



Effective Landing Pages—A Strategic Foundation

A Framework For
Telling A Compelling
Story And Driving
Conversions On
Landing Pages

Say Yeah!

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Understanding Landing Pages

Landing pages are an essential tool for marketers and entrepreneurs looking to drive product and service awareness and engagement.

Whether you're looking to gauge interest in a new product idea, or are selling an existing product, effective landing pages convert users into customers.

The most common landing page is a homepage, but many other pages of a site will be landing pages, whether the result of an organic search, a pay per click campaign, or a blog article or other piece of content that users visit directly.

The Key Elements of Landing Pages That Convert

The purpose of your landing page is to drive users to action. In order to achieve this, you need to:

1. **Target:** Understand who your target audience is.
2. **Offer:** Understand what you have to offer them (be able to clearly state what your product or service does).
3. **Promise:** Promise your target something of value to them ("more this" "better that").
4. **Goal:** Define a clear business goal (join the mailing list, start a trial, etc).

The Necessary Content Structure

With these foundation elements in place, you need to get tactical with your landing page requirements. What you'll need to succeed in structuring your landing page is:

1. A clear headline (with a supporting sub-headline).
2. A clear image (informative or aspirational, and aligned with the headline).
3. A single Call To Action (CTA) ("sign up", "purchase", etc.)

Supplemental Content

Depending on the maturity of your product or service, you may be able to share additional content to help in the decision-making process. This includes:

1. Social proof (customer logos, customer statistics, testimonials, press, or personas that will resonate with your target).
2. Product benefits (it's a good rule of thumb to share three product benefits which expand on and validate your headline).

Ready to get started?

Let's take a deeper dive by looking at early-stage, pre-launch, or idea validation landing page considerations.

Creating a Landing Page To Generate Pre-Launch Interest

A pre-launch landing page is an efficient way of generating interest in your idea, product, or brand, before you apply significant resources to bring the product to market.

This early-stage approach to delivering a landing page can be used to validate a market opportunity before spending time bringing it to market, or to generate awareness, excitement, or pre-sales for a product that is in development and shipping soon.

It is important to keep in mind that when you are selling an idea on a landing page, you are selling not only the product, but the complete the experience to the user. This is lead by the tone and manner with which you present yourself. From the corporate identity to the language used, how you are expressing the value of your product to your target, to how you are making the landing page and content accessible to users across devices and platforms, and through the structure, design, and interactions of the site.

Let's consider some of the specific Content Types that help tell an effective and meaningful story on your early-stage landing page.

Content Types

Examples of content types that you may incorporate into your landing page:

1. A Unique Selling Proposition (USP)—clearly articulated by your headline/sub-headline.
2. An image representing your product or service.
3. An image or slideshow representative of the experience you want you deliver to the target.
4. A short video explaining what the product is about.
5. Identity elements (Logo, colour, type).
6. A prominent Call to Action (CTA)—signing up for a download or trial, buy now, and so on.
7. Three simple and short benefits of the product or service.
8. Proof—if you don't yet have customers as social proof, you may have research data that backs up your promise.
9. Social Media shareable links—ideally not links away from your landing page to your social pages, but quick links for users to share your landing page or offer.

Tip: Get an introduction to product positioning and USPs on Wikipedia.



If you're looking to take a deeper dive into the process of defining your USP, get the book Value Proposition Design.

Share The Best Content For Your Target In The Most Engaging Way

It isn't necessary to have all of these content types, but to work to determine just the ones that are most effective to drive engagement and action. With this in mind, we'll share more about user testing and validation later in this book—tools and techniques you can use to refine your landing page.

In addition to content and layout, your splash page must have a smooth experience making sure the page is accessible and responsive across the devices and platforms your target will be using.

You'll also want to work to ensure that the part of the landing page which shows “above the fold” or without having to scroll includes a clear CTA or is engaging enough that your target will scroll further.

Psychological Drivers

There are psychological aspects of a landing page which entice the user to move quickly towards your business goals. Let's take a look at three of these.

Attraction

Take your knowledge of the market, your product, and the offer, and write a clear, concise headline with an actionable CTA. Reduce the urge to write more. You need to immediately grab your target's attention with an appropriate design, imagery, and tone that's in service of your unique selling proposition (USP). The USP must quickly and easily express how your product is going to benefit the user and why they need to invest their time and effort to digging deeper.

Urgency

Another such aspect is urgency, where you can create content types such as a countdown or limited time offers, so that user is enticed to act. Assure the user that you're not asking for a significant commitment, allowing them to simply follow through with the CTA by only asking limited information. The ideal situation would be to ask just for name and email, but you may also benefit from additional demographic information. Make it clear what is required of the user in this process, and they'll be sure to act quickly, and follow through with the CTA requirements.

Curiosity

Another aspect is curiosity, wherein you provide limited information about your product, in a way that entices the user to find out more. You can use cropped images to tease interface elements, specific language to guide the user further down the page or through a CTA, or structure the landing page in a way that draws the user further down the page to something off screen.

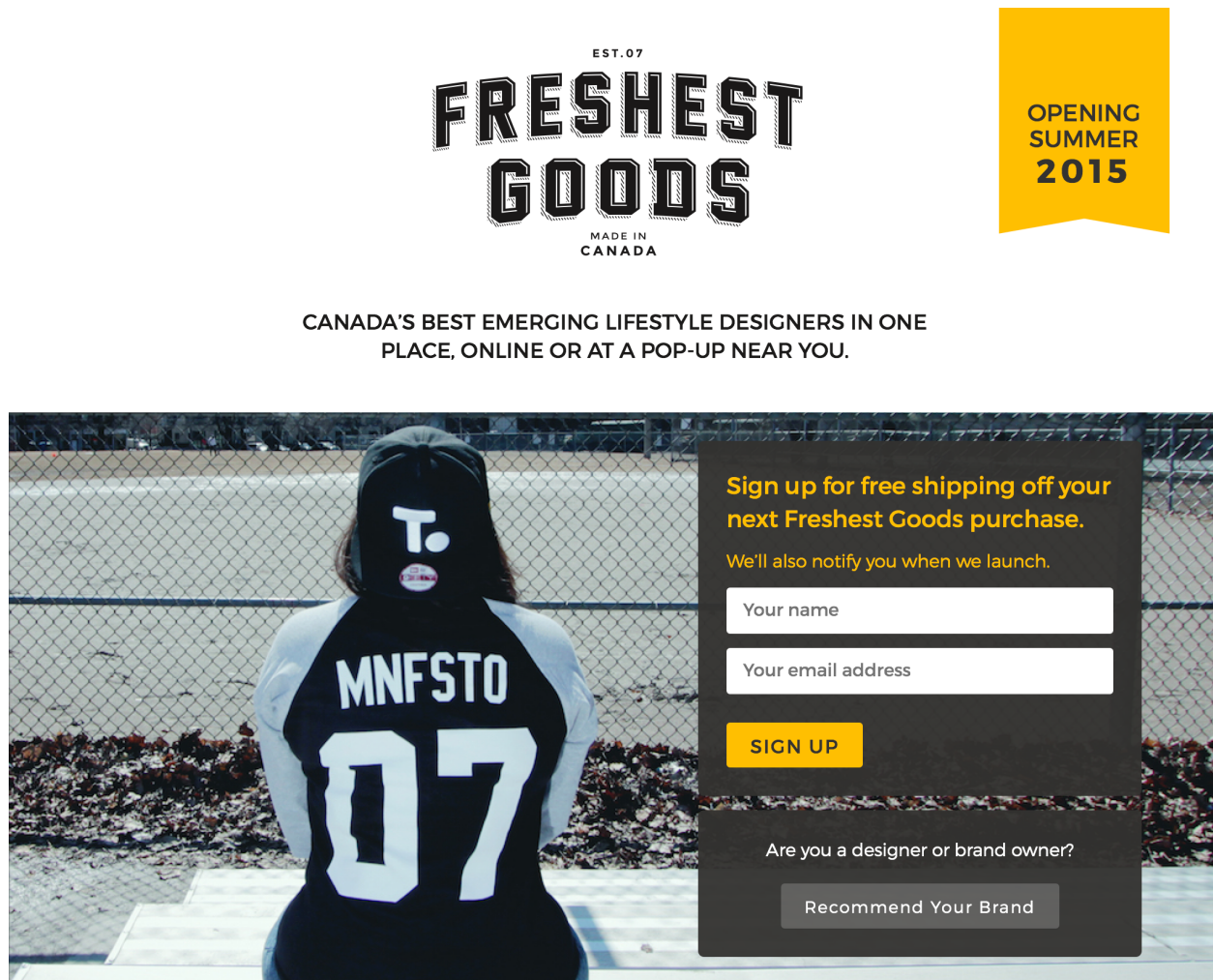
Pre-launch Landing Page Examples

Here are two examples of well performing pre-launch landing pages.

Freshest Goods

Freshest Goods is a curator of Canadian-designed lifestyle clothing, pre-dominantly known for their pop-up shops and live event booths. With the expansion to an online store, their landing page was an affirmation of the brand and an invitation to be a part of their upcoming store launch.

The neutral brand colours allowed the rotating clothing photographs to jump out, while the prominent consumer CTA was followed with a CTA for designers.



SHOP ONLINE

Essential clothing, jewelry



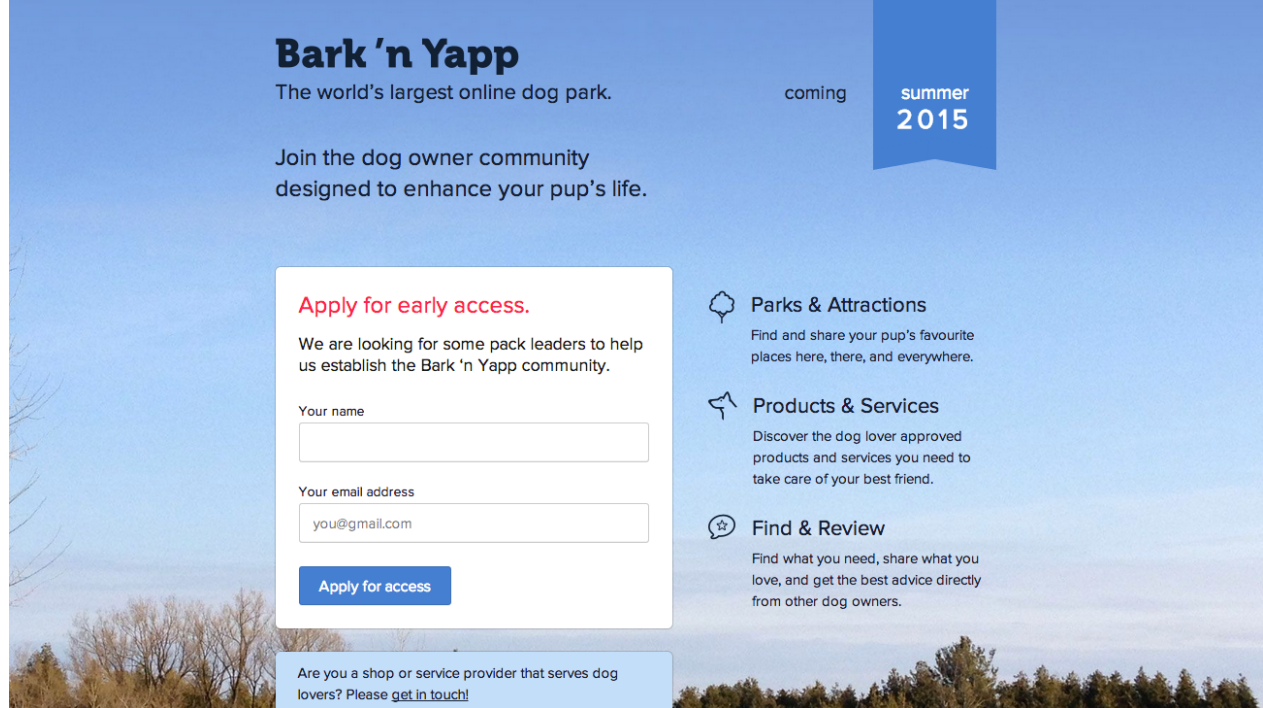
SHOPS & MARKETS

Join the Freshest Goods



WORKSHOPS

Learn how to start a



Bark 'n Yapp

For Bark 'n Yapp, the priority was to drive list signups so they would have users available to beta test their forthcoming dog lover's site.

In this case, the aspirational image was predominantly below the fold, leaving a backdrop to better highlight the value propositions of the site itself, which did not yet exist.

Validating Your New Product or Service Idea

There are a variety of Call To Action techniques you can use to validate early-stage ideas, including those shown above with CTAs for free shipping and early access. You can encourage mailing list signups, or content downloads. You can also adapt your CTA to test pricing and intent to purchase.

For additional strategic insight on bringing a new product to market, download our free New Product Questionnaire.

It's important to also note that a lack of signups does not necessarily mean a lack of market interest or opportunity. You need to consider how many people have visited your landing page, were those visitors part of your target, and is the design, copy, and call to action as effective as it can be to drive engagement of those target users.

From A Pre-launch To A Shipping Product Landing Page

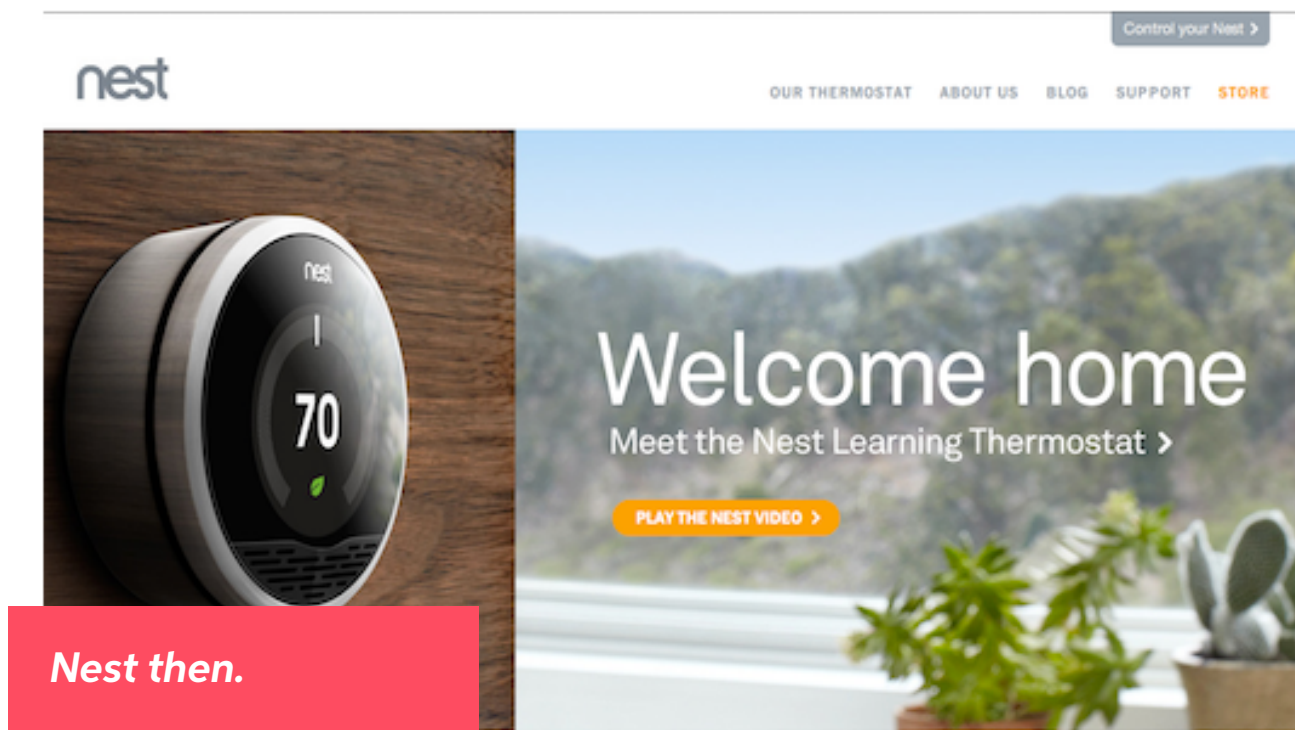
Landing pages consist of short, sweet, well organized and minimal content to get your point across effectively. Imagine the landing page being a static billboard on the highway, where you need to be able to sell your idea within seconds, as people speed by.

But a landing page is more than the first introduction. Users who aren't immediately hooked will want to scroll for product or service validation, to find an affinity with your business and customers, or otherwise build towards a purchase decision.

Here are some examples of landing pages for products that are already shipping which expand on the initial splash page introductions to tell a more involved story to buyers.

Nest

Nest originally began as a single-product company. Their homepage led with a clear product introduction, from the product photo, to the inviting headline and sub-headline descriptor, which leads you to the CTA to see the video of the product in action.

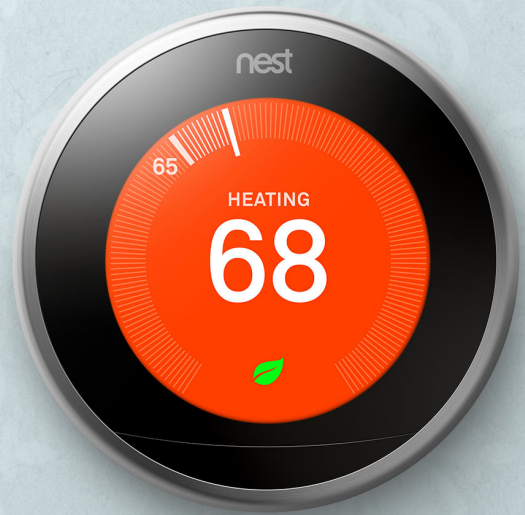


The brighter way to save energy.

Meet the 3rd gen Nest Learning Thermostat

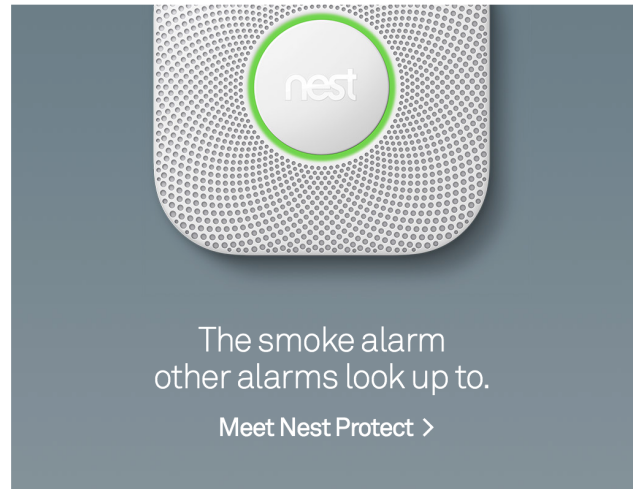
[Watch the video](#) ▶

BUY NOW



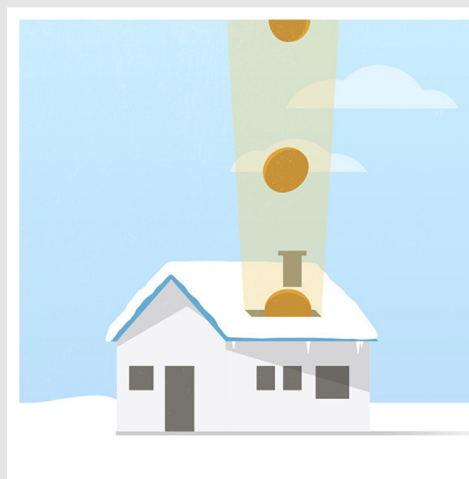
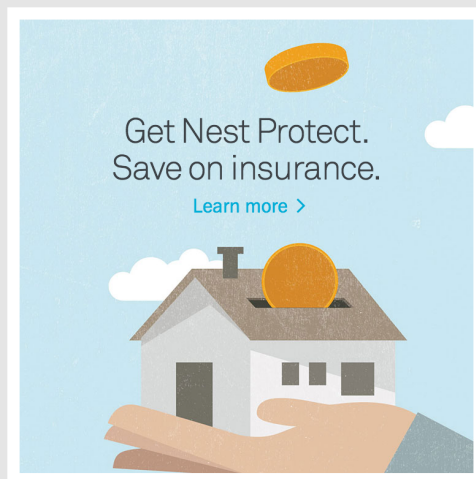
See your home.
Away from home.

[Meet Nest Cam](#) >



The smoke alarm
other alarms look up to.

[Meet Nest Protect](#) >



Introducing winter
Rush Hour
Rewards.

There's a reason power gets tight at the worst possible times – in the middle of the coldest cold snap in 20 years, or at the height of a scorching...



Get Nest for less
Find rebates, rewards
and new ways to save.



Find an installer
Get help installing your
Nest products.



Works with Nest
Explore what connects
with the rest of your Nest.

SHOP

COMPANY

PROGRAMS

Nest Pro
Developer
Rebates & Rewards
Energy Partners
Insurance Partners

Enter email for Nest news



Private, secure, spam-free.



CHANGE >

Nest now.

As the Nest product line has expanded and become more mature, the site has continued to limit copy to quick, enticing headlines and descriptive sub-headlines.

Below the products, additional content highlights other benefits and opportunities of using Nest products, with a detailed footer offering jumping off points for any other information users at different stages of the purchase funnel may require.

Tip: Always make sure you have a CTA or link-rich footer at the bottom of your page.

Most users will scroll quickly through your landing page to see all it has to offer. You need to give them somewhere to go when they reach the bottom.

Landing Pages Done Right

Successful landing pages fuse together strategy, content, design, and programming in order to drive user action towards your key business goal.

The key with any landing page from a strategic point of view is to understand who your target user is, how you can engage them with a value proposition that matters, and what promise you can make that will drive them to act towards your business goal.

With shifting target needs, audiences, and their behaviour, the process of maintaining a successful landing page is a constant learning process. With the right process and tools in place you can observe patterns to understand customer engagement and flow, updating the landing page as needed towards better conversions.

Fine tuning to your audience is the starting point to success and you may be serving multiple targets with varying needs and goals. Your landing page needs to deliver value based on the expectations of the market, region, demographic, or persona of your target, and meet those expectations across a variety of devices, screen sizes, and platforms at varying points of the buying cycle.

You can further fine tune your landing page by looking at sites which both compete with your target's attention and have a similar goal to yours. Observe their patterns and styles to get a better understanding of how to best connect with the market you're targeting.

Psychology plays an important role in engaging and driving action, as previously discussed. The language and tactics you use work together to drive attraction, urgency, or curiosity. Consider these lenses when crafting your landing page, and determine the most effective methods for engaging your target.

Finally, credibility and trust. Your target needs to believe to make a commitment. Giving them the ability to validate your promise through data, social proof, or other verifiable or aspirational means is an essential tool for driving action.

Marketing and Landing Pages

Marketing strategy is an essential leading factor in the success of your landing page, particularly if you have different staff or departments responsible for sales and marketing, digital media, and product.

Your customer's path to your landing page inevitably involves some form of pre-visit awareness, whether that's through word of mouth, advertising, search engines, or other marketing and sales initiative. In this process of discovering your business, expectations have been set through the tone, manner, and specifics of the marketing or sales channel that sends your user to your landing page. It's essential that these expectations align with the landing page itself. For example, the way you introduce your product or service in an ad or sales conversation needs to be reflected in the landing page the user reaches as a next step.

Get more detail on customer journeys from the HOW Design article [From Digital to Print & Back Again: Creating a Seamless Customer Journey](#).

With any disconnect from one step of this buyer journey to the next you risk causing user confusion, frustration, and anxiety. Each of which not only reduces your likelihood of conversion, but may cause the user to immediately click away.

Putting It All Together

We published this book to provide you with the foundation to drive engagement and increase conversions with your landing pages, whether you're testing a new product idea, or have a product already in market you need to drive people to.

If you get stuck during design, implementation, or validation of your landing page, or you find that even with increased landing page conversions, signups and engagement within your digital product remain low, we're here to help.

Get In Touch

Reach out at 416.642.9694 or hello@sayyeah.com and let's talk about how we can help make your product even more successful.



About Say Yeah!

Deliver digital products that make a bottom line difference with Toronto's multichannel experience design studio.

Say Yeah is led by Lee and Matt, digital craftsmen with over 30 years of collective experience bringing effective products to market.

We Work To Empower People

Now more than ever, technology has the power to change the world.

We now have the opportunity to define customized experiences across different screens and devices, deliver localized and personalized content to users wherever they may be, make apps accessible to virtually anyone, and continually improve products based on real-world data and customer feedback.

With mobile and multi-screen use exploding the world over, and our ability to understand user goals and actions like never before, it's the ideal time to bring a digital product to market and hone it over time, meeting and exceeding business goals, while empowering people like never before.

Success, Defined

We take on projects where we can define opportunities to bring measurable value to the business and its customers.

The results: our experience, passion, and acumen have helped companies large and small meet investment, growth, and sales goals.

Measurable Problem Solving

Improving conversions, decision-making, contextual use, and validation are the pillars of our problem solving. If you're facing one or more of these challenges, get in touch.



Transactional: You need to improve user flows and transactional results within a product, such as signups, checkouts, or other calls to action.



Informational: Your users need to find, view, and interact with information and data in an intuitive, rewarding way, improving insight and driving action.



Experiential: You need to improve service delivery at each stage of the customer journey, from communications to online products, sales to support.



Multi-screen: You need to define purposeful experiences for users with different devices and screen sizes, considering when, where, and how your product is used.



Validated: You need to measure product releases over time, ensuring design and engineering efforts are meeting business and user goals.

Additional Resources

For more product insight and resources, visit: sayyeah.com/resources/

Say Yeah!

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A Framework For Telling A Compelling Story And Driving
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By Lee Dale and Janavi Vengatesh

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