



STARTUP MARKETING
COURSE

Capture Leads

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Topic Outline

Agenda

What are Lead Capture Pages?

How are Lead Capture Pages Different from Your Homepage?

What Do I Include on My Lead Capture Page?

How Do I A/B Test a Lead Capture Page?

How Do I Create a Lead Capture Page?



Startup Marketing Course




Introduction to

Capture Leads





What is Lead Capture?



A lead capture is any method to collect contact information on prospective customers and to generate leads.



What are Lead Capture Pages?



AVAILABLE ON KINDLE, EPUB AND PDF

It starts with a great product

“This book gives you the tools to decide which features to improve, which features to ignore, and how to better address your customers.”



RYAN SINGER
PRODUCT MANAGER, BASECAMP

Drawing from some of the best posts on our blog, *Intercom on Product Management* offers guidance on the tough decisions you need to make as a PM.



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How to capture leads?

Three golden rules for capturing lead

Be clear about the goal and purpose of each lead generation campaign

Make sure you offer something of value to potential customers so that they exchange their contact information in return.

Don't ask for too much personal information - usually an email address is sufficient. You need to find the right balance of give and take.

How to optimize your lead capture forms

Form Position

Your post-click landing page's length will help you decide where to position the form

Form Length

Shorter forms typically collect more because visitors don't have to provide as much personal information — only name and email address

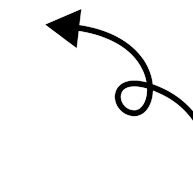
Link to Privacy Policy

Alongside your form, including a "Privacy Policy" or "Terms and Conditions" link can help soothe visitors' anxiety and encourages them to convert

CTA button

To maximize conversions, the CTA button must:

- Be a contrasting color
- Be noticeable
- Be written with personalized copy



PAY ATTENTION

Website brokers EmpireFlippers.com tested the text of the CTA button on the sidebar. The test resulted in increasing clicks on the button by 33.10%.

Original

The original sidebar layout features a white background. At the top, the word "Sidebar" is written in orange. Below it is a text box containing the text "New here? [Learn how to make a profit flipping websites!](#)". Further down, the text "Join Over 10,000" is displayed in orange, followed by "Website Builders, Buyers, and Sellers Who Are Learning How to Maximize Profits" in a smaller black font. At the bottom is a blue button with the text "Join Us" in white.

A dark grey rectangular card with green text. The top line reads "WANT TO MAKE SERIOUS MONEY FLIPPING WEBSITES?". Below this, in smaller white text, it says "FIND OUT HOW THE PROS MAKE A KILLING BUILDING, BUYING, AND SELLING WEBSITES.". At the bottom is a bright green button with the text "JOIN US!" in white, which is highlighted by a red rectangular border.

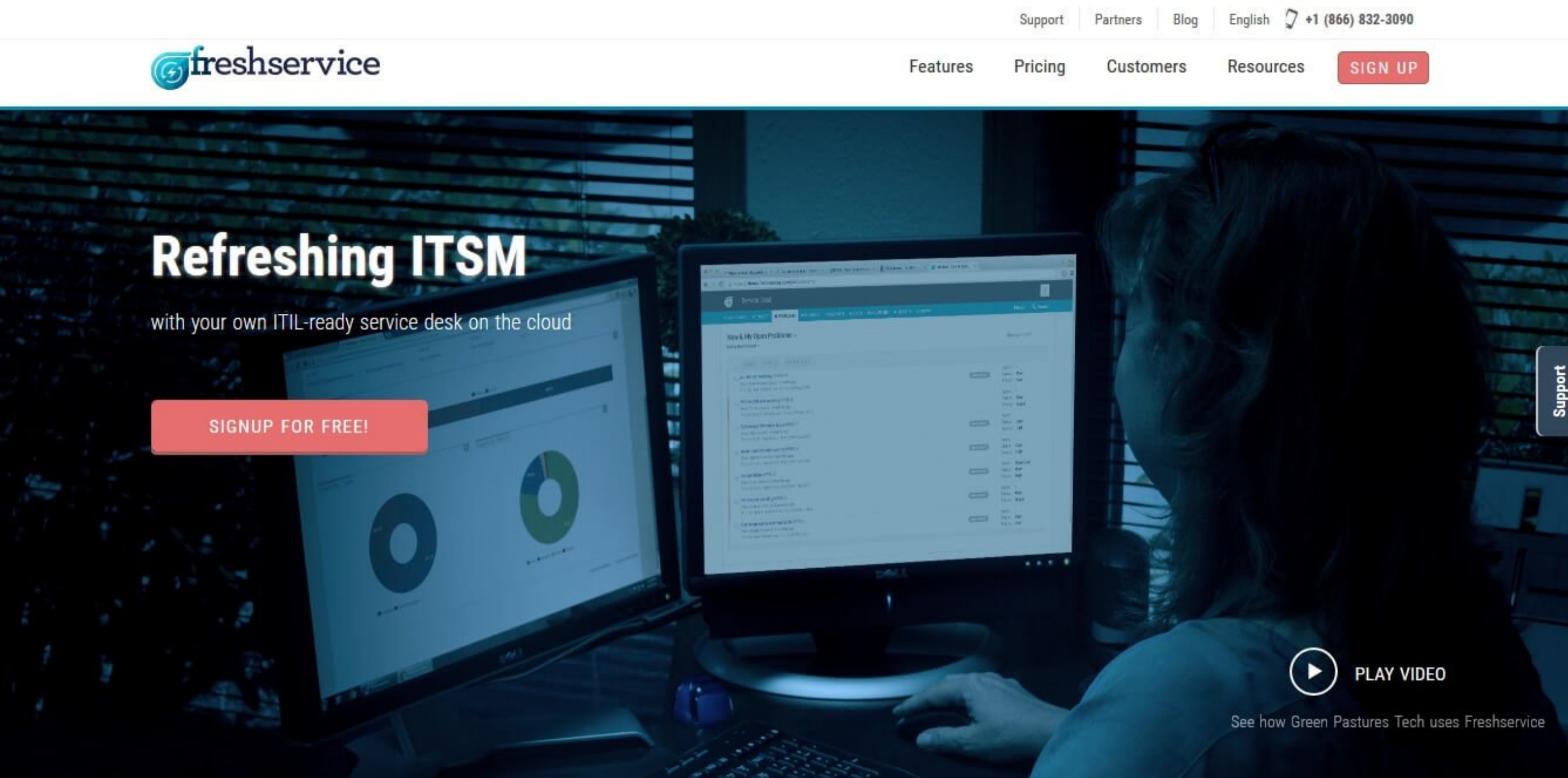
Challenger

The challenger sidebar layout is identical to the original, with a white background and orange text. It includes the "Sidebar" header, the "New here?" link, the "Join Over 10,000" text, and the descriptive text about website builders. The button at the bottom is now green with the text "MAKE MONEY FLIPPING WEBSITES" in white, highlighted by a red rectangular border.



Why are lead capture pages important?

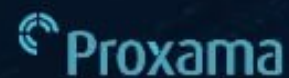
DIFFERENCES LEAD CAPTURE PAGES FROM YOUR HOMEPAGE



The page has:

- A video explaining their service
- Customer badges
- A full list of features the service offers
- Navigation links to all pages on the website
- Multiple CTA buttons
- Social media links
- Contact information

Trusted by



UNIVERSITY OF OREGON

DIFFERENCES LEAD CAPTURE PAGES FROM YOUR HOMEPAGE

Revamp your IT Helpdesk

Signup, Customize & Support in 2 minutes flat!

 Your name

 Business Email

 Company name

 Helpdesk name

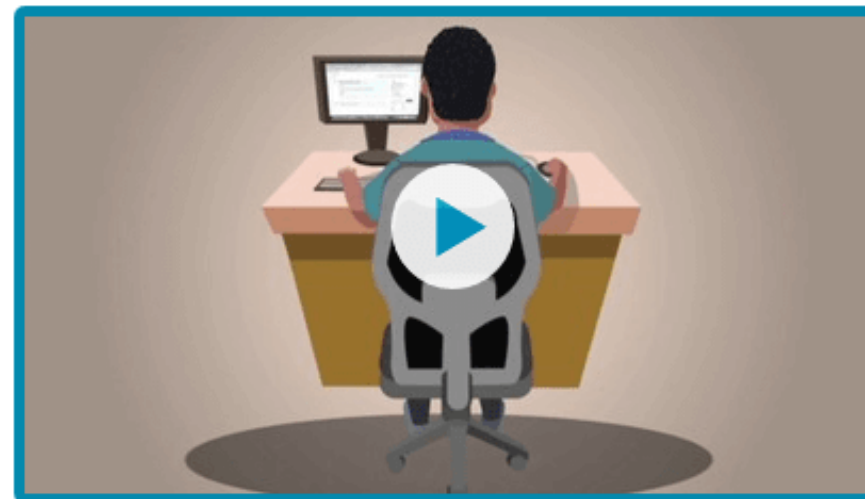
 Phone no.

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See why companies of all sizes trust Freshservice for managing their IT services. Make IT fun with your own gamified ITIL-ready Helpdesk on the cloud. Sign up today and get three full-time agent seats absolutely free, forever!



"My team now gets the benefits of controlling and enabling workflow in a way we have never been able to before."

- MIKE WILLIAMS Direct Energy

The page has:

- A headline summarizing the service
- A video explaining the service
- Copy that explains the Unique Value Proposition
- A lead capture form
- A contrasting CTA button
- Customer testimonials

Where can you attract leads?

Ways to attract leads:

01

Contextual and targeted advertising

02

E-mail marketing

03

SMM

04

Advertising on Youtube

05

CPA offer

10

B2B lead generation

09

Lead exchange

08

Price aggregators and aggregator platforms

07

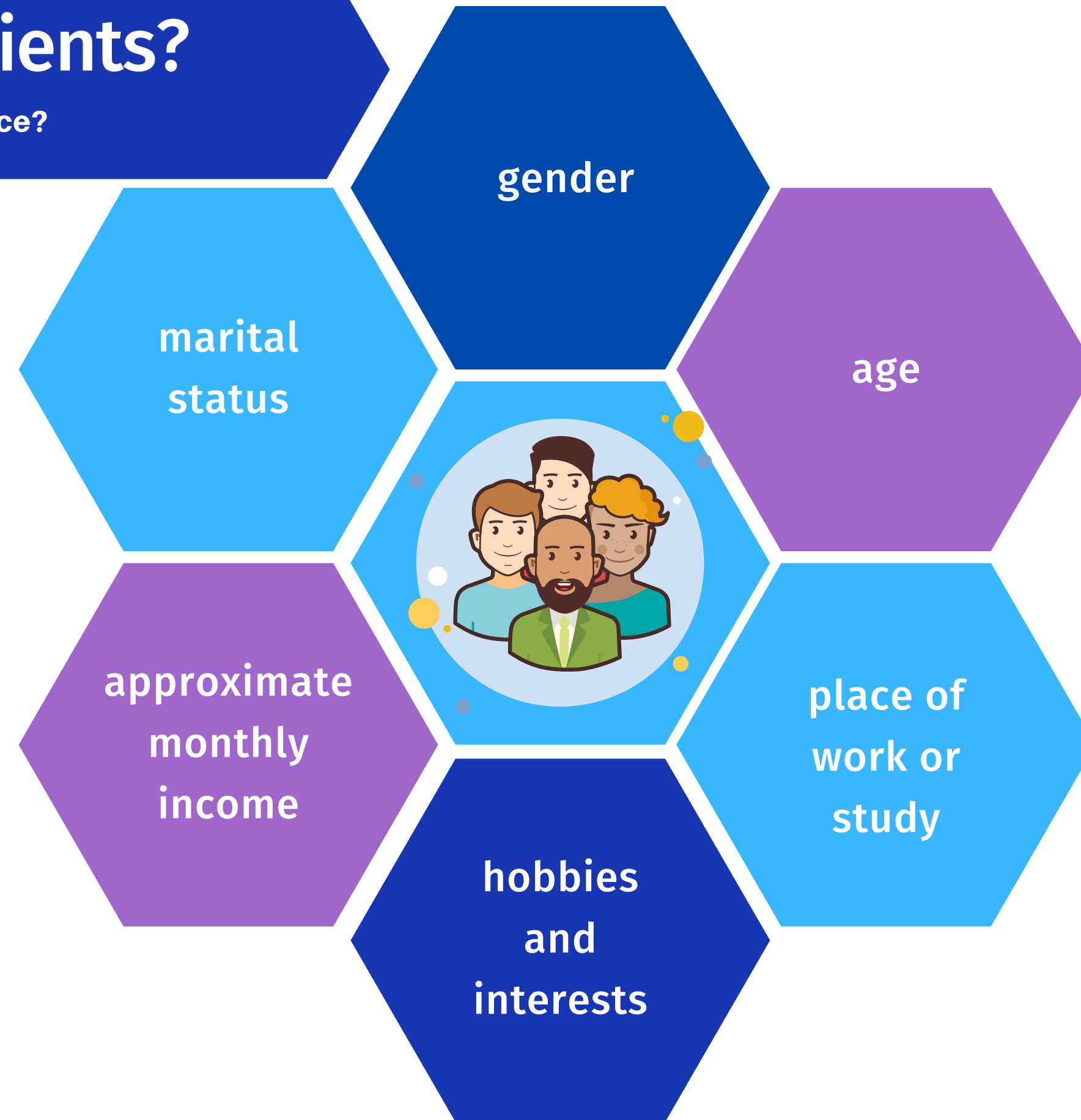
Website promotion

06

Referral marketing

Who are your clients?

How to define your target audience?



What lead generation tools should you use?

Landing page

A one-page site, built in such a way as to collect the contact information of the visitor

Lead generator

It can be an online consultant, an automatic chat, a feedback form, a questionnaire

Call back

The client leaves his number in a special form and within a short time the consultant calls him back

Lead magnet

Offering a discount, bonus, case in exchange for contact information

Online chat on the site

In a pop-up chat window, the consultant offers help and communicates with the user

Feedback form

When filling in the fields with e-mail address, phone number, first and last name, the client receives a consultation

Form of capturing contacts

a more aggressive tool, you can make a unique offer in a pop-up window to the leaving client from the site

CRM – THE SYSTEM HELPS TO CARRY OUT:

How are leads processed?

Keeping the information you need

Calls and mailings



Improved technical support

Collecting leads from all sources

How to predict the number of customers your business can generate from lead generation?

The number of leads per month depends on:

- customer niches and characteristics of the target audience;
- the number of requests for this service or product in the network by city or region;
- website conversions



Ready clients

Number of potential clients	Site Conversion	Total leads per month
50000	10%	5000

**HOW MUCH CAN
A LEAD COST IN
YOUR NICHE?**



HOW TO INCREASE LEADS AND SALES?

- Work on targeted traffic
- Optimize contextual advertising campaigns
- Install a lead generator that's right for your site
- Analyze and study competitors



LEAD CAPTURE FORM

There are two things to keep in mind
when creating forms to capture leads:



- Make sure your offer is attractive.
- Don't insist on hard selling. Your goal here is to establish initial contact. You can later continue the relationship.



What question should my form start with?

Request your free digital marketing proposal

What's your goal?

Select



CONTINUE



Let us help you find a solution to your property care and maintenance needs.

What best describes your industry?

Government



Property



Healthcare



Hospitality



Education



CONTINUE

WHAT QUESTION SHOULD MY FORM START WITH?

How would you describe your company?



Startup



Small / Medium
Sized Business



Agency /
Consultancy



Enterprise

Continue

The qualifying question

- What is your monthly advertising budget?
- How many staff work in your company?
- How many contacts do you have?

The contact question(s)

- avoid asking for phone numbers or addresses unless essential, as these typically result in high rates of form abandonment.
- when asking for a person's name, ask for their full name in one field.

WHAT OTHER QUESTIONS SHOULD I ASK?

Interested in using Leadformly to capture more leads for your company?

Enter your email to learn more about our Leadformly and get started.

 e.g. marcus@leadformly.com

[Take a look inside Leadformly](#)

WHAT OTHER QUESTIONS SHOULD I ASK?

Reasons Why A Thank You Page Is Crucial



47%

A thank you page can serve as a great first step for nurturing your leads. That's great since nurtured leads make 47% larger purchases than non-nurtured leads.

Main reasons why a thank you page is crucial to your marketing strategy

1. Build trust with your leads

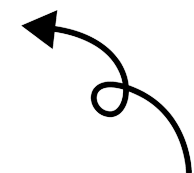
According to a survey conducted by DemandGen, 97% of B2B buyers said they give more credence to content that includes peer reviews and user-generated feedback.

To build trust with your leads, show testimonials that are closely tied to the thank you page's offer.

Main reasons why a thank you page is crucial to your marketing strategy

2. Allow the lead to learn more about your company's offerings

"It takes, on average, 10 marketing-driven "touches" to progress a lead from the top of the funnel to the top line i.e. revenue."



Provide a way
for prospective
customers to
connect

Encourage
exploration
with a
navigation
menu

Increase your
ROI on each
interaction

References :

1. hubspot.com
2. The Conversion Code: Capture Internet Leads, Create Quality Appointments, Close More Sales Hardcover – 15 April 2016
3. instapage.com
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THANK YOU FOR YOUR ATTENTION



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