



The Role of a Landing Page in Digital Marketing

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Abstract

The purpose of this research is to understand the role, importance, and advantages of landing pages in digital marketing. Landing page is a standalone web page, created specifically for a marketing or advertising campaign. This study will portray the impact of a landing page on a consumer's journey from clicking the ad and converting. The reason for conducting this study is to put out the critical points of the landing page and the influence it has on a business. This research is particularly important for those who would like their ads conversion rate to increase through the power of landing page.

Introduction

In the context of website and digital marketing, a landing page is webpage designed to capture a contact's information in exchange for an offer like an e-book, template, or video. A landing page is an important marketing tool bringing awareness to specific content and prompting visitors through calls to action to provide data in exchange for information and thus can significantly increase conversions. It can be in exchange for more information through a demo, meeting, or over-the-phone consultation. The purpose of landing page is to funnel traffic towards a specific action. They are called "landing pages" because marketers send traffic to them from other destinations, like a Facebook ad, and then the visitor lands on the page. Landing pages are often optimized for conversions, this means landing pages have prominent opt-in forms and they lack the typical website navigation and is specific only to a certain product or service such as e-book, webinar, drone, video, etc. This is because the marketers ultimately want the there to only be about two options i.e. covert or close the window. Traditional website navigation provides visitors with numerous other products and pages that they can use to navigate away from the page without converting. Landing pages are built to only be able to take one specific action within it and that's conversion. With the help of landing page, you can add email subscribers for newsletters, promote online courser, sell a physical product, give a discount or coupon, boost attendance for a webinar, encourage a free trail, or give away a consultation or a demo.

Features of landing page

- 1. Headlines:** tells the visitor what is going on. It covers customer's questions like
 - What is the offer?
 - What is this about?
 - What is the deal
 - Why should I care?
- 2. Features and Benefits:** elaborates on the headline, they tell visitors a little more about the bold claim just made in the headline. Features and benefits should also be able to cover the following questions so visitors can take a better decision
 - What will customers get if they convert?
 - What can they expect?
 - How will it help them?
- 3. Social proof:** is a powerful tool that helps people know that others have been here before, it portrays reviews, feedback, ratings, and testimonials of the previous buyers that makes the product or service seem more legitimate and reliable for the new visitors. General praise from previous buyers who ventured into the offer is the most dependable source to help take decision for the new buyers.
- 4. Visuals:** can be product images, happy people from using the product or service, landscape that give off a positive vibe, pictures of the product, or general images that help visitors picture how the product or service can benefit them.
- 5. Colours:** of a landing page can simply be black and white, or different colours. Colours play a big role on how the visitors feel when they land on the page. Using the colours that best suits the frequency of product or service works better.
- 6. Call to Action:** can be a form, a shiny evident button in an eye catchy colour with a bold letter saying "Subscribe", "Enrol", "Buy Now", etc. which asks the customers to take a specific action for which the landing pages has been created. Call to Action is what all the previous features are leading up to so that the visitors are already aware of the product and made a buying decision.

Advantages of Landing Pages

- 1. Generates Leads:** At its core, the website only has 3 objectives
 - To tell a story in a disruptive, compelling, and emotional way.
 - To attract new visitors to the business.
 - To convert those visitors into leads.

Landing pages are critical in helping the business to generate leads by starting a qualification process and then moving them through the sales process and finally into new customers. Studies show that marketers capture leads at a higher rate by sending them to be dedicated landing pages rather than

sending traffic to the home page. The landing page is the simplest most effective way to generate more leads for the sales team. Landing pages are very specific pages designed to get visitors exactly what they want with the least amount of friction possible to turn visitors into leads.

- 2. Collects Prospect Demographics:** The idea of the is that your visitors must pay an information in order to get an access to an offer. On the landing page visitors must fill out a form, enter email address, though the information that is requested varies, most of it will encompass contact information and demographics. Contact information provides the info needed to start contacting leads, but the demographics information is just as important, it gives the data needed to understand the new leads and segment them effectively to better target their needs, desires, and pain points. It also helps the sales to have more valuable conversations, this ultimately will improve sales. The information collected from a landing page can determine if a lead goes to sales. Depending on the customer's answers, they can be enrolled by the company in automated nurture or pass them directly to sales, all from the information collected from the landing page can be and should be used to qualify and/or score your leads for additional action.
- 3. Tracks data:** Data from landing pages can be tracked this allows the company to understand just how engaged the prospects are. The company can understand if a prospect has downloaded multiple offers and signed up for several webinars, for example: Landing pages data can be tracked and analysed to understand how well the marketing offers are performing. The company can compare data from various offers to see what is working and what is not, so the marketing can be optimized accordingly. It's especially important to compare the landing pages to each other and create a benchmark for the performance of landing pages, the company can then rank the landing pages by performance metric and start working on those that are underperforming. Improving performance of a highly visited but low converting landing page is one of the best uses of the team's time when it comes to lead generation.
- 4. Removes Distraction and friction:** The Landing page is vital because it inspires specific action from the prospects and visitors. If the visitors are sent to the website's homepage, they could take a wide variety of actions from checking out the blog to reading about the history of the company. Although, this engagement is also good, it is not what the company wants, this results in delay or even distract from the company's objectives, such as getting new leads. All these options might seem positive on the surface but, they distract and add friction to the single objective of a landing page get the conversion get the contact information turn a visitor into a conversion.
- 5. Test and Optimize:** Landing page data can be tracked and analysed for the company's benefit, The landing page themselves can also be tested and optimized. The company can test the forms, adding elements like testimonials, videos or comments and reviews from social media, anything that makes the offer and the landing page more compelling and easier to understand and removes friction from the conversion process should be considered.

Difference between Landing Pages and Websites

Landing Pages	Websites
<ol style="list-style-type: none"> 1. A single web page that appears in a response to clicking on a search engine optimized search result or an online advertisement. Landing page is designed for a specific task. 2. Landing pages only has a single web page. 3. A landing page has a very specific information, such as: <ul style="list-style-type: none"> • Title • Features and benefits • Social proof • Visuals • Colours • Reviews and Testimonials • Clear call to action 4. Landing page has a specific and single functionality. Visitors only have one action to take and are only focused on it. This allows to gather only good quality leads. 5. A landing page limited navigation 6. Landing page is the idyllic platform to transfer your target audience into consumers. They are specifically intended to targeted marketing based on interests, preferences, etc. 7. In summary, landing pages are precisely what they comprehend, which is a target-oriented webpage, but not the typical homepage, on which viewers arrive through wither organic or inorganic sources. 	<ol style="list-style-type: none"> 1. Set of web pages, including multimedia content that can be identified with a domain name. website is a collection of related web pages designed for multiple tasks. 2. Websites has multiple web pages. 3. Websites has all the information the customer wants to know, such as: <ul style="list-style-type: none"> • Home page • Product pages • Payment gateway • Checkout page • About us page • Contact us page • Shipping policy page • Return policy page 4. Website on the other hand covers multiple functionalities. Visitors have the option to surf around various function and take several different actions. 5. Websites has many navigation links. 6. A website is to showcase certain information about the company, product, or service, or simply to nurture leads through unique web pages. 7. In summary, websites are not target-oriented. Websites are designed to present information and not to drive sales. Websites aid multiple reasons such as to advertise products and services, tell a story, showcase the storefront, educate the viewers, etc.

When to Use Different Types of Landing Pages

- 1. Squeeze Page:** are great in gaining contact information, it is effective because it offers gated content or prompt to ask for visitors email address to get a newsletter sign up, e-book or a white paper. The objective the squeeze page is to squeeze the email out of the visitors for email marketing, these pages are short, crisp, and direct.
- 2. Splash Page:** is very similar to squeeze page, but it does not always have lead capture as the main goal. Instead of sending visitors directly to a webpage, splash pages are great for warming them up, or to share an announcement or a new feature, then splash pages are ideal. To put it simply, splash pages are like welcome mats outside the house.
- 3. Lead Capture Page:** is subtle to a squeeze page, but captures more information like name, phone number, email, etc. Lead generation landing pages are great for generating marketing qualified leads which have shown real interest in the product or service.
- 4. Video Landing Page:** from the moment someone loads a video landing page, their attention is locked on the video. Typically, the video does not have any play/pause buttons, so visitors are exclusively locked on to watch the video. With few clever tactics, the company can show up the form or button after the visitors watch 30%, 50% or 90% of the video.
- 5. Click Through Landing Page:** is a page that provides detail information about an offer to persuade the visitor to click through to a conversion focused page like a sales page or lead generation page. These pages are great to warm up visitors, build trust and qualify traffic.
- 6. Sales Landing Page:** is a page designed to convert your visitors into customers. These pages are great for bottom of the funnel where customers are in the last stage of the buyer's journey. These pages mimic direct mail sales letters, and hence they are rather long and detailed.
- 7. Advertorial Landing Page:** is a landing page that is designed to look like an organic news story. Advertorial landing pages are great for warming cold traffic. Biggest advertorial pages match the native channel, they feel very similar to the content of the channel. This way a reader gets value from the page as they are in the right mindset to buy before they land on your sales page.
- 8. Lead Magnet Landing Page:** is a valuable offer that the company provide to their prospects in exchange for a contact information such as name and email. Lead magnets like newsletter sign up, or a coupon or a webinar sign up are all great examples of lead magnet landing pages.
- 9. Prelaunch Landing Pages:** does excellent job for generating early sign ups or building a list which can be marketed later. Prelaunch landing pages peak interest with the company's early adopters and persuade them to sign up.
- 10. Thank You Pages:** They are exceptional to build up rapport with new leads or subscribers. Thank you pages to push marketing qualified leads into sales qualified leads by embedding an appointment calendar on the page. Another way is to thank them and show the next steps when a lead signs up, this is great for future pace in. Lastly, marketers can also use thank you pages to showcase resources or embed a video thanking your new sign up.

- 11. Unsubscribe Landing Pages:** When a lead or subscriber clicks the unsubscribe link, one final way to keep them on the list. Unsubscribe landing pages can help the subscribers to choose frequency at which they receive the emails. Marketers can also think of them to offer personalization, where the subscribers can pick and choose the topics they prefer. Companies can also use it to show an optional survey asking subscribers why they unsubscribed?
- 12. Referral Landing Page:** are brilliant for welcoming visitors from the referral sources. These pages can be shared with the clients or strategic partner to get business referrals. Since referrals landing pages, won't be otherwise visible to public, the referral page link should only be shared with the trusted sources. These are splendid for generating high quality qualified leads.
- 13. 404 Landing Page:** is a landing page that tells the site visitors that the requested page is unavailable or in some cases is does not exist. Although this more of an error page, marketers can come up with creative ways to either surprise or delight the visitors.
- 14. Landing Pages by Traffic Source:** these landing pages show different content to the visitors depending on the traffic source they came in from. For example, a visitor who got to the page by Facebook would have different content than one who came through AdWords, or another referral source.

In Conclusion

There are many features, advantages, and types of landing pages, and marketers should get enough knowledge to decide which type of landing page is ideal for their business. While there's no single best way to structure a landing page, a robust goal and strategy will help marketers achieve the conversion target faster and easier. A landing page contains several elements and each of them can contribute to its performance. A clear understanding of the elements that go into a landing page can help you understand the process behind their effective design. Hope this research paper over landing pages gives insight into how online businesses structure their website according to their business goals.