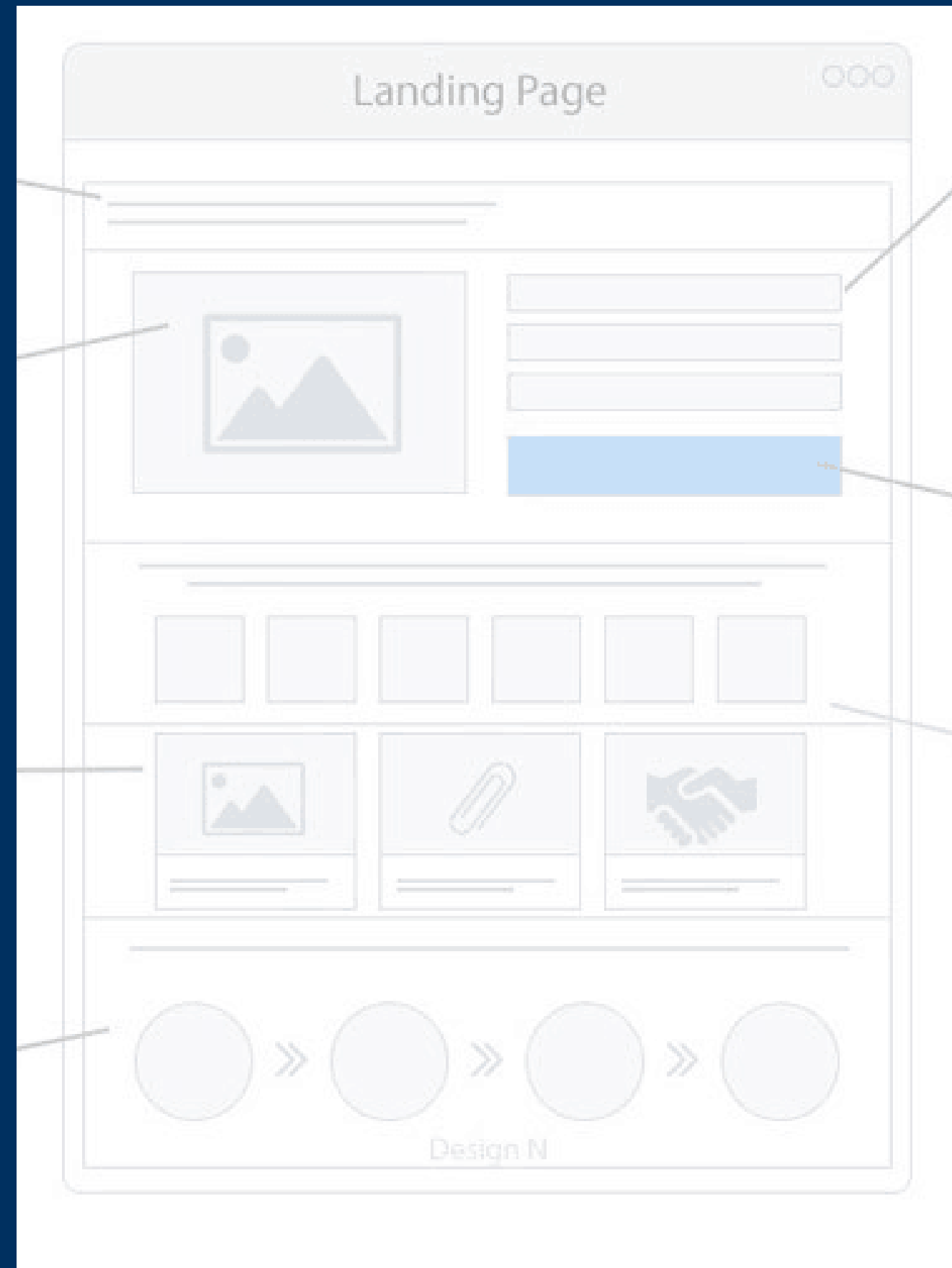
Photo or drawing of the product / service that the visitor will receive

Client reviews, client list, successful cases

Photo or drawing of the product / service that the visitor will receive

Scheme of work

Accessible and clear scheme of your work



The appeal

Action phrase or icon

Order button

Large, well-dedicated button

Closing objections

Examples of work, answers to questions, bonuses, promotions and countdown counters

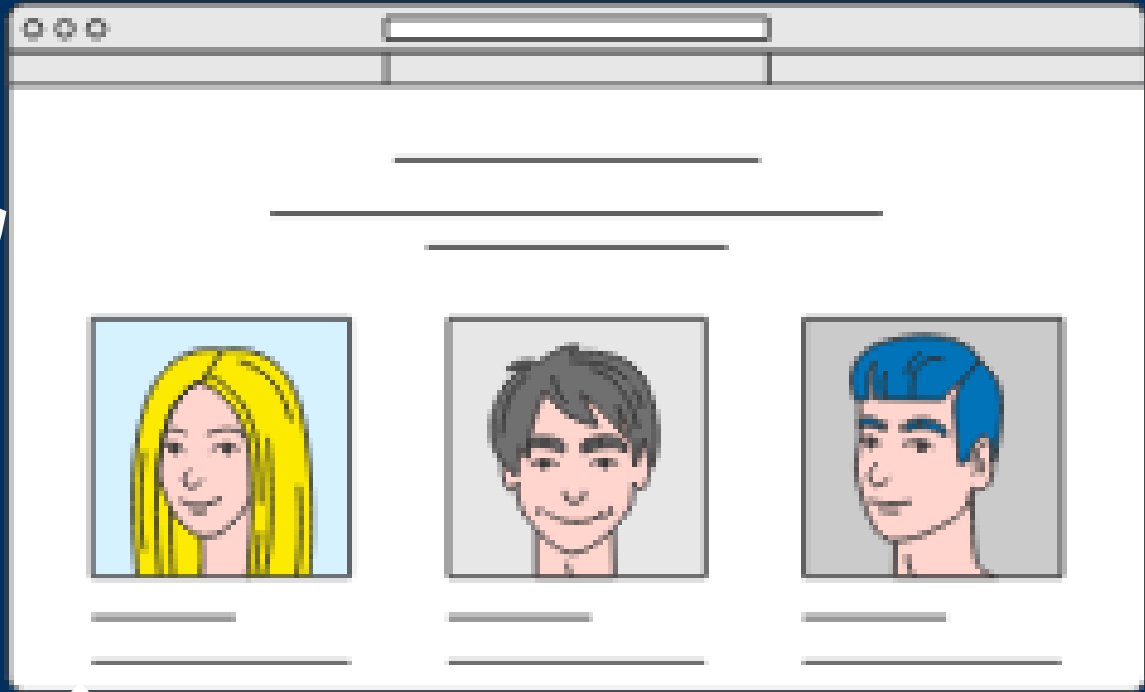
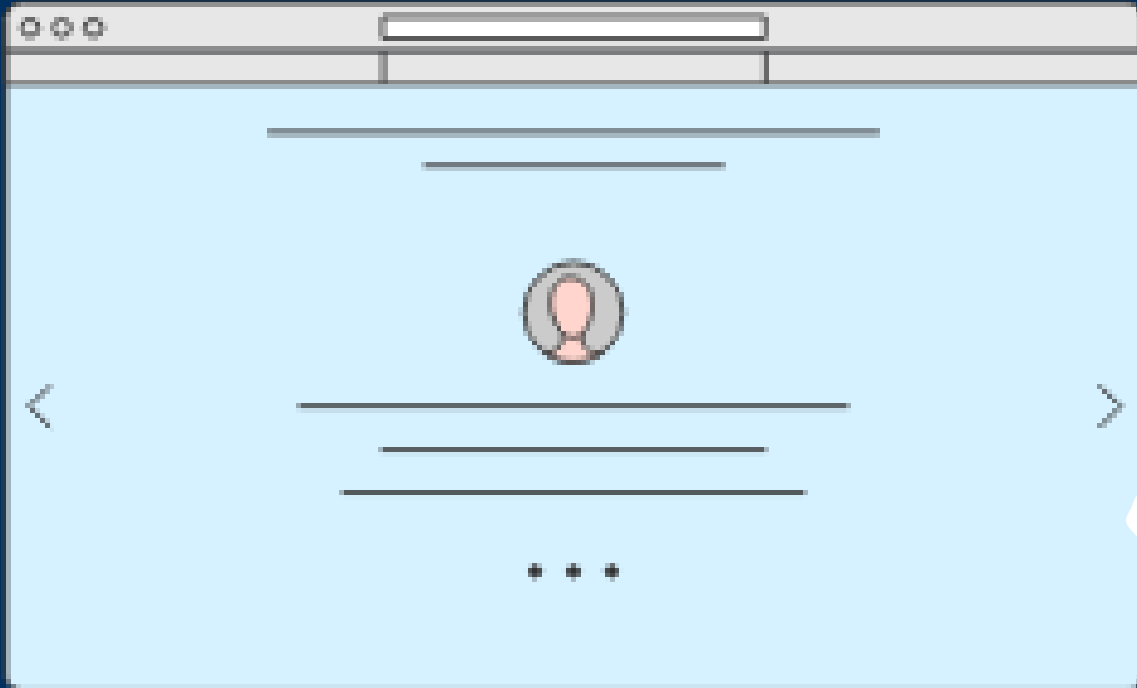
The first picture and text grabs attention. Yeah, a useful conference about marketing.



The main speaker will be a well-known marketer in the USA. Even more interesting.



There are reviews of participants from last year. Normal guys like you were already there. They say it's useful.



The program includes five more speakers: marketers of small factories and stores. There will be no stories with astronomical budgets.

Why are single pages effective?

A landing page is a concentrate of marketing tricks and conversion tips.





Features of using landing pages

they consist of one
page

landing pages are
suitable for
promoting only one
product / service
or several products
of the same group

classical SEO is not
used to promote
them

designed to
convert traffic from
ads or other
channels;

Landing page creation methods

They differ in complexity, resources required, and flexibility.

Designing and developing from scratch

Creation based on CMS

Special constructor services

Constructors

Landing page creation methods



- ease of use
- templates on various topics are available
- the user only has to add his own content and select the required tariff



- there is a need for a monthly payment, and the cost can be quite substantial you do not have access to all important files

Designing and developing from scratch

Landing page creation methods

- creation and approval of a prototype
- choice of development technologies depending on the required functionality
- development of the visual part of the project, layout and programming
- testing, debugging and, if necessary, finalizing the final solution

Creation based on CMS

Landing page creation methods

- use of a ready-made technical part
- affordable cost, since you only pay for design, content and basic settings

Main Rules for landing pages that you should never break

Never send
traffic from an
ad to your
homepage

Clarity and
relevance make
or break your
landing page

Good landing
pages follow a
proven structure

- Open with a benefit-oriented headline
- Write clear, relevant, and concise copy
- Focus on getting visitors to take one specific action
- Remove distracting navigational links
- Make the form or checkout option prominent
- Maintain your brand

Types of Landing Page Offers

Landing pages have a sole purpose: to convert leads for your business



Ebooks and Whitepapers



Free Trial



Email Newsletter Subscription



Community Membership



Online Course Enrollment



App Download



Event Registration

Principles for creating a good landing page



Attractive headlines

- attract the attention of the reader
- inform a potential buyer what kind of product or service he is offered
- be short, preferably no more than 10 words

Principles for creating a good landing page



Laconic forms



Quality images

- photos must be of high quality and optimal size;
- images should be relevant to your product, if you are offering physical products - you should use their real photos;
- if you offer a service, the main purpose of images is to draw attention to the tasks that it solves

Principles for creating a good landing page



Text on the page

- form a clear and persuasive message, this is about business, not about the manifestation of creative talents;
- describe the main functions of the product / service, but do it with an emphasis on the client;
- use clear calls to action that convey the idea you need to the user;
- the most important arguments should be placed in the headlines, since many people practice fluent reading along the diagonal.

Principles for creating a good landing page

Social proof



Provide guarantees



Powerful calls to action

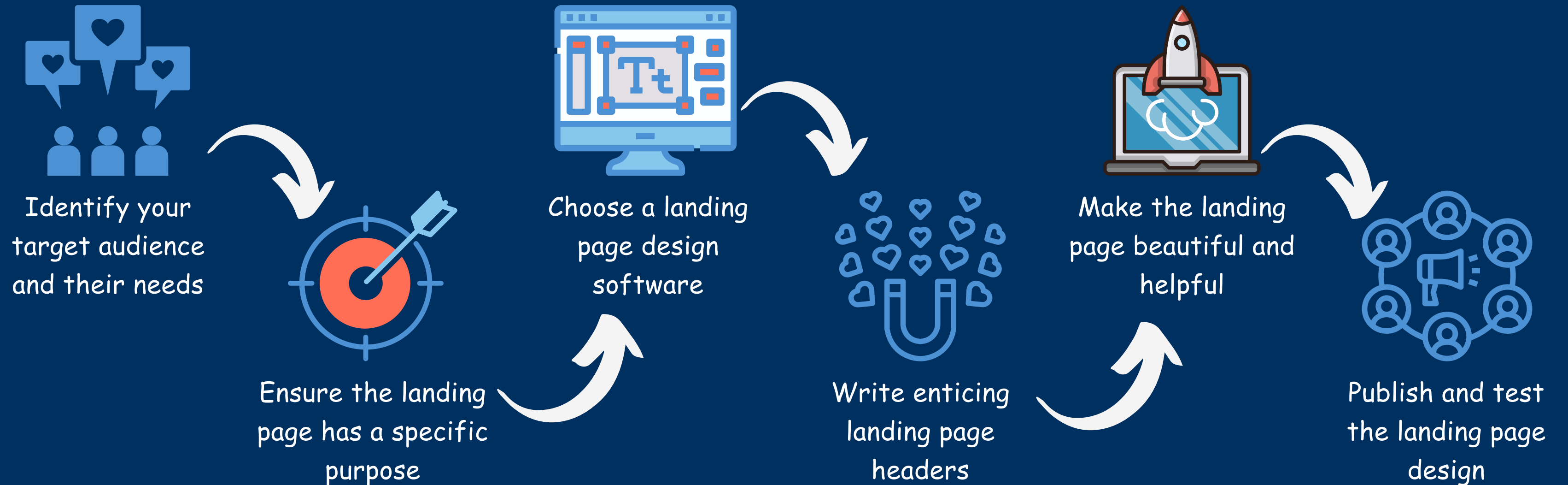
Principles for creating a good landing page

Powerful calls to action

**Compatible with
mobile phones**

**Logical
sequence**

HOW TO DESIGN A LANDING PAGE





Identify your target audience and their needs

- What questions does the landing page immediately need to answer for your audience?
- How can you brand your landing page so your audience knows they're in the correct place?
- How can you ensure your landing page is unique in comparison to those of your competitors?
- How can you prove the value that your company, products, and services provide to your audience?

A hand holding a pen over a target on a desk, with a laptop in the background. The background is a blurred office setting with a person working at a desk.

**ENSURE THE LANDING
PAGE HAS A SPECIFIC
PURPOSE**

- Increase conversions by sharing relevant CTAs
- Enhance brand awareness by including an email newsletter sign-up form
- Boost sales by displaying your top-selling product
- Develop greater interest in your product or service by incorporating information about how they solve your visitors' pain points

CHOOSE A LANDING PAGE DESIGN SOFTWARE

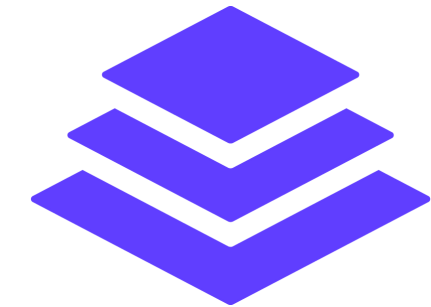
Unbounce

- Easy to use drag and drop functionality
- Over 125 AI-powered and mobile responsive templates
- Dynamic keyword insertion
- Automated SSL encryption
- Sticky bars
- Tools for lead generation
- Client management and multi-user management
- Custom domains



Leadpages

- A/B testing
- Integrations with WordPress
- Mobile-responsive templates
- Coming soon pages
- Social media integrations
- Offers plugins for form creation and page design



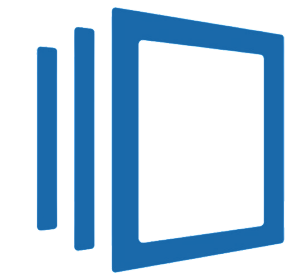
Ucraft

- Drag-and-drop editor
- 24/7 Live chat support
- The Team App
- The SEO App
- Pages App
- Designer Tool



Instapage

- Flexible and easy to use editor
- Customizable templates
- Confirmation message to the customers
- Interactive Widgets
- Font customization - up to 5,000 web fonts available



WRITE ENTICING LEADING PAGE HEADERS

**Effective landing page
characteristics follows:**

- Clarity
- Relevance
- Empathy



Make the landing page beautiful and helpful

Make your landing page beautiful by:

- Incorporating consistent, on-brand colors and fonts
- Keeping your page organized
- Remembering less is more while designing
- Including aesthetically-pleasing visuals (images and/or videos)
- Designing obvious and exciting CTAs

Make your landing page helpful by:

- Incorporating content that pertains to your target audience's needs and challenges
- Designing CTAs that provide visitors with value
- Including information that tells visitors why they should convert
- Making sure visitors know how to convert
- Ensuring visitors have easy access to your contact information

Publish and test your landing page design

A/B testing different design elements

- colors
- CTA buttons
- phrases
- font



Want random people on the internet to buy stuff from you?

If so, you need an email list. I'll show you how to **get your first 100 email subscribers**. Just click that big green button below.

Start Your Email List



MASTERCLASS

Launch an Online Business

It's time to take action. Turn your idea into a real business by launching your first website in 30 days.

Registrations are currently closed, but sign up to be notified when they open again.

SIGN UP FOR THE NEXT FREE MASTERCLASS

POWERED BY  ConvertKit

Register for FREE for the next Launch an Online

REGISTER

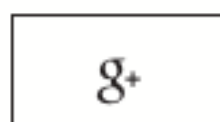
Presentations are communication tools that can be used as demonstrations.

GETTING STARTED WITH DRIP

[FREE 11-VIDEO COURSE]

Double Your Leads Over The Next 90 Days With
This Complete Beginner's Guide To Drip (A \$197 Value, FREE)

SHARE



What You'll Find Inside This Course

- ✔ A [100% free and no strings attached](#) video course (with 11 videos) ... that walks you through importing subscribers, creating workflows, and sending your first email campaigns in Drip.
- ✔ You'll get simple, step-by-step instructions on how to [segment your subscribers](#) so you can send targeted, hyper-relevant emails that 2X your open rates, conversion rates, and sales (with just a few clicks).
- ✔ You'll get specific examples and ideas for creating email courses that build your list and fill your Drip funnel with leads (including [simple "plug and play" email course templates you can use for free](#)).



References:

1. What Is a Landing Page? - unbounce.com

2. 21 Best Landing Page Examples to Learn From: 2021 Edition - Talia Cohen | wix.com

3. What is a Landing Page & Why is it Important? - Cheryl Baldwin | wsiworld.com

4. What is a Landing Page? Do I Need One? - Aden Andrus | disruptiveadvertising.com



Thank you!