



What is a Landing Page?

Learn How Landing Pages
Increase Your Campaign's ROI



What is a Landing Page?

Why did we write this guide?

The main purpose for writing this guide was to educate you about everything involved with landing pages. This guide has it all — from landing page elements to landing page types to promotion techniques to landing page examples - you'll get access to all the information you need to maximize your conversions ... all in one place!

Who is this guide for?

All online marketers — from those just starting in the field to the experienced veteran, regardless of your industry niche. If your goal is to capture leads, this guide is for you.

How much of this guide should you read?

To get the most value, read everything! The guide has been specifically written and designed so that it is easy to understand and the visuals provide better explanation on landing page principles. If you only wish to read specific chapters — that's great — simply skip to the desired chapter. If you would like to download the entire PDF, click "Download the PDF" in the top right corner of each chapter's page.

We hope the content is valuable to you and your business as you maximize conversions on your landing page. Finally, feel free to share this page or any of its contents by using the social icons in the left margin.

Enjoy!

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CHAPTER 1: What is a Landing Page?

This guide begins by answering the questions: What is a landing page and why is it vital to the success of your marketing campaigns? It also includes the “landing page” Google trends graph showing how the term is increasing in demand. Chapter 1 concludes by explaining why landing pages need to be a standalone entity separate from a homepage.

CHAPTER 2: Why are Landing Pages Important?

This chapter discusses message matching, conversion ratio, and A/B testing. The accompanying examples further describe your landing page’s importance in generating conversions for your offers.

CHAPTER 3: Main Components of a Successful Landing Page

All landing page elements, from headlines, images, copy, CTA, and more, are defined and include best practices. Many real world examples are included to show how effective each page element can be to generate conversions. Plus, the one thing you should never include on your page.

CHAPTER 4: Types of Landing Pages

Samples of the five most common types of landing pages are provided with examples of each type. The examples provided come from many different industries — showing once again how versatile and important landing pages are to all businesses.

CHAPTER 5: Where Do You Use Your Landing Page?

Your prospects can’t convert on your landing page if they never see it. Maximizing your promotional outreach greatly improves the likelihood of potential customers arriving on your landing page. From free techniques to paid promotion (PPC and social media), landing page promotion best practices are discussed here.

CHAPTER 6: How Do I Create a Landing Page?

There are two methods to create a landing page. Each method is described in detail and how you can build a landing page from scratch in a *matter of minutes!* The key to is to use pre-built landing page templates and an easy-to-use drag and drop builder.

CHAPTER 7: How to Improve Landing Page Conversions

After you've created your landing page, A/B testing is the best way to increase your conversion rate. This guide concludes by explaining the six prerequisites you should follow prior to A/B testing for best results — demonstrated by two visual examples.

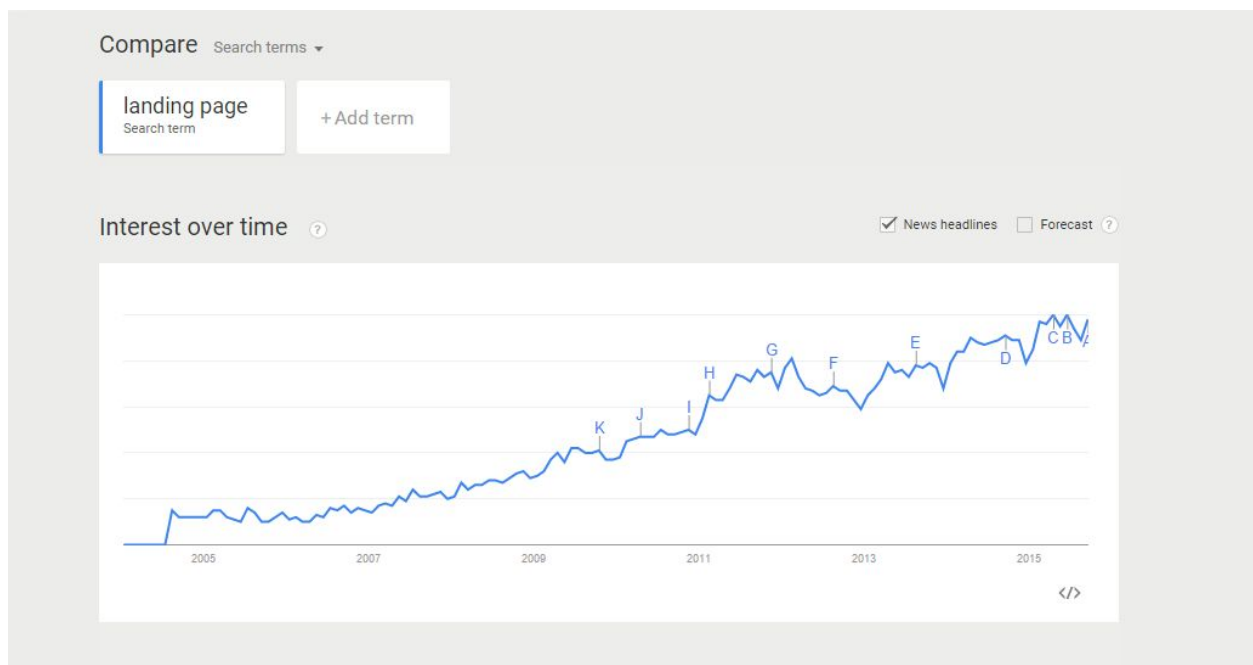
What is a Landing Page?

CHAPTER 1: What is a Landing Page?

A landing page is a standalone page that a visitor arrives on after clicking an ad or a search result (pay-per-click, organic, social media, display banners, etc.). A landing page is sparingly used in marketing campaigns because landing pages are distinct from your website that have been designed with a focused objective for a single offer.

This objective can range from getting registrants for your webinar, downloading an ebook or tip sheet, and getting signups for your SaaS website.

Landing pages are an indispensable part of any marketer's online campaign, and their popularity has consistently increased over time. Just look at the Google trends graph since 2005:



Think of your landing page as a customized elevator pitch. They are designed to explain your offer in a brief, yet explanatory manner and have your visitors so emotionally invested that they take an action on your page.

It is highly recommended that marketers use landing pages because they help you target your specific audiences and allow you to gather important information, such as an email and phone number. This information can then be used to follow up with them when they're transitioning into becoming your customers.

What a Landing Page is Not

Landing pages are not synonymous with your website's homepage and are not part of your website. Therefore, landing pages should not have the same elements as your homepage, such as navigation links and multiple calls-to-action (CTA). This is done so the visitor can focus on the primary objective of the page and not get distracted from your conversion goal.

Landing pages are very focused in nature, whereas a homepage tends to be cluttered and is a place where users can find all of the information about the company and accomplish many tasks.

When confused about whether your homepage can substitute as your landing page, ask yourself these two questions:

1. Does your page have a single objective?
2. Does the page have one conversion gateway (the CTA button)?

CHAPTER 2: Why are Landing Pages Important?

Landing pages are important because they increase your conversion rates in the most optimized way possible. They are designed to optimize conversions because they have:

Message Match: [Message matching \(or "ad matching"\)](#) is when you align your ad headline to your landing page headline. A good message match assures the visitor they have arrived on the right page.

Here's an example of what a good message match looks like in action. This is the ad for Pardot, a marketing automation tool:

Google marketing automation tool

Web News Images Shopping Videos More Search tools

About 8,870,000 results (0.36 seconds)

Vendor Comparison - Marketo.com
Ad www.marketo.com/Compare
Get Gartner's Vendor Analysis of 14 Marketing Automation Vendors
Voted One of the Most Significant Software Providers – Forrester
Marketo has 9,519 followers on Google+
Digital Advertising Guide Compare Automation Vendor
Guide to Lead Scoring Marketing Automation Demo

Marketing Automation - Learn To Improve Buyer Experience
Ad www.silverpop.com/
Download Our White Paper Today.

Marketing Automation
www.pardot.com/Marketing_Automation
Marketing Automation, Email, Lead Gen & More. Learn More from Pardot.

Try Google Advertising
www.google.com/AdWords
Bring new visitors to your website
Free Support Available.

This is the [landing page](#) the visitor is taken to when he or she clicks on the ad:

salesforce pardot Marketing Automation Demo Video
Meet Pardot, a Salesforce.com Company!

Fill out the form below to view the Demo video!

First Name *

Last Name *

Email *

Phone *

Company *

Country *

CRM *

WATCH DEMO VIDEO

Ready to Align Marketing and Sales?

When used effectively, marketing automation can help marketers generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability.

Check out this 1-minute overview to see how you can transform your business today! You'll see how easy it is to create, deploy, and manage marketing automation programs that increase revenue and maximize efficiency.

Pardot clients have seen:

- 25% reduction in sales cycle
- 63% increase in website leads
- 40% increase in marketing productivity
- 40% increase in email subscribers

Trusted by Top Marketers

trulia careerbuilder PRECOR
ADP StanleyBlack&Decker

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The ad says “marketing automation tool” and the same idea is reinforced through the headline. This way, the visitor knows he landed on a page that matches his original search query.

Message matching is important to avoid confusion, which can happen if a user goes from a very specific ad to, say, a homepage they have to navigate. Don't confuse your visitors, use consistent language in your approach as you guide users from an ad to your landing page.

A Conversion Ratio of 1 to 1: Conversion ratio is the ratio of clickable elements on your landing page to the number of page goals. A great landing page (almost always) has one single goal. Any clickable element distracting your visitors from your call-to-action is a distraction.

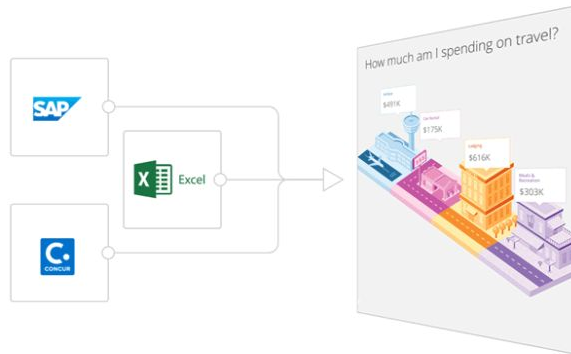
The same 1:1 ratio holds true for your landing page. Don't give your visitors a chance to navigate away from your page. Reduce their chances of leaving by maintaining this 1:1 ratio.

The [landing page for Domo](#) below has a conversion ratio of 1:1 There's one page goal and one clickable element - the orange "Watch Demo" CTA button:

DOMO Do more with your data analytics.

From marketing to sales to finance, data is coming at you from all over the place. Every department has its own analytics and KPIs, and they all matter when it comes to your bottom line.

Domo brings analytics from every corner of your enterprise business together in one place, so it's easier to call the shots – and make them count.



With Domo's enterprise business management platform, you can:

- Instantly access analytics from any source with one click
- Build dynamic, intuitive visualizations to discover hidden insights
- Get alerts via email or text message when important metrics need attention
- Spot trends at a glance with all your data in one place, in real time

Fill out the form and see it in action.

Get an instant, exclusive video demo.

First Name

Last Name

Business Email

Phone

Company

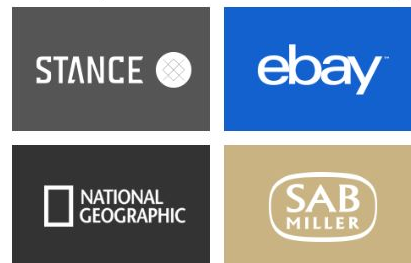
Company size

Department

Title

WATCH DEMO

Domo helps businesses of all sizes, in every industry:



Easy A/B Testing: The purpose of A/B testing is to learn the optimal version of your page in order to maximize your conversion rate. By comparing different variations of your landing page, you can identify what your audience responds best to, try out new tactics, and iterate until you find the perfect combination of landing page elements that resonate with your audience.

It's also worth mentioning that A/B testing your landing page is more simplified than testing your homepage because you're only experimenting with a single objective as opposed to multiple objectives.

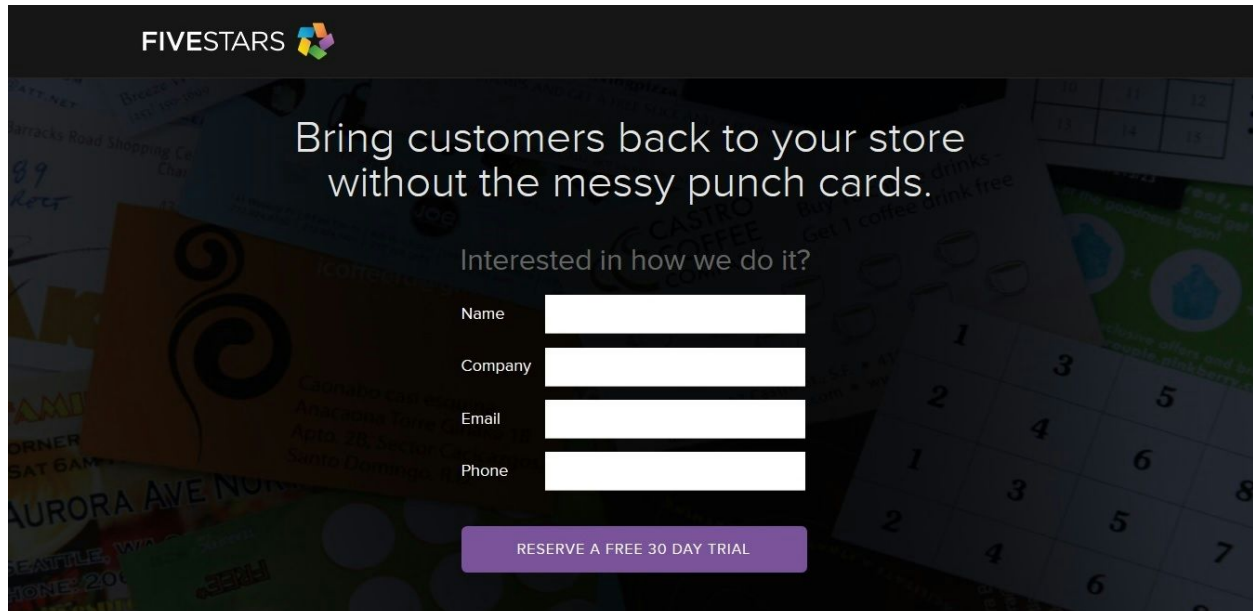
CHAPTER 3: Main Components of a Successful Landing Page

A Primary Headline: Your landing page headline plays a key role in convincing your visitors to read and engage with the rest of your landing page.

If you want your visitors to stay on your landing page, crafting a great headline is a great start. To formulate a great headline, consider the following five approaches:

- The “How To” Option
- Ask a question
- Be funny/cheeky
- Give them reasons why they need to select your product or service
- Provide a solution to their problem

[FiveStars](#) provides a solution to their visitors’ problem with their landing page headline:

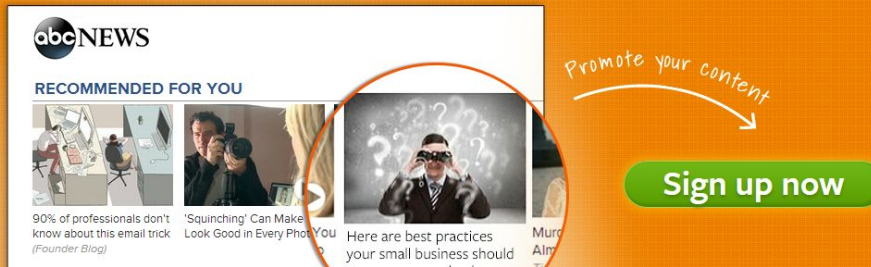


Secondary Headline: A secondary headline is not required for all landing pages. However, they are often applied to landing page’s whose headlines are too long to be appealing. Simply add a sub-header under your main headline, which then becomes your secondary headline.

For example, [Outbrain](#) uses a secondary headline to support their main headline:

GROW YOUR WEBSITE TRAFFIC

Drive traffic to your content from top publishers. Low CPC, high CTR and easy set-up.



The image shows a screenshot of an Outbrain advertisement. At the top left is the 'abcNEWS' logo. Below it is a section titled 'RECOMMENDED FOR YOU' containing three article thumbnails. The first thumbnail shows a person at a desk with the text '90% of professionals don't know about this email trick (Founder Blog)'. The second shows a person taking a photo with the text 'Squinting Can Make You Look Good in Every Photo'. The third shows a person with question marks around their head and the text 'Here are best practices your small business should'. To the right of the thumbnails is a green button that says 'Sign up now'. An arrow points from the text 'Promote your content' to the button.

Your Unique Value Proposition (UVP) Makes Up Your Copy: In your landing page’s copy, answer this question, *“what is it that makes [our] product or service better than the competition?”*

That being said, it’s important to note that when writing landing page copy, don’t elaborate on why your product or service is superior. Instead, *talk* to your customer, *about* your customer.

The landing page is all about customer experience. It’s recommended that copy include the pronouns “you” and “your” whenever possible. Tell your customers how they’ll benefit from your product or service and what’s in it for them. Doing so helps personalize the experience and helps build a relationship with them.

“Less is more” when writing landing page copy. Keep it short, but be descriptive enough to explain your UVP.

Also, make sure your copy has enhanced readability. Users don’t like to read large blocks of text because they are harder to scan and digest the information. Instead, use:

- Bulleted lists
- Numbers
- Whitespace
- Anything that helps “break up” the content and easier for the reader to digest

As an example, [Uber recruits new drivers](#) by listing their service’s benefits with supporting images:

U B E R

NOT INTERESTED IN DRIVING? [SIGN UP TO RIDE](#)

UBER NEEDS PARTNERS LIKE YOU.

Drive with Uber and earn great money as an independent contractor. Get paid weekly just for helping our community of riders get rides around town. Be your own boss and get paid in fares for driving on your own schedule.

ALREADY HAVE AN ACCOUNT?

OR CREATE A NEW ACCOUNT

NEXT

By proceeding, I agree that Uber or its representatives may contact me by email, phone, or SMS (including by automatic telephone dialing system) at the email address or number I provide, including for marketing purposes. I have read and understand the relevant Driver Privacy Statement.



MAKE GOOD MONEY.

Got a car? Turn it into a money machine. The city is buzzing and Uber makes it easy for you to cash in on the action. Plus, you've already got everything you need to get started.



DRIVE WHEN YOU WANT.

Need something outside the 9 to 5? As an independent contractor with Uber, you've got freedom and flexibility to drive whenever you have time. Set your own schedule, so you can be there for all of life's most important moments.



NO OFFICE, NO BOSS.

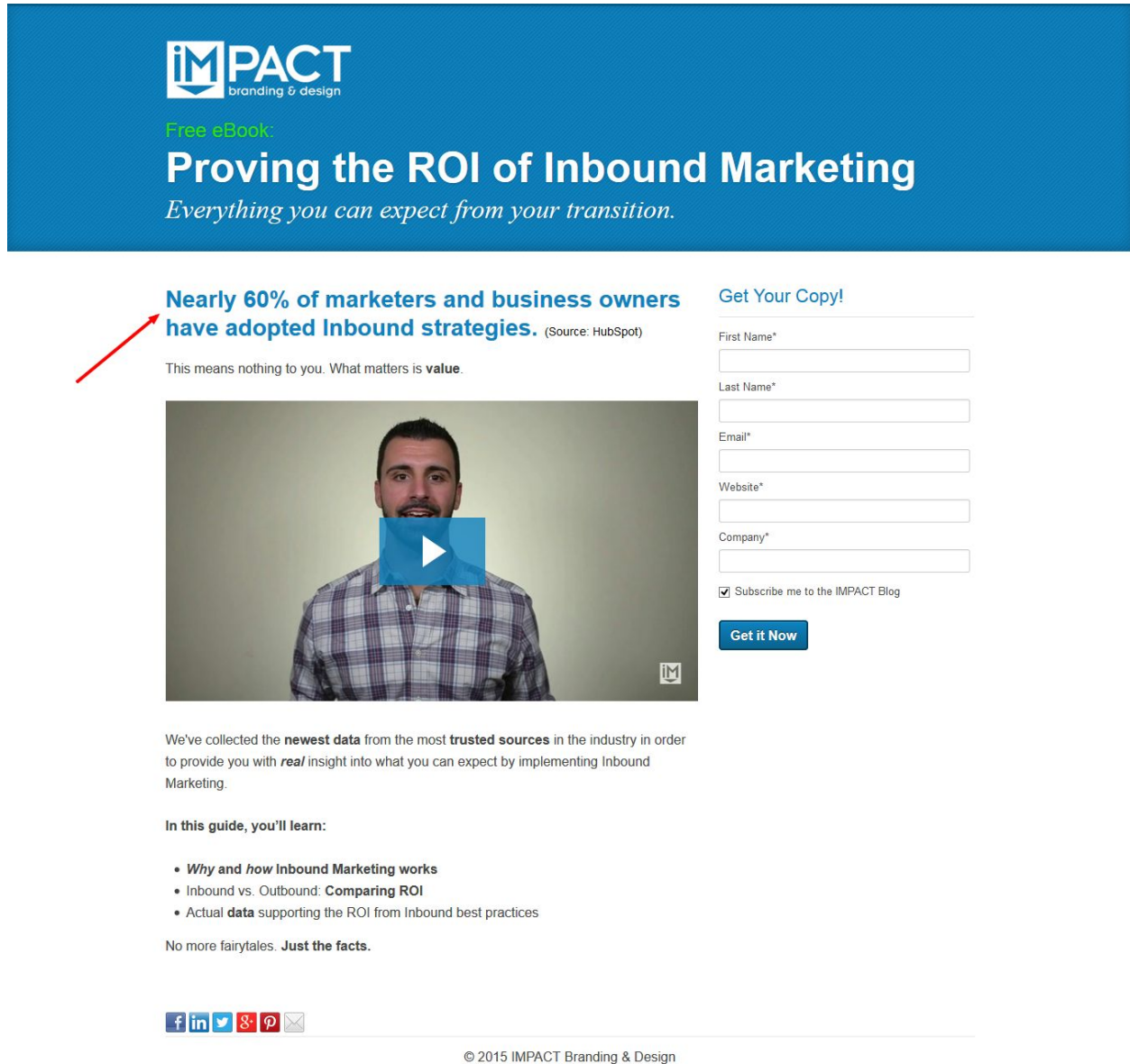
Whether you're supporting your family or saving for something big, Uber gives you the freedom to get behind the wheel when it makes sense for you. Choose when you drive, where you go, and who you pick up.

Trust Indicators: Establishing credibility with users on your landing page is important, and trust indicators help you do that with ease.

A few common landing page trust indicators include:

a. Statistical Evidence: Before you put up any statistics on your landing page, make sure they are correct! Always verify the accuracy of data. Incorrect data will ruin any trust your visitors may have had in your offer.

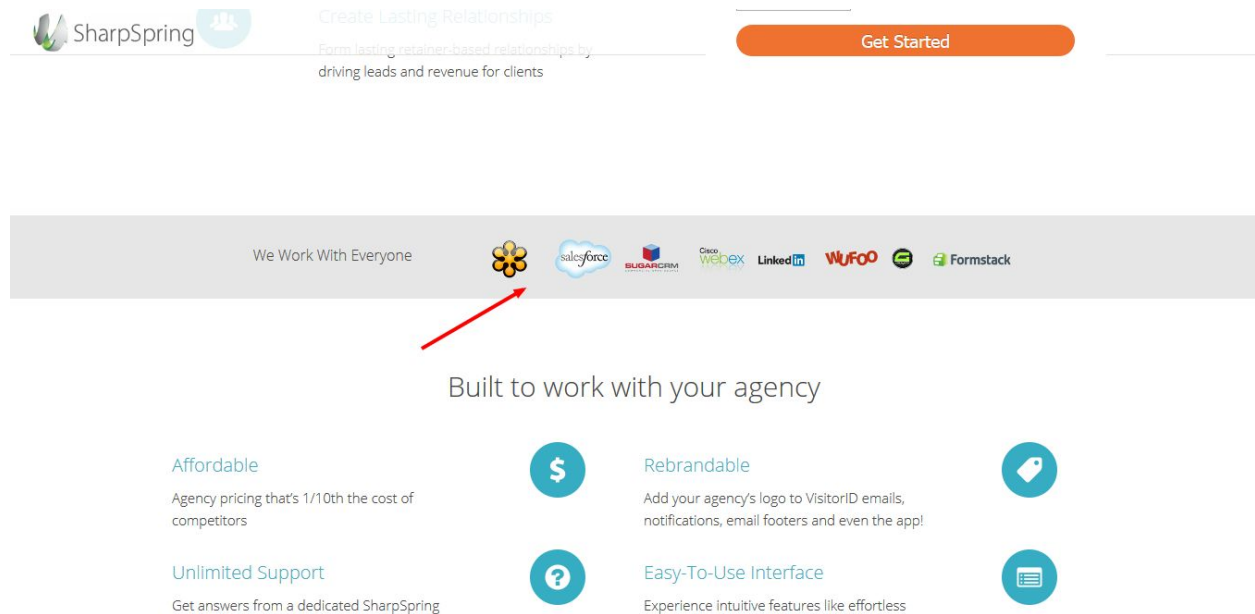
[iMPACT's landing page](#) has a nice nugget of statistical proof by HubSpot on their landing page:



The screenshot shows the top portion of a landing page for iMPACT branding & design. The header is blue with the iMPACT logo and the text "Free eBook: Proving the ROI of Inbound Marketing" and the tagline "Everything you can expect from your transition." Below this, a statistic is highlighted with a red arrow: "Nearly 60% of marketers and business owners have adopted Inbound strategies. (Source: HubSpot)". A video player shows a man speaking, with a play button overlay. To the right is a form titled "Get Your Copy!" with fields for First Name, Last Name, Email, Website, and Company, a checkbox for "Subscribe me to the iMPACT Blog", and a "Get it Now" button. Below the video, text states: "We've collected the newest data from the most trusted sources in the industry in order to provide you with real insight into what you can expect by implementing Inbound Marketing." A list of bullet points follows: "Why and how inbound Marketing works", "Inbound vs. Outbound: Comparing ROI", and "Actual data supporting the ROI from Inbound best practices". A footer contains social media icons and the copyright notice "© 2015 iMPACT Branding & Design".

b. Customer Badges: Showcasing customer badges of well-known companies is a simple way to borrow some of their credibility. A visitor who doesn't know your service, but recognizes one of your customers, is much more likely to click on your page's CTA button.

[SharpSpring makes use of customer badges](#) on their landing page:






c. Honest Customer Testimonials: Adding social proof increases your visitor's trust in your service and can help guide them to the lead capture form. Customer testimonials are a great way to reinforce this – they help answer the question, *“Are there other people out there who have been successful with this product?”*

Your testimonials should be more than a single line or two about how amazing your product or service is. Testimonials need to tell your potential customers how your *existing* customers were able to solve a particular problem using your service.

[Shopify features customer testimonials](#) on their Facebook landing page:

Shopify powers over 160,000 businesses

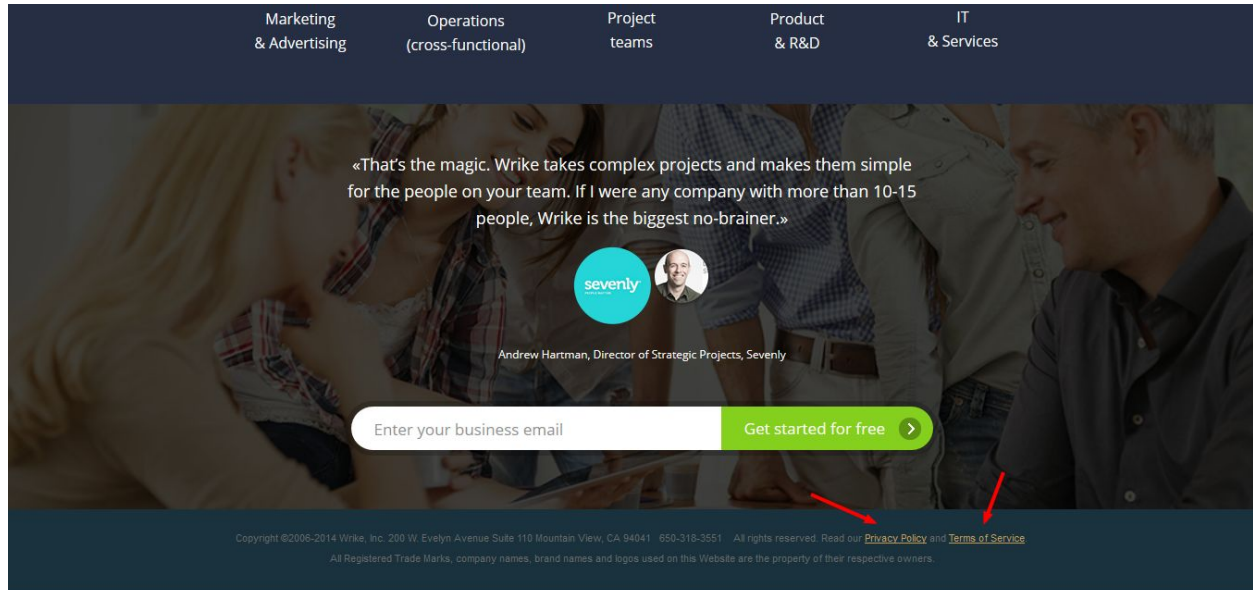
We've helped our customers sell over 8 billion dollars worth of products

<p>TATTLY</p> <p>I am seriously happy about running our store on Shopify. Powerful features and easy to set up, running an online store shouldn't be this much fun!</p>  <p>Tina Roth Eisenberg Designer, Founder of Tattly</p>	<p>“</p> <p>With this easy to use ecommerce solution, entrepreneurs save time and money, so they can focus on other aspects of their business.</p>  <p>Daymond John Star of ABC's Shark Tank, Founder of FUBU</p>	<p>Packer Shoes</p> <p>Shopify understands the business and what a shop owner really is looking for these days.</p>  <p>Michael Packer Owner, Packer Shoes</p>
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Additionally, a customer testimonial is more impactful if written by someone well known in your industry, like Daymond John of FUBU and *Shark Tank* fame (shown above).

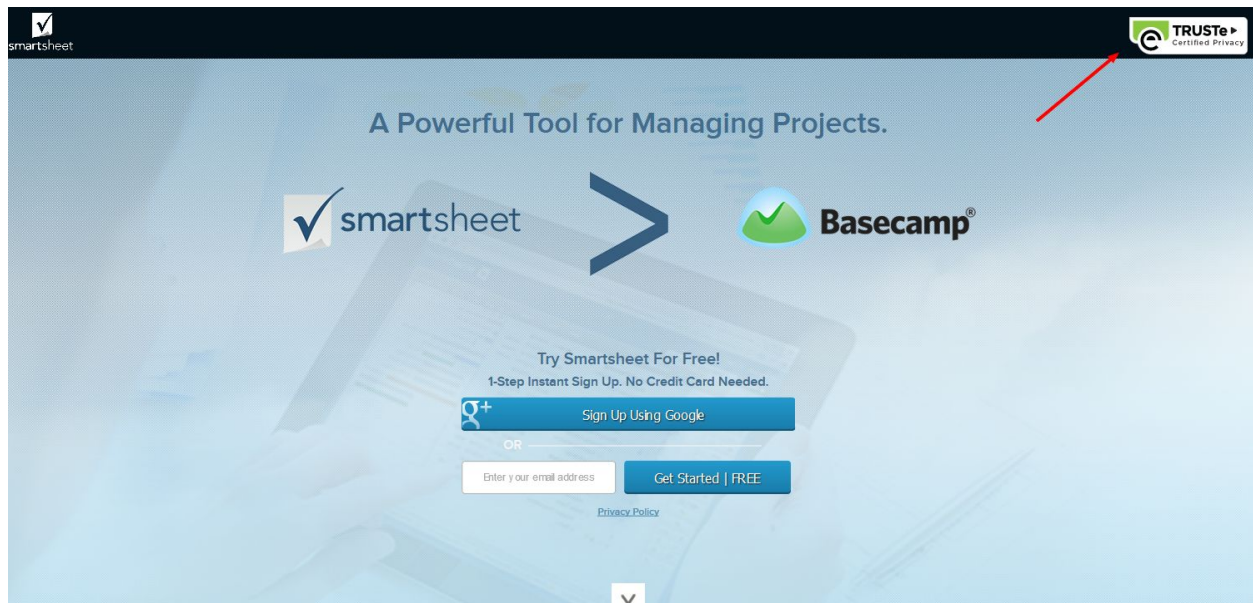
d. Privacy Policy: A link to your privacy policy strengthens your landing page when visitors are considering filling out your form. This is particularly important with e-commerce pages where credit card information is required and users want to be notified if/how their information will or will not be shared with third parties.

[Wrike](#) has a link to their privacy policy and terms of service on their landing page:



e. Third Party Trust Seals: Let your customers know that when they shop with you, they can do so safely and securely. You can do this by having a secured shopping cart, a solid return policy, and including well-known trust seals on your landing pages.

[Smartsheet](#) uses a TRUSTe seal on their landing page:



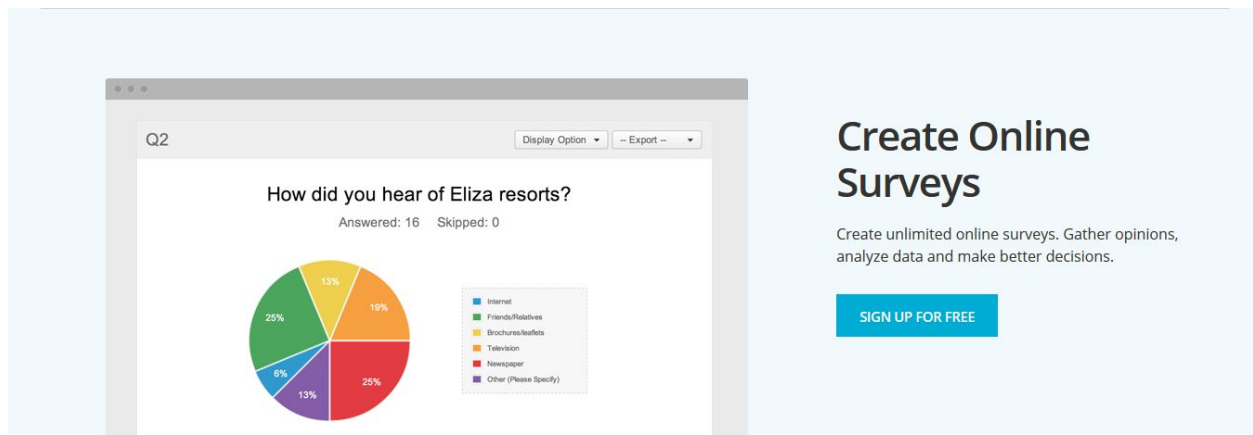
A Primary CTA Button: A call-to-action button is appropriately named because this landing page element encourages the user to take your desired action on the page. This is “the click” that delivers you conversions.

The primary CTA should:

- Be the most noticeable thing on your landing page
- Have a contrasting color
- Use personalized text

The button should be designed with the sole purpose of grabbing your visitor's attention and enticing them to convert on it. Make your CTA call out to your visitors!

[Zoho knows this very well](#) with their turquoise CTA button:



Your CTA button should always be straightforward. The more direct your CTA is, the better your conversions will be.

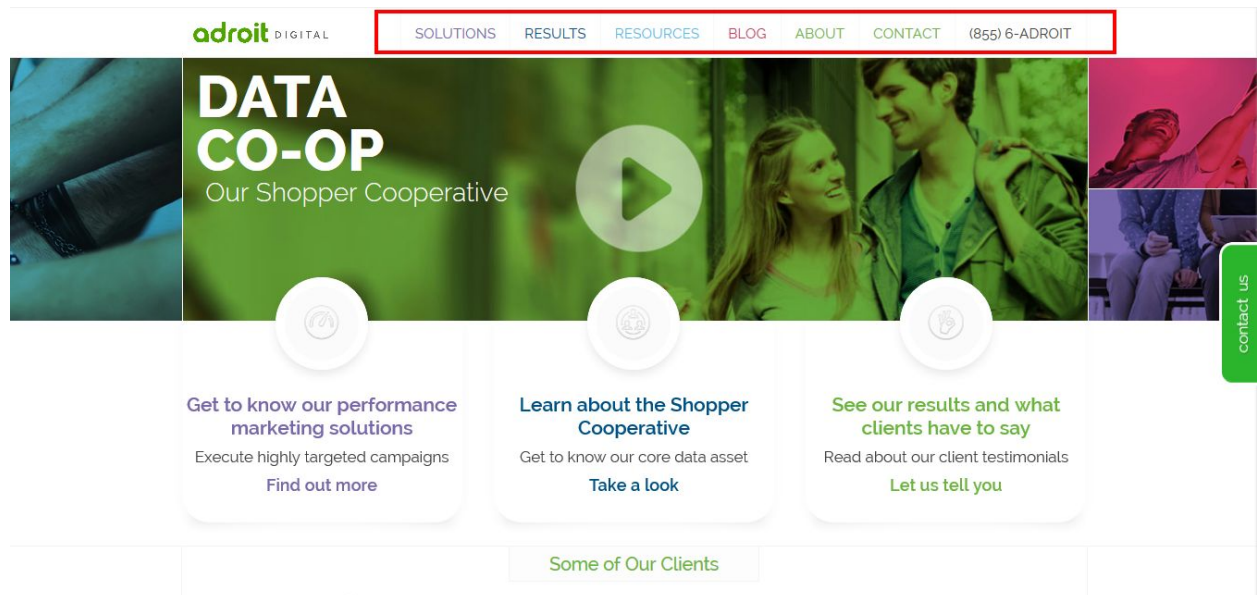
A Secondary CTA Button: If you have a complicated product, such as a software solution, you may opt for a longer landing page. When this happens, you may want to include more than one CTA button.

Your secondary CTA button should follow the same rules as the primary CTA, i.e. the secondary CTA should be a contrasting color and use personalized text. Furthermore, the text on both CTA buttons should not be the same, and the primary button should be larger than the secondary button so that it garners more attention.

No Navigation Links: Navigation links are a distraction for your visitors, a detour you do not want them to take.

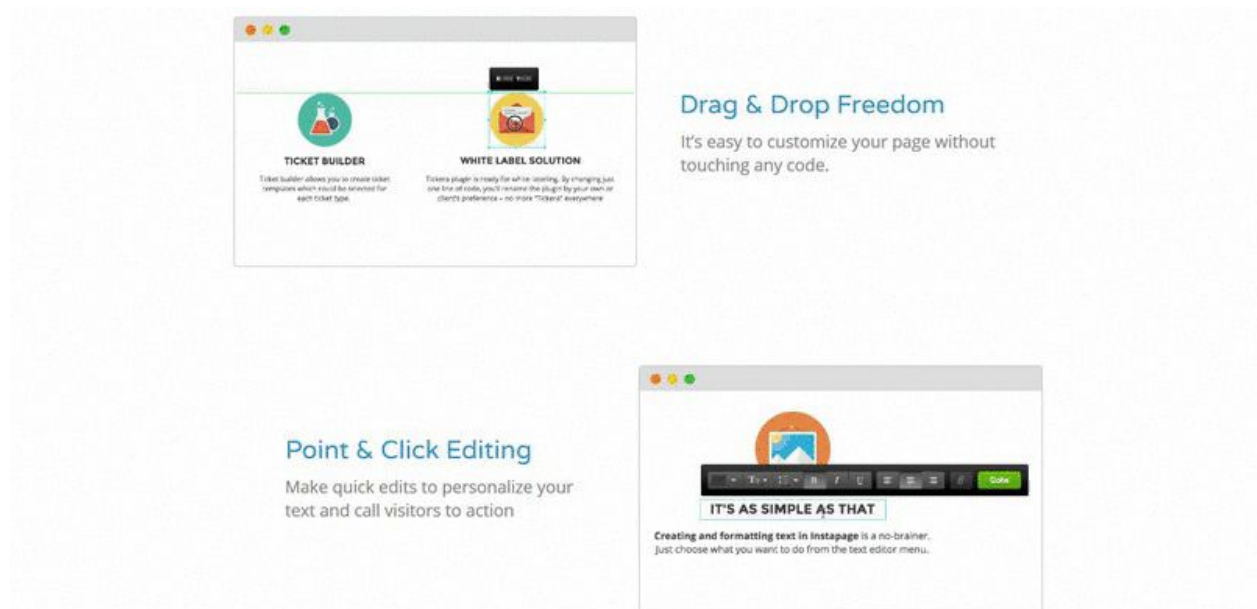
According to Megan Marrs of WordStream, "[It's important that you limit exit points \(in this case, hyperlinks\) leaving your page.](#) The goal is to funnel visitors down a desired pathway, and if links serve as points of departure from the funnel, they should be used sparingly."

Your landing page should not have as many navigation links as [Adroit](#) has on their page:



Images/Video: When your visitor is emotionally invested in your page, the chances of them clicking your call-to-action increases. An emotive image or video ensures that your visitor develops some emotion for your landing page. In turn, this persuades them enough to stay on the page and convert on the CTA button.

Showcasing contextual imagery on your landing page also increases conversions because it helps your visitor visualize what it's like to use your product. If you're offering a SaaS product, include a [gif of your product's dashboard](#) to show them your product's ease of use:



Lead Capture Form: Lead Capture forms are the biggest obstacle on your landing page. The lead capture form needs to be non-invasive. It needs to be short, clear, and unimimidating.

Sometimes a longer form will outperform a shorter form. You won't really know which form is best for your landing page until you A/B test each one.

According to [HubSpot](#), lead capture forms should ask questions that bucket your contacts into buyer personas. This allows you to target those personas and provide relevant content to their specific persona-based needs.

CHAPTER 4: Types of Landing Pages

Generally speaking, there are 5 types of landing pages:

1. Click-Through Page: This is one of the simplest types of landing pages. The entire purpose of Click-through landing pages is to get your visitors to “warm up” to your product by quickly informing them about your offer while getting them to “click-through” to your product or service via your CTA button. On Click-through landing pages, users generally find benefit-oriented copy as to why they should buy the product and the context of use of your product.

Another factor that distinguishes a click-through page from other types of landing pages is the fact that the page has no form on it, just a CTA button that takes the *warmed up* visitor to the real product page.

For example, free trial pages are generally click-through pages, like [Intuit's](#) shown here:



2. Lead Capture Page: Lead capture landing pages are more in-depth than click-through landing pages because their intent is to gather personal data (name, email address, etc.) from visitors.

There are no exit links on lead capture landing pages, so there should never be any navigation links on these pages. The contact forms on lead capture pages are also carefully designed because they are the center of attention. Copy on lead capture pages needs to be able to explain the product or service properly so that the visitor becomes emotionally invested in the page and clicks the CTA button.

Take a look at [InboxDollars](#)' lead capture page, and the length of its optimized form:



Earn Cash, not points for...

- Taking Surveys
- Reading Emails
- Playing Online Games
- Shopping Online
- Redeeming Coupons
- Searching the Web

+

Join now and earn a **\$5.00** signup bonus!

Members have earned **\$35,898,292** in rewards to date

First Name
Last Name
Email Address
United States
Zip Code

Password
Confirm Password

Sign Up for Free

By clicking "Sign Up for Free" I confirm that I have read & agree to the [InboxDollars® Terms of Membership](#) & [Privacy Policy](#)

BBB A+

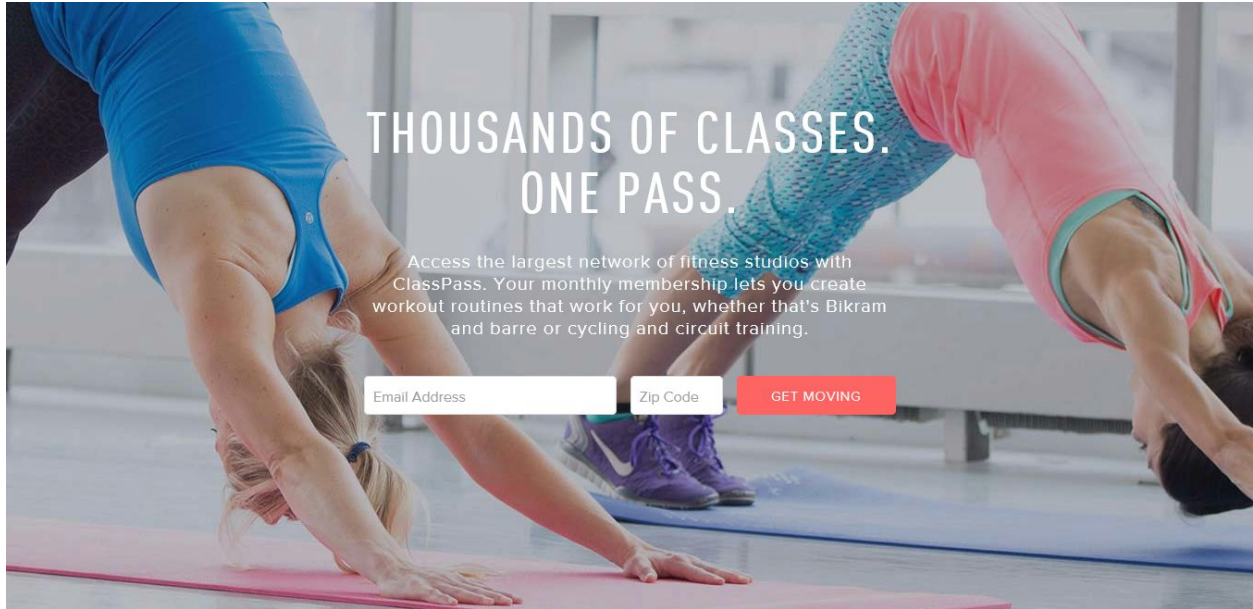
3. Squeeze Page: A squeeze page is specifically designed for visitors to submit their email address in order to proceed further into the site. This “squeeze” strategy is a very effective way for marketers to grow their email list.

A squeeze page collects visitor’s email addresses in order to shuffle them down the marketing funnel. The copy of your squeeze page essentially consists of a list of all the benefits that your service can provide your potential customers with.

The important thing about your squeeze page copy is the arrangement, because the purpose of squeeze pages is to grab instant attention. This is why it’s important the copy be given to visitors in such a manner that it’s easy for them to scan through, like a list of bullets points.

Unlike a lead capture page, the lead capture form on the squeeze page needs to be short. An email address field is sufficient for you to collect your visitors into your funnel.

The [ClassPass landing page](#) is a great example of a squeeze page:



4. Sales Page: A sales page is a standalone page used to sell a product or service. The purpose of a sales page is to give the visitor all the information they need in order to make a purchase. A sales page can have a short or long form depending on the complexity of the product you're promoting.

A short form sales page is used for products/services whose value is relatively easy to communicate to the visitor, and when the product is generally not a large investment. If you opt for a short form sales page, including one CTA button is enough.

Long form sales pages, on the other hand, are used to promote products/offers that require more explanation than a few words of copy to understand. Also, if your service is a larger investment, using a long form page is recommended. Finally, there are generally two CTA's on a long form page - one above the fold (users don't have to scroll down the page to see it) and one at the bottom of the page - so the visitor has more opportunity to convert.

[Content Verve did an A/B test on long form vs. short form landing page](#) and found that the shorter landing page outperformed the longer version:

Control:

Treatment:




11% more conversions
 Statistical confidence: **95%**

5. Splash Page/Pitch Page: Pitch pages help you attract customers to your products and services, and can be broken out into different types as well.

A product pitch page showcases your product. Rather than focusing on the lead capture form, a product pitch page lets the product be the center of attention. This spotlight that shines on your product can be done in several ways, including highlighting the benefits of the product or a more feature-centric approach.

[ChoreMonster's splash page](#) makes the product the center of attention:



CHAPTER 5: Where Do You Use your Landing Page?

Creating a landing page is not enough. In order to promote your offer you need to first promote your page. To do that, you have two main options: Paid channels and unpaid (free) channels.

Paid landing page campaigns / Pay-Per-Click (PPC)

PPC ads is an internet marketing model where advertisers compete in an auction and pay a specific fee every time a user clicks on their ad. The fee paid depends on many factors, one of which is the keyword's bid amount.

There are two main PPC programs that allow advertisers to show ads: Google AdWords and the Yahoo Bing network.

What is Google AdWords?

Google AdWords is Google's online advertising program that expands your customer reach in hopes of growing your business. AdWords helps you reach your target audience when they search for specific keywords or keyword phrases.

The program allocates space for ads to appear in the top of search results and in the right margin. Ad rank and fee charged are heavily dependent on the ad's quality score.

[Quality score](#) is the measurement of how relevant the ad copy is to the landing page, keywords, historical performance of the ad, geographic performance, and the devices being targeted. The

higher your quality score, the lower your cost per click can be, plus a higher ad position in Google search results.

Quality score is measured with the help of the following 6 metrics:

1. Click-through rate
2. Landing page relevance
3. Ad text relevance
4. Device (whether your page/ad is mobile-optimized)
5. Historical performance
6. Keyword relevance

[Ad rank](#) is measured with the following formula:

$$\text{Maximum CPC} + \text{Quality Score} + \text{Ad Extensions} = \text{Ad Rank}$$

The higher your ad rank, the better your visibility on Google – and the easier it is for your potential customers to click on your ads.

For your Google AdWords quality score to be high, it helps to create an optimized Google AdWords landing page.

The landing page that you set up for your Google AdWords campaign must use message matching and a conversion ratio of 1:1.

Per [Google AdWords](#), there are three main steps marketers need to understand on how AdWords work:

1. Create your ad
2. People see your ad on Google
3. You get more customers

Selecting the most relevant keywords in your Google AdWords account are crucial to your PPC success. Keywords, and the modifiers applied to the keywords, are the phrases you choose to determine when your ad can appear.

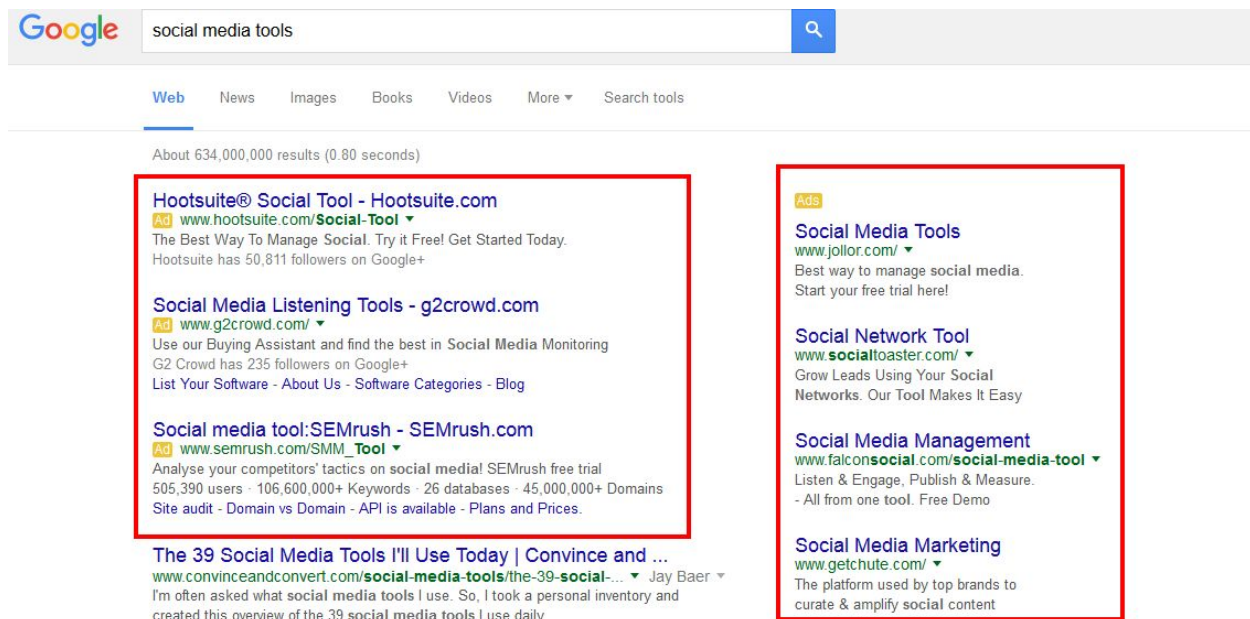
AdWords matches your ads with the search query that visitors input into the search engine. Keywords that closely relate to your ads should be selected so your potential customers can find your ad easily.

The keywords need to be specific so that you're only charged for the most relevant landing page traffic when your ad is clicked.

After you've selected your keywords, you then need to set up a maximum cost-per-click (CPC) bid for your ads. The maximum CPC bid is the highest price you're willing to pay when a potential customer clicks on your ad. The higher your CPC bid and the more relevant your keywords match the search query, ensures that your ad is given a high ranking in Google search results.

To be certain that your campaign performs well, it is recommended you create different ads with different headlines and calls-to-action. For best results, your ads should be relevant and engaging. This way you can determine which variation is performing better and modify other variations accordingly.

Google displays PPC ads in the following way:



The landing page you connect with your PPC ad should utilize message matching and have no navigation links. It should also have an engaging headline, a large CTA button, one goal in mind, encourage visitors to perform one action, and describe the benefits the user will receive when they convert.

Yahoo - Bing network campaigns

The biggest advantage you enjoy advertising with Bing Ads is you instantly receive double the exposure on two networks (Yahoo and Bing). There is no need to set a minimum budget for this network because you are only charged when your ad is clicked on.

This is an overview of how [Yahoo - Bing network ads work](#):



Two search engines are better than one

- See your ad on Bing and Yahoo
- Connect with millions of searchers
- Expand your audience

You control your budget

- Signing up is free
- No minimum budget
- You only pay when your ad is clicked on


Find customers anywhere – or right next door

- Advertise globally or locally
- Reach customers in any country or city...
- ...even within a specific distance from your business

We make search advertising easy

- Easy import from Google AdWords to Bing Ads
- New to search advertising? We will show you how to create great ads

Bing Ads even makes the account setup process easier, providing you the option of [importing your AdWords campaigns into Bing Ads](#) with three simple steps:



- 1**  Sign in with your Microsoft account (or create one) to get started on Bing Ads.
- 2**  Select Import from Google AdWords.
- 3**  Enter your Google AdWords credentials and select the campaign you want to import.*

Creating ads on the Bing advertising platform is very similar to Google AdWords. The more relevant your keywords and ads are to the search query, the higher your ad can rank, more visibility, and potential for customers to find you.

Social media ads

The main purpose of creating ads for your campaigns is to connect with potential customers in places they already hang out - like social media networks Facebook, Twitter, and LinkedIn. Each of these networks' advertising platforms allow you to target your audience by demographic, geographic location, interests, behavior, hashtags, product preferences, and more.

With social media advertising, advertisers can greatly expand their reach of potential customers, while experiencing higher click-through rates. To this point, [Marketing Land](#) found that Facebook desktop ads have 8.1 times greater click-through rate and mobile ads have 9.1 times greater click-through rates than normal web ads.

[Promoted tweets on Twitter](#) have shown promising results as well with engagement rates averaging between 1-3%. This data is rather high when compared to typical banner ads.

This is what a promoted landing page looks like on Twitter:



The image shows a screenshot of a promoted tweet from the account "Twitter Small Biz" (@TwitterSmallBiz) dated August 11. The tweet features a large graphic with the Twitter bird logo and the word "Ads" in a large, blue, sans-serif font. Below the logo and text is a prominent orange button with the text "Sign in with Twitter" in white. Underneath the graphic, the text reads "Experience Twitter Ads. Get started today." followed by the URL "ads.twitter.com" and a "Register Now" button. The tweet's engagement metrics show 873 retweets and 1K likes. A "Promoted" label is visible at the bottom left of the tweet.

Facebook ads give you the opportunity to target your users based on their location, age, gender, and interests. This level of segmentation is great for advertisers because it allows you to target your ads to the most relevant users who are more likely to become customers.

Here's how [Facebook advertisements work](#) in a nutshell:

How to meet the people who'll love your business



1. Use your free Facebook Page to get started



2. Let us know what you want to promote



3. Choose the audience for your Facebook Advert




4. Set your budget and track your results


To start advertising with Facebook, you determine a maximum bid amount you are willing to spend to have your ad shown to your desired audience. Facebook uses an [ads auction system](#) to do this. You have the choice of setting your maximum bid in the auction based on two options: Cost-per-click (CPC) of your ad or the cost-per-impression (CPI) of your ad.

A nice feature that Facebook offers is the option to pause your ad campaign at any time. Your ads appear in front of your audience on both mobile and desktop devices. With mobile ads, you can choose to [narrow your target](#) as much you want, to places you deem the most relevant to your app:

Suggested App

 **Jasper's Recipe Generator**
Sponsored

Download our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!



Jasper's Recipe Generator
541 people use this

14 Likes · 2 Comments

Like Comment Share

Finally, ads can be shown in users' newsfeed or in the right-hand ads column, [like this example](#):

Jessica Watson likes Jasper's Market. ▾



Paid campaigns give you additional ways and the freedom of targeting and attracting the right visitors to your landing pages. This also gives you the opportunity to optimize your landing pages in the most appropriate way for your visitors. In the end, you make sure the visitors coming to your landing pages are leaving as your customers.

Free (unpaid) landing page campaigns

Paid landing page campaigns can seem intimidating when you're just starting out. So it's a good idea to spend some time promoting your landing pages through unpaid channels while you learn all the recommended and not recommended strategies of PPC campaigns and social media ads.

Start sending emails

Email marketing is a [legitimate way of staying connected with your audience](#). You may already be sending out consistent emails to your subscribers, why not take advantage of this platform and promote your landing page in your emails?

Another way to get free landing page traffic from email sends is to have your landing page link in the [signature line of all your staff members](#). Here's an example:



Annie Bagley, Accounts Manager
e: thomas@boxcloud.com
w: www.boxcloud.com



Join our Webinar: [How to drive more traffic to your site](#)

Doing this is a quick and easy way to get more exposure without having to pay for traffic. It's also a subtle way to promote your page without being too aggressive to the recipient.

Guest blogs

[Guest blogging on other websites](#) not only give you an opportunity to build authority in your niche, but they also give you a valuable and easy way to share your landing pages with a larger audience.

It may not always be ideal to link to your landing page in your guest post. However, it may be acceptable to add a link to your landing page in your author biography, which is generally placed at the end of a guest blog article. Check with the blog host for their accepted practices.

If the readers enjoy your article, they may be more encouraged to click the link you have included in your biography and find themselves on your optimized landing page.

Social media & forum engagement

Not all engagement on social media requires paid advertising. There are many services that provide automatic blog publishing and scheduling of social media posts, including [Hootsuite](#) and [Buffer](#) to name a few.

You can also do this manually by sharing your blog posts on social media that includes a CTA at the bottom of the post - leading to your landing page. This strategy can be used with all landing pages you may have, regardless of your landing page's goal (generate sales leads, webinar signups, blog subscribers, etc.).

[Start hosting or participating in Twitter chats](#). Many companies around the world host Twitter chats each week to educate and learn more about their followers as well as increase their brand awareness. There is almost always a specific hashtag attached to each respective Twitter chat so users can follow along during the conversation as well.

During Twitter chats, attach a link to your landing page or a blog post that has a CTA leading to your landing page. You can take the same approach with [LinkedIn discussions](#).

Join forums such as [Reddit](#) and [Inbound.org](#) to have meaningful discussions about relevant topics. Share your landing page in discussions where you think the page adds value and will help you get leads.

Word of caution: Be careful about being too self-promotional in any social media network or forum. Participants may perceive you as being “spammy” and not contributing worthwhile information to the discussion.

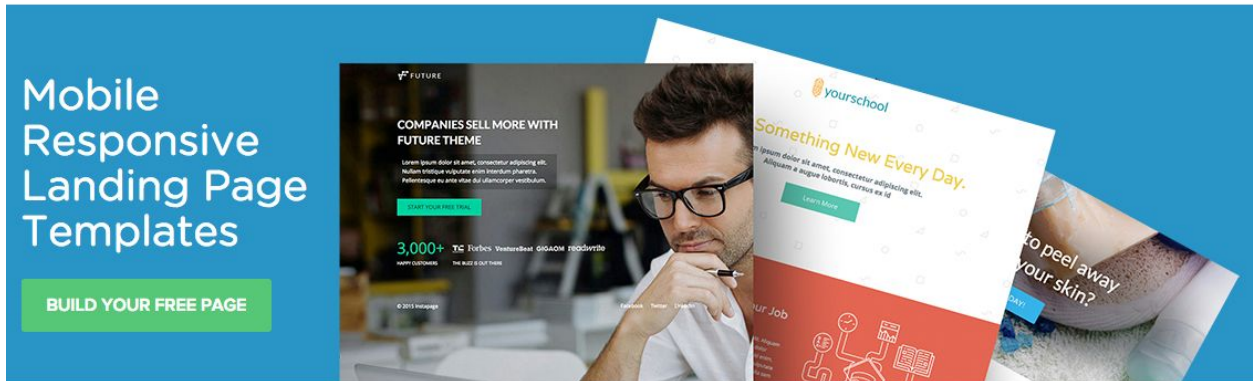
Generating free landing page traffic may not be as highly targeted as paid channels can be, but they still serve as additional - and valuable - ways to get prospects to your landing page.

CHAPTER 6: How Do I Create a Landing Page?

[Creating a landing page](#) becomes easy when you have user-friendly tools like Instapage readily available. Follow these 5 simple steps and you can create professional looking landing pages in just 3 minutes with Instapage:

Step 1: Sign up with Instapage and [create your first page for free](#).

Step 2: Choose a [pre-made, already optimized landing page template](#) that fits in well with your campaign.



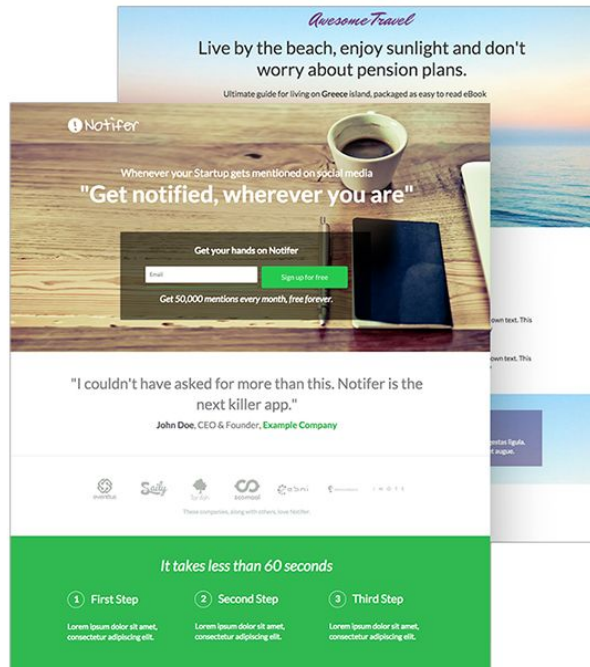
Over 80+ Landing Page Templates to Get You Started.

Our mobile responsive templates are just the right fit for anything.

Lead Generation

Lead Generation is the foundation of B2B marketing because it allows you to collect user data for your email marketing, and in return give your visitors an item of value.

[GENERATE LEADS](#)



Step 3: Integrate your landing page with the 20+ marketing tool integrations that Instapage offers.

Step 4: Publish your landing page.

Step 5: A/B test your landing page using Instapage's tracking tools. These tools have been proven to help users track visitor behavior, compare conversion rates, and *improve* your conversion rates.

CHAPTER 7: How to Improve Landing Page Conversions

The best way to improve your landing page conversions is to continually A/B test the page.

[A/B testing](#) is a process that helps users determine which variation of a marketing message will improve conversion rates. It is a simple way to test changes to your landing page against the main design and determine which variation produces the highest positive results. Many landing page elements can be tested, including landing page color, headlines, form length, CTA button copy, etc.

Although PPC traffic is valuable, it can be very costly. A/B testing, on the other hand, is very cost-efficient. In fact, *A/B testing tools are included with all Instapage accounts* regardless of membership.

A/B testing is comprised of two main parts. First, you create the variation of your landing page, and second, you measure the conversions received from each variation. The goal of an A/B test is to maximize the conversion rate you expect the optimal version to deliver.

Before you begin A/B testing, it is recommended you fulfill the following six prerequisites:

- 1. Don't make assumptions:** Be data-driven. Test everything – not just the elements you think your audience will focus on.
- 2. Set a testing endpoint:** To run a successful A/B test, it is important to establish an end date *before* you begin. Establish the duration of your tests beforehand to make sure you're getting accurate results.
- 3. Don't just rely on best practices:** Get inspiration from current trends as well. Experiment!
- 4. Test one element at a time:** This way you don't split your focus, and your results are clear and easy to interpret. If you changed your CTA button size and your headline in one variation, how do you know which element increased conversions?

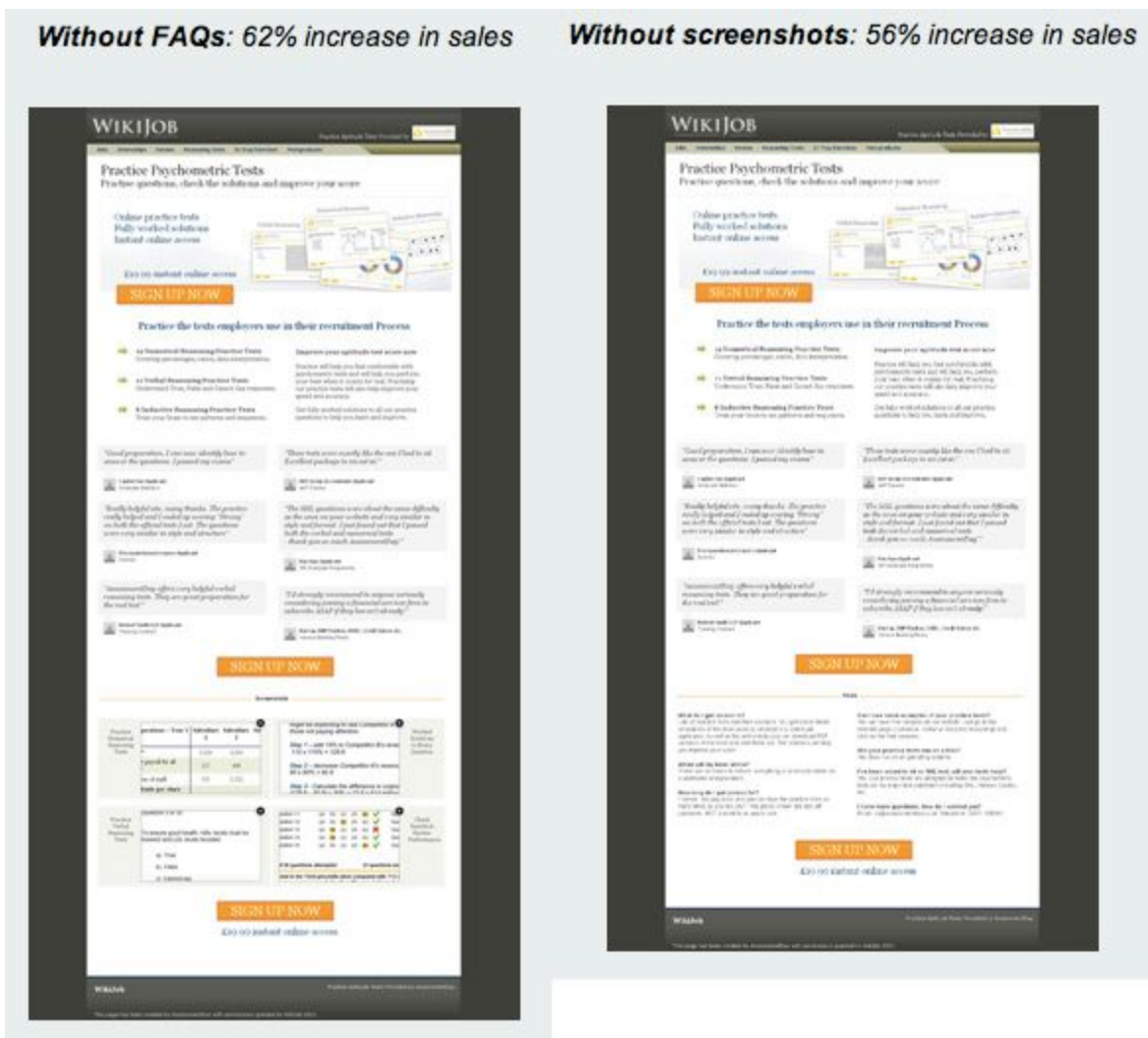
You don't. Take the necessary time to create different variations to guarantee you are making the right changes.

- 5. Understand basic statistics:** While an A/B test will show you which variation performed best, statistical significance lets you know whether you can rely on that A/B test. To confirm

statistical significance, you need to make sure your sample size is large enough. For example, if you witness an increase in conversions by testing a long and short form and your sample size was only six people, you can't guarantee the results are statistically significant.

6. Define your success metric: Your success metric depends on the type of landing page you're testing. Are you aiming for more social shares or more click throughs? More sales or more signups? You must establish this before you begin testing.

As previously mentioned, many landing page elements can be A/B tested. For example, testing a landing page that includes screenshots versus the page without screenshots, like [Which Test Won did with the Wikijob landing page](#). In this example, eliminating screenshots earned them a 56% increase in sales:



You can also test a bigger CTA button versus a smaller CTA button, [like Content Verve](#), and analyze the results:

Control:

Create My Account

Treatment:

Create My Account



10.56% less conversions

 ContentVerve.com

Want to increase sign-ups for your free trial or downloads for your ebook? The quickest and easiest way to do so is creating a landing page.

Landing pages help you reach your conversion goals in the most optimized way possible. In order to create a conversion-worthy landing page, simply follow the steps mentioned above and you'll be set on your journey to collecting leads and converting them into sales in no time.

Get started by [creating your first landing page for free with Instapage](#).