



# LANDING

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## PAGES

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## Determine Your Offer

Before you can successfully advertise, you'll have to decide what your offer is going to be. Are you going to specifically advertise your product or service, trying to convince people to buy right away? Are you going to give away a free piece of content, in order to obtain people's email addresses, and get them familiar with your brand? Have you considered advertising a contest related to your product or service and requesting submissions?

## What to include

- + Valuable piece of free content in exchange for your prospect's email address.
- + CTA Button
- + optin form
- + Testimonials
- + contact info very clear at top
- + Privacy policy to be accessible
- + Title of page to match PPC titles and add copy
- + Tell them what they are getting on the page.
- + Who you are and what you do / company overview.
- + Link to popup for details

## **Good Copy**

As with any advertising, you have only a short amount of time and space to compel visitors to act. You must write clear, powerful copy that encourages your reader to take action and click with every word. Take your time with this step. Research compelling ads, study ads that have converted you, and write as many versions as necessary until you're happy with the outcome.

## **Engaging Visuals**

Not all ads will use pictures (like text-only Google ads) but many other ad services (like Facebook, Instagram, Twitter, etc.) definitely will. For those services, it's essential to find a balance between images that support your ad and make it engaging to look at, without detracting from the purpose. Images of people can be powerful in ads. They can quite literally put a human face on your products or offers. Ideally, if you're using images of people, those people should be looking (or pointing) in the direction of your call-to-action. This subtle visual CTA can often lead to even higher conversions.

## **Concise Formatting**

All ad platforms have character limits, so you'll have to stop typing eventually no matter what. That being said, creating the most concise and legible format for your ad is always a best practice. It's important to remember that from the words and images you choose to the offer and your product or service, you know your business inside and out. On the other hand, your new visitors and potential adclickers are seeing you and your business for the first time. Tailor your ad to them, and make it as short and easy to digest as possible.