

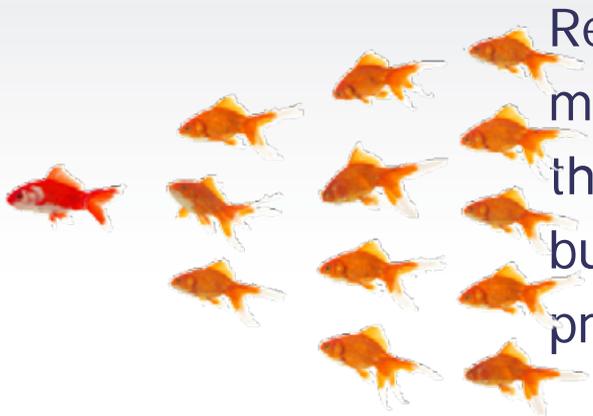


Building Effective Landing Pages

Get more conversions with lower bids in
your online marketing campaigns



The Fish are Biting Early...



Research shows that just as in the consumer market, B2B buyers now use search to begin their buying process. How many? 93% of B2B buyers use search when starting the buying process.

... Be Where They're Biting



It's the B2B marketer's job to help educate the buyer in the early stages of the buying cycle. This can help frame the discussion and establish your company's brand as a trusted advisor that understands their problems and knows how to solve them.

... So How Do You Catch Them?



So how do you catch prospects early?

- Leverage search engine marketing so customers who are seeking your information can find you.
- Creating compelling landing pages for each topic that prospects will want to research.

Why Landing Pages?

Landing pages are important for two reasons:

1. Search engines care about the relevancy of the landing page, so a high-quality landing page gets better PPC ranking (and more clicks) for less money.
2. A relevant and optimized landing page has dramatically higher conversion rates, meaning you get more leads for your money.

CTR	CPC	Pos.	Conv.	Conv. %	\$ / Conv.
3.1%	\$2.14	2.9	5	38.5%	\$5.57
0.9%	\$0.47	5.2	1	33.3%	\$1.40
1.0%	\$2.19	3.6	1	25.0%	\$8.77
2.4%	\$2.35	5.9	1	20.0%	\$11.73
4.8%	\$4.63	3.7	16	16.5%	\$28.08
6.3%	\$2.19	2.6	8	13.8%	\$15.86
1.7%	\$6.40	5.8	1	11.1%	\$57.63
0.3%	\$1.47	5.3	3	8.8%	\$16.63

It's *Not* Just About Google



Remember the days before Google (Yes, there was an Internet before Google and no, it wasn't AOL) when banner ads were new and great and people actually clicked on them? You built landing pages then, didn't you?

It's *Not* Just About Google

You didn't? Well, following through on the banner ad concept would have increased your conversions. Obviously if your prospect clicked on the ad, then the concept and offer had appeal. Continuing the concept through to the landing page just made sense.



infoseek

YAHOO!

It's *Not* Just About Google

That principle is still true. Only now there are thousands of companies – large, small, home businesses – using search marketing on Google, Yahoo and others to sell stuff, to create leads and to build brands. That's why it's even more important to create landing pages that relate to the ad they're attached to. You have to keep the prospect interested through the conversion.

The Google logo, featuring the word "Google" in its signature multi-colored font.The Yahoo! logo, featuring the word "YAHOO!" in a bold, red, sans-serif font.

And Sometimes it *is* about Google



Having relevant content on the landing page, or More correctly, having the keyword, ad and landing page relevant to each other, will increase the relevancy of your Google AdWords ad and can move your ad higher on the page, even if you bid was lower than another. Yahoo works the same way.

Let's do the math:

Higher relevancy = Less Money + More Conversions

Landing Page Best Practices



Like most disciplines, there is some discussion about each of these. So try different things. Everyone's business is different, their products are different, and their target customers are different, so test different landing pages to see what works best for you. But as a starter, consider the following practices.

1. Layouts & Templates

Use a
graphic
element such as a
big arrow to tell
your prospect
where to start

Build some HTML templates to use, but make them simple. This isn't your home page, so remove the navigation.

Focus on a single call to action, such as a download or a demo.

Distractions kill conversions. 

2. Graphics

Think
Branding!



- Include a logo - always think branding!
- Include a hero shot – a mock up of the white paper cover, for example, or a photo of your webinar speaker.
- Make it clickable. People click on graphics!

3. Content

Reassure

Your prospect is risking his privacy and perhaps more if he fills out your form. So add some reassuring elements, such as privacy statements, customer testimonials and guarantees.

Make it straight and to the point, but give your prospect a reason to give you his information.

- Setup the problem
- Talk about the solution (your offer)
- Deliver the goods (such as a white paper, video demo or webinar registration)
- Include biographical information of your white paper author or webinar presenter

4. Bullet Points

Forms

Don't make your customers "Submit."
Use the button to reaffirm the call to action (i.e., "Download paper")

Studies by MarketingSherpa have shown that most people who hit your landing page will do three things:

- Read the headline
- Check out the bullet points
- Read a bio, if available

Weren't those bullets easy to read?

5. Call to Action

Learn

more about nurturing
on the Modern B2B
Marketing Blog at
blog.marketo.com

A form is the best way to go here, but don't ask for too much information. Collect as little as you need at this stage of your marketing funnel. You can always collect more information during your nurturing process.

Name: *

Title: *

Company: *

Work Email: *

6. White Papers, Registrations, etc.

Your company's
privacy
policy link should be
prominently displayed

Don't just serve up that white paper. Email it to the prospect. Yes, it's a trick to ensure that you get a valid email address, but since no one is Really fooled, don't be ashamed that you're using it.



Name: *

Title: *

Company: *

Work Email: *

7. Confirmation/Thank You Pages

Thank You

The confirmation page is a great place to deepen the relationship with additional offers

It's just plain good manners to say thank you after getting handed something that you want. So have a page that both confirms the form submittal and lets your prospect know that you appreciate their time. Do you have something else they might be interested in? Make another offer.

8. Page URLs

Readable

URLs can be up to 1024 characters.

This is especially important. The name of the page, along with the rest of the URL path, is weighed fairly heavily. You can use 1024 characters, so you don't have to be stingy. And use dashes between words, not underscores – search engines like that better.

 www.marketo.com/building-effective-landing-pages.html

9. Meta Data

Create

good titles for your pages. Use 7-9 words, with keywords first, brand names after.

In the early days of Internet search, the use of meta data was beaten into our heads. And now we don't hear much about it. But it's still important. The search engines still use it in one way or another, and most enterprise search engines – which solve a different problem than Internet search engines – typically weigh meta data heavily in results lists. So get in the habit – Enter a title! Craft a good 100-word description! Enter keywords!

10. Test...



Marketo
Landing Page A/B Testing

Finally, you can create and test landing pages without any HTML, code, or IT!

See how easy it is to create and test landing pages with no IT! Fill out the form to view a three minute demo.

First Name:
Last Name:
Job Function:
Company:
Work Email:

[Watch Demo](#)

*Required. Demo access will be emailed to you. See what our clients say.

Only Marketo helps with both publishing landing pages and testing landing pages.

AppExchange Center

- Create new landing page versions in minutes
- Easy PowerPoint-like UI - no HTML, code, or website modification
- Automatically rotate between versions
- Test which version generates the most leads, events, and revenue
- Integrated with Salesforce.com

or



Marketo
Landing Pages With No IT!

Finally, you can create and optimize landing pages with an easy PowerPoint-like interface!

See For Yourself!
Fill out the form to view a three minute demo of Marketo Landing Pages.

First Name:
Last Name:
Job Title:
Company:
Work Email:

[Watch Demo](#)

*Required. Demo access will be emailed to you. See what our clients say.

Marketo Landing Pages
30 Day Free Trial
[Sign Up Now!](#)

Only Marketo helps with both publishing landing pages and testing landing pages.

- Create new PPC landing pages in minutes
- Improve landing page conversions and qualify scores
- Use your own branding and subdomain
- Easy drag-and-drop UI for beginners, advanced HTML and CSS for experts

The best B2B marketers test everything, and almost everything can be tested: offers, copy, headlines, forms, bids, colors, designs, lists, and more. Testing removes any debate about what works and what doesn't; testing lets your customers vote with their actions.

Landing pages are one of the most valuable things to test. A division of Siemens USA found that testing on the home page improved conversions by 2.3% but testing on the landing page increased conversions by 115%!

...But Don't Over-test



Be careful not to over-test. This is especially a problem in the “high value, low volume” world of B2B marketing. A good rule of thumb is to take the number of conversions you get per day and divide it by 10. Then take your testing period in weeks and divide that by 2. Multiple the two results together to get the number of versions you can confidently test in your testing period.

Top 10 Best Practices

Top 10

1. Layouts & Templates
2. Graphics
3. Content
4. Bullet Points
5. Call to Action
6. White Papers, Registrations, etc.
7. Confirmation/Thank You Pages
8. Page URLs
9. Meta Data
10. Test, but don't over-test

Marketo Landing Pages



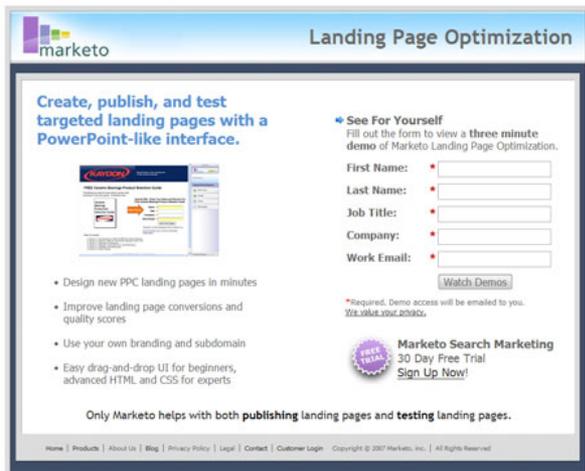
If you have existing landing pages, you can keep using them with Marketo, but if you don't, our tools can help. Unlike other landing page optimization solutions that focus exclusively on testing, only Marketo helps with both publishing and testing landing pages.

- Publish Landing Pages in Minutes
- Generate Custom Forms
- Split Testing

Publish Landing Pages in Minutes

Create and publish targeted landing pages with a PowerPoint-like interface

- Launch new landing pages quickly
- Use your branding and subdomain
- Easy drag-and-drop UI for beginners, advanced HTML and CSS for experts



marketo Landing Page Optimization

Create, publish, and test targeted landing pages with a PowerPoint-like interface.

See For Yourself
Fill out the form to view a three minute demo of Marketo Landing Page Optimization.

First Name:

Last Name:

Job Title:

Company:

Work Email:

[Watch Demos](#)

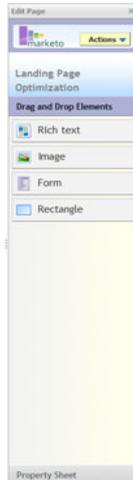
*Required. Demo access will be emailed to you. We value your privacy.

Marketo Search Marketing
30 Day Free Trial
[Sign Up Now!](#)

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Only Marketo helps with both **publishing** landing pages and **testing** landing pages.

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Edit Page

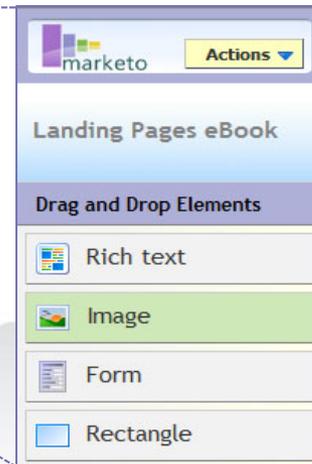
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Landing Page Optimization

Drag and Drop Elements

- Rich text
- Image
- Form
- Rectangle

Property Sheet



marketo Actions

Landing Pages eBook

Drag and Drop Elements

- Rich text
- Image
- Form
- Rectangle

Capture Custom Forms

Capture leads with our WYSIWYG forms

- Drag and drop UI, no coding, programming, or IT support
- Load leads directly to your salesforce.com account, including custom fields
- Send leads to specified email accounts and/or export as CSV

Marketo System Admin

marketo

Landing Page eBook

This form is used on the following pages: Landing Pages eBook

First Name:

Last Name:

Job Title:

Company:

Work Email:

Lead Source: HIDDEN: PPC

Lead Source Comments: HIDDEN: Landing Page eBook

Drag fields here to delete

Form properties

Whole form

Name	Value
Name	Landing Page eBook
Description	
Layout	left
Label Width (px)	120
Field Width (px)	170
Gutter Width (px)	0
Show Reset Button	<input type="checkbox"/>
Submit Button Label	View eBook
Reset Button Label	Clear
Font Family	Tahoma
Font Size	12pt
Font Color	#666666
Extra Line Space	6

Template Form Fields

Guide

Landing Page Split Testing



Maximize landing page conversion rates through testing

- Create champion and challenger landing pages
- Automatically rotate which pages are served when prospects click on an ad
- Supports rigorous Design of Experiment techniques as well as basic A/B testing

Learn More about Marketo



Visit www.marketo.com to:

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- Watch [best practice webinars](#)
- Read our [Modern B2B Marketing blog](#)