Leverage Your Landing Pages

One Mississippi. Two Mississippi. Three Mississippi… That's about all the time you have before a prospective customer reads on or bounces off of a landing page. How do you ensure more interest and results from landing pages? It's all about essentials, links and seamless experiences.

Before we dig deeper, let's start with the basics. What is a landing page and how is it different from a home page? A home page is the "welcome mat" of your website. It's where you must make an engaging first impression that motivates visitors to click around and learn more. Landing pages, on the other hand, serve a specific purpose. They're part of a multi-channel marketing campaign that should make prospective customers interested enough to keep reading, complete an online form, and fulfill your call to action.

Landing Page Must-Haves

Landing pages are successful when they include these essentials in their design and functionality:

1. **What Sets You Apart?** This is also known as your Unique Selling Proposition (USP). This marketing element was developed in the 1940s to convey what sets your product or service apart from the competition. It should be expressed in a clear and concise way that benefits your customer. A couple classic USP examples:

   - M&Ms: "The milk chocolate melts in your mouth, not in your hand."
   - FedEx: "When it absolutely, positively has to be there overnight."

2. **A "Show Don't Tell" Shot.** This is also referred to as your "hero shot." It's a powerful image that puts customers in the scene of using your product/service. It educates them, helps them understand the solutions, and/or emotionally persuades them to take action. Think of the oversize images of sandy beaches that vacation destinations use as an ideal example. Beyond images, videos are even more impactful "heroes" that demonstrate benefits and inspire action. Video is especially effective in B2B marketing, as it shows features and benefits in real time that a specific product/service yields.

3. **What's In It For Me?** Here's where that Marketing 101 concept of "What's In It For Me?" (WIIFM) comes into play. In other words, this is where you convey your benefits message. Keep the content short and sweet, and the benefits of your offering crystal clear. A crummy example: "Our window envelopes are the best in the industry." A good example: "Our window envelopes won't wrinkle on your laser equipment and run 99.9% jam-free on your machine-inserters."

4. **Prove It.** This is your social proof element, also known as informational social influence. This psychological phenomenon happens when people assume the actions of others in order to reflect correct behavior for a given situation. It's also an effective marketing tactic. A powerful example is the 1959 album collection of Elvis hits from RCA Victor entitled "50,000,000 Elvis Fans Can't Be Wrong." Of course not every business can achieve this level of

popularity, but these examples work wonders to help boost bottom lines:

- testimonials
- customer counts
- reviews from existing customers
- reputable awards you received

5. **CTA all the way.** This is where the proof is in the pudding. Where forms are filled out. Where leads are generated. Where conversion happens. This closing element is your Call to Action (CTA).

In consumer-based transactions, this is the step where the visitor clicks on the coupon to get the discount or take advantage of the special offer: "Redeem my $10 coupon." In B2B transactions, this is where prospective customers give you their name and email address in exchange for complimentary content such as a white paper or e-book. Of course B2B can have special offers, too: "Get $100 off my first order."

We've all been guilty of it (yes, us too at WSE&L), but remember that CLICK HERE or SUBMIT is not an effective CTA. You need a message that's specifically action-oriented.

As you incorporate the elements and write landing page copy, remember that your overall messaging should do four things: 1) set up the challenge; 2) discuss the solution; 3) convey "What's In It For Me" (WIIFM); and 4) deliver the offer.

Paired to Perform

Landing pages are used in multi-channel marketing campaigns to create a seamless next step for prospective customers. For instance, imagine we've created a direct mail piece for a new resort. The piece could feature an inviting "hero," convey USPs of why you should stay here instead of anywhere else, and tout a special offer (Reserve 5 nights, get 2 free!). A scannable QR code on the piece would take recipients to a landing page. On that page they'd see all the same design elements and repeating copy points that drive them to include their contact info and/or make their reservation to take advantage of the "5 nights/2 nights free" offer.

In this example and all other landing pages you create, it's wise to incorporate the keywords from your ad or direct mail piece in your landing page headline. This promotes consistency and shows that your landing page is synched with your other marketing channels, and helps your Google Quality Score (determines your rank and cost per click of ads).

Once you convert prospective customers, it's perfectly fine to send them additional information. It's just that this should be done after that initial interaction; muddying your message with too much will likely create more bounces than conversions in the first place.
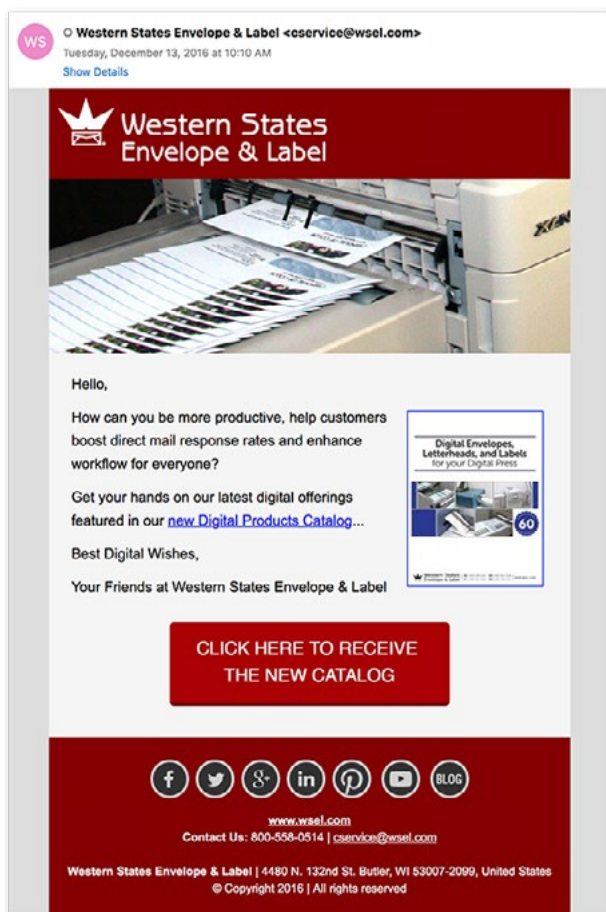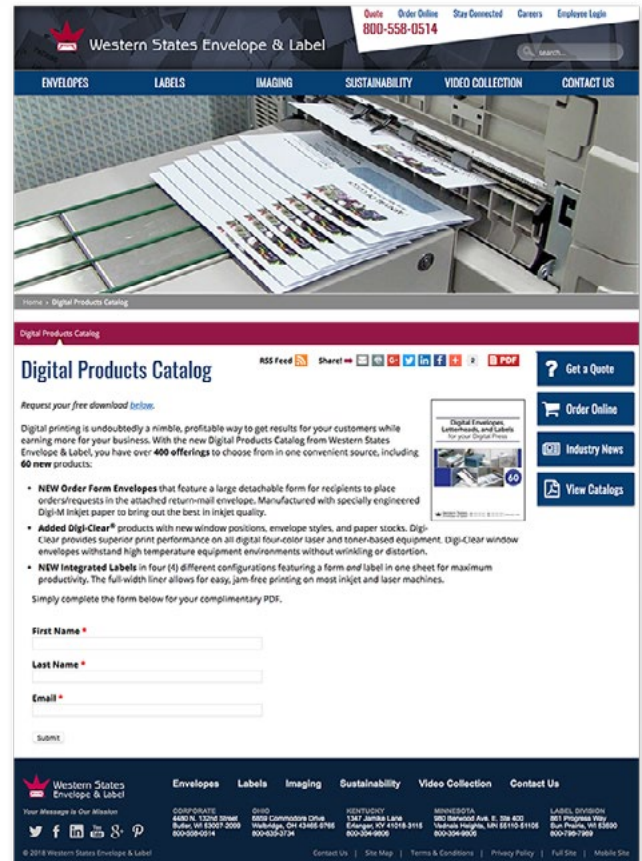
Western States Envelope & Label

Wisconsin
262-781-5540
800-558-0514

Ohio
419-666-7480
800-835-3734

Kentucky
859-283-1300
800-354-9806

Minnesota
651-773-8723
800-366-1721

website: www.wsel.com
email: cservice@wsel.com

Leverage Your Landing Pages

A Digital Catalog Example

To illustrate these tips, we recently ran a successful campaign to promote our new Digital Catalog. We kept the message simple, and included an offer to receive a complimentary catalog copy and digital product samples:

This email marketing campaign yielded a 24.3% open rate and a 4.2% click rate. The click rate was close to "top-performing" status, which is from 5.1–10%.

Western State Envelope & Label offers many unique products and techniques that can make your next mail piece run seamlessly with your landing page to create a results-generating campaign. Contact us to learn more and receive complimentary samples.

Once recipients clicked on the email's link, it directed them to a dedicated landing page (http://www.wsel.com/digitalcatalog) where they could learn more and take action.

Western States Envelope & Label

Wisconsin	Ohio	Kentucky	Minnesota	
262-781-5540	419-666-7480	859-283-1300	651-773-8723	website: www.wsel.com
800-558-0514	800-835-3734	800-354-9806	800-366-1721	email: cservice@wsel.com