

COLLABRIUM

LANDING PAGE COOKBOOK



A rustic wooden spoon and a green bell pepper are placed on a dark, textured wooden surface next to an open book. The book's left page is blank, and the right page displays the 'CONTENTS' section. The background is a dark, weathered wooden table.

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MESSAGE FROM THE CHEF

Dear culinary marketing apprentice,

If you only remember one thing, remember this. Landing pages are the bread and butter of an effective inbound marketing strategy.

DO NOT FUDGE THIS UP: as it's the first touchpoint your customer has with your brand. Make sure the landing page is easy to navigate; otherwise, I will hit you with my spatula. Quality information is what differentiates you from your competitors here, so no home brand copycat ingredients for the love of-. To attract leads, you need to first put your chef's hat on and ask yourself, what concerns/ questions would my customers ask about my brand? Then slap those Q&A's in your landing page and cease their worries like a true manipulator *cough* I mean marketer would.

So why spend time and money on landing pages? Like anything in life, you must first invest in order to see results. As a well planned, designed, advertised and executed landing page turns your ugly duckling into a hot golden goose.

Don't let your golden goose burn, though, as with our attention span being less than a goldfish, you need to always be on alert to convert. Trigger instant conversions by solving their pain points.

So remember, landing pages are the baking powder that makes your conversion rate rise. Add too many Call to Actions, and your audience will feel overwhelmed. Add too little, and they won't convert you silly goose.

The last piece of advice I will leave you with is to have fun! So your audience can have fun too and not realise they have been converted into customers.

Buckle up because we are going on an adventure to destination, successful landing page.

STEP 1: COOKING CHEAT SHEET LANDING PAGES INTRODUCTION

So culinary marketing apprentice, what is a landing page?

- Is it: A) When Neil Armstrong landed on the moon and paged home
 OR
 B) When a visitor lands on a targeted page through an advertising campaign

If you chose B, go you smartypants, and if you chose A, I like you; you have a great sense of humour. Unlike web pages with many goals, a landing page is designed for one specific result through a call to action.

Does CTA mean Cook til Appropriate?

A Call to Action is the next step you want your audience or reader to take. For example, 'buy now before it sells out' indicates to the consumer that they need to purchase the product now before it goes out of stock.

Action (Buy) + Urgency (now) = Call to Action

After clicking on the CTA it will take your consumers to the lead capture form.
90% of visitors who read your headline will also read your call-to-action (CTA) (TechJury/MarketingSherpa)

Lead capture form in cooking?

The lead capture form is where potential customers are prompted to fill in personal information on the landing page. Data is like the flour you sift in through the appropriate marketing and sales funnels. But you first must understand who you are targeting.
74% of marketers use web forms for lead generation, and 49.7% say that web forms are their highest converting lead generation tool. (Hubspot)

What makes a 5-star landing page?

You can check whether a landing page is baked through, just like when you poke a cake with a stick. By analysing whether it's customised to an audience and not broad. Don't bake for everyone, though, as you won't raise any conversions.

