

The background of the image is a blurred photograph of a laptop on a desk. The laptop screen displays a landing page design with various text elements and graphics. The design includes the word 'Lorem' in a script font, 'Lorem ipsum' in a sans-serif font, and a comparison graphic with 'MOUNT' and 'TOSBERG' labels. A 'VS' icon is placed between the two mountain graphics. There are also location pin icons and more placeholder text on the screen.

Interactive Landing Pages

Guide to Improving Engagement & Conversion

The tried and true landing page — a marketer's best friend

In the 'old' days of the web, all of a brand's web traffic would be funneled into their website home page, or to deep links within the site.

Drop an email, land those clicks on the home page. Launch a display ad, drive those visitors into the main product category page. Run a print ad with your main website URL.

While this worked at getting lots of 'hits' & 'eyeballs' to a site, it wasn't as efficient at getting those hits & eyeballs to take action that turned into business results. At some point, early in the days of the web, some smart marketer woke up and said to themselves, "Hey, if 1% of our site traffic is converting into a lead or a sale, what's going on with the other 99%? How can we get more visitors to take action on our site?"

Enter the landing page. Technically, any page a web visitor might land on after clicking any web link, is a landing page. But the term quickly came to mean an offer-specific page created exclusively for a single stream of campaign traffic.

By removing the distraction of main site navigation, and focusing



page content on the offer or campaign message, landing pages were effective at getting far more campaign visitors to land and convert into a lead or sale. Landing pages quickly became the defacto type of digital experience deployed for most paid campaigns—working particularly well for pay-per-click, display and affiliate traffic.



That 'smart' marketer who first asked how to get more site visitors to take action was probably Seth Godin. Seth coined the term 'landing page', perhaps as far back as 1991, and said of landing pages...

“ Landing pages are not wandering generalities. They are specific, measurable offers. You can tell if they're working or not. You can improve the metrics and make them work better. Landing pages are the new direct marketing, and everyone...is a direct marketer.”

- Seth Godin



Check out ion's infographic for 18 mind-blowing stats on just how effective landing pages can be.

Visit: <http://ow.ly/ujl3q>



A landing page is any page you direct campaign traffic to, and it works incredibly well at getting more of your web visitors to land & take action—it's the mechanism by which you can turn your 1% conversion rate into 2%, or your 15% conversion rate into 30%. Best practices for landing pages include:

Relevant—Specific to the ad or message the visitor clicked

Focused—Without extraneous content, navigation and calls to action, singularly focused on an offer or topic

Directional—Indicating, both visually with content and calls to action, what action the visitor should take

In 2006 Seth Godin blogged about using landing pages to increase five possible actions from your visitors. These hold true today—almost all digital (and non-digital) campaigns seek to have visitors do one of these five business critical actions. Seth wrote:

A landing page...can only cause one of five actions:



Get a visitor to click (to go to another page, on your site or someone else's)



Get a visitor to buy



Get a visitor to give permission for you to follow up (by email, phone, etc.). This includes registration of course



Get a visitor to tell a friend



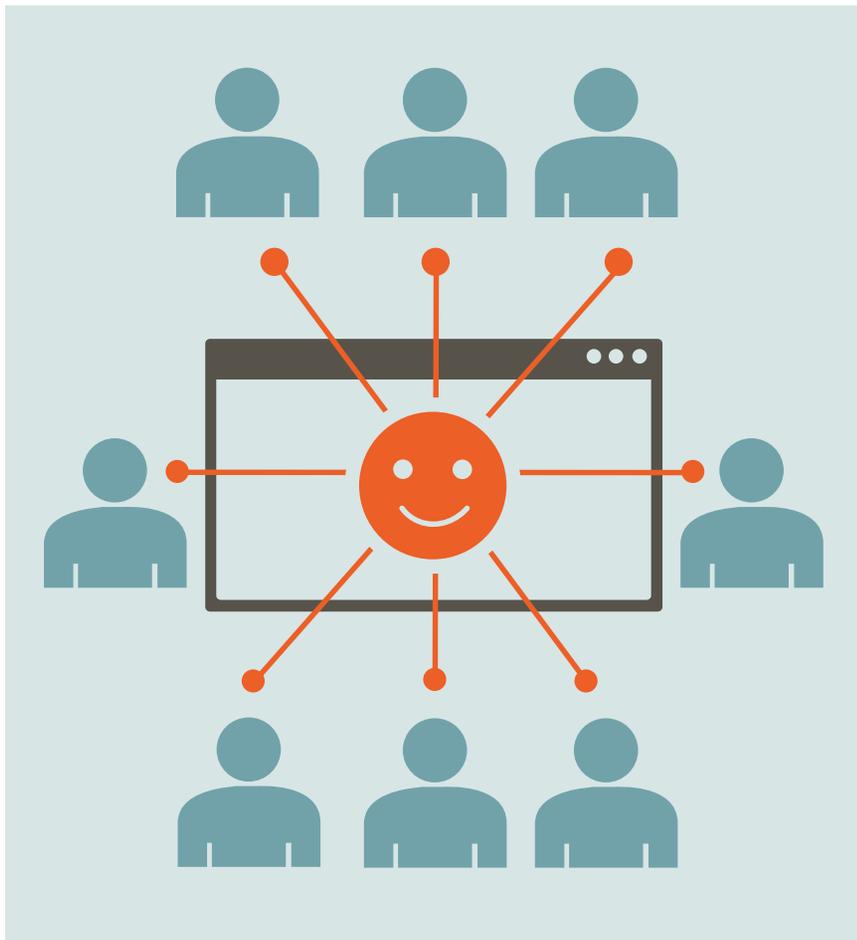
And the more subtle, get a visitor to learn something, which could even include posting a comment or giving you some sort of feedback



Looking for more helpful tips? Jump on over to the ion blog for 13 more landing page best practices!

Visit: <http://ow.ly/ujla3>

As effective as landing pages originally were at converting campaign web traffic into leads & sales, they came to represent a fairly static, formulaic experience. A typical landing page designed to capture leads contains basic elements like headline, subheadline, content blurbs (and maybe a video), images, calls to action and a form. A typical ecommerce landing page fares no better with product & shipping information and an 'add to cart' button.



These formulaic pages can be effective, but they only work up to a point. As user expectations on the web rapidly evolve, the landing page hasn't necessarily always kept up.

So what do users want? What makes that experience with your landing page a positive one? It's probably not some copy and a form slapped together on a page hastily. Nor is it a big, flashing "buy now" image. Users expect useful, meaningful digital experiences every time they interact with your brand. According to Forrester Research:

“ Digital touchpoints can drive revenue, lower costs, build brands, and engender customer loyalty. But to achieve these potential benefits, companies must deliver digital interactions that meet their customers' needs in easy and enjoyable ways.”

~ Top 10 Ways To Improve Digital Experiences,
Forrester Research

The landing page is often your very first digital touchpoint, providing a critical opportunity to meet (or exceed) visitor expectations through easy, enjoyable, useful experiences. The fact that it is so frequently a visitor's first impression of your brand makes it all the more critical to elevate your landing page into a truly effective digital experience.

Interactive content transforms landing pages into engaging, high-conversion experiences

Several trends are combining to radically raise the expectation of the average visitor to your landing page:



Mobility

Users are increasingly conditioned to interact with mobile apps, which provide an instant feedback loop. Put in data, get a result. Book an appointment. Play a game and see your stats. There is an inherent interactivity in a mobile app that users are coming to expect with their browser-based experiences as well.



Utility

It's no longer enough to pitch your wares and win the sale. Consumers expect useful experiences from the brands they do business with. A helpful experience will always win the day over a self-serving experience that simply overloads the visitor with information.



Content Overload

With the explosion of content available at every turn, web users are increasingly taking their content in small doses. Consumption becomes about skimming and surfing rather than settling in for a long read. Content chunks are more easily digested than an endless tome of paragraph after paragraph.

Adding app-like, useful, enjoyable interactivity to your digital experiences can significantly elevate your user engagement and conversion rates. That's where interactive content comes in.

Interactive content can elevate any digital experience, from a home page to deep links to landing pages. In the case of campaign-specific digital landing pages, interactive content is particularly transformative.

Forrester Research identifies 3 types of customer perceptions that a digital experience must align with:

- 1 Enjoyable**—How enjoyable were they to do business with?
- 2 Easy**—How easy were they to do business with?
- 3 Useful**—How effective were they at meeting your needs?

Interactive content can take the form of...

An interactive content experience is a browser-based marketing experience designed for user engagement. It's not a mobile app that runs on a mobile operating system as an installed application.

Rather, it's an interactive, engaging experience that's lives within the browser, regardless of device. It's desktop, mobile, tablet—it's any device, any time. Interactive content can take the form of:



Quizzes & Assessments



Surveys



Contests



Conversion Paths



Calculators



eBooks



Wizards & Configurators



eCatalogs

Getting started with interactive content

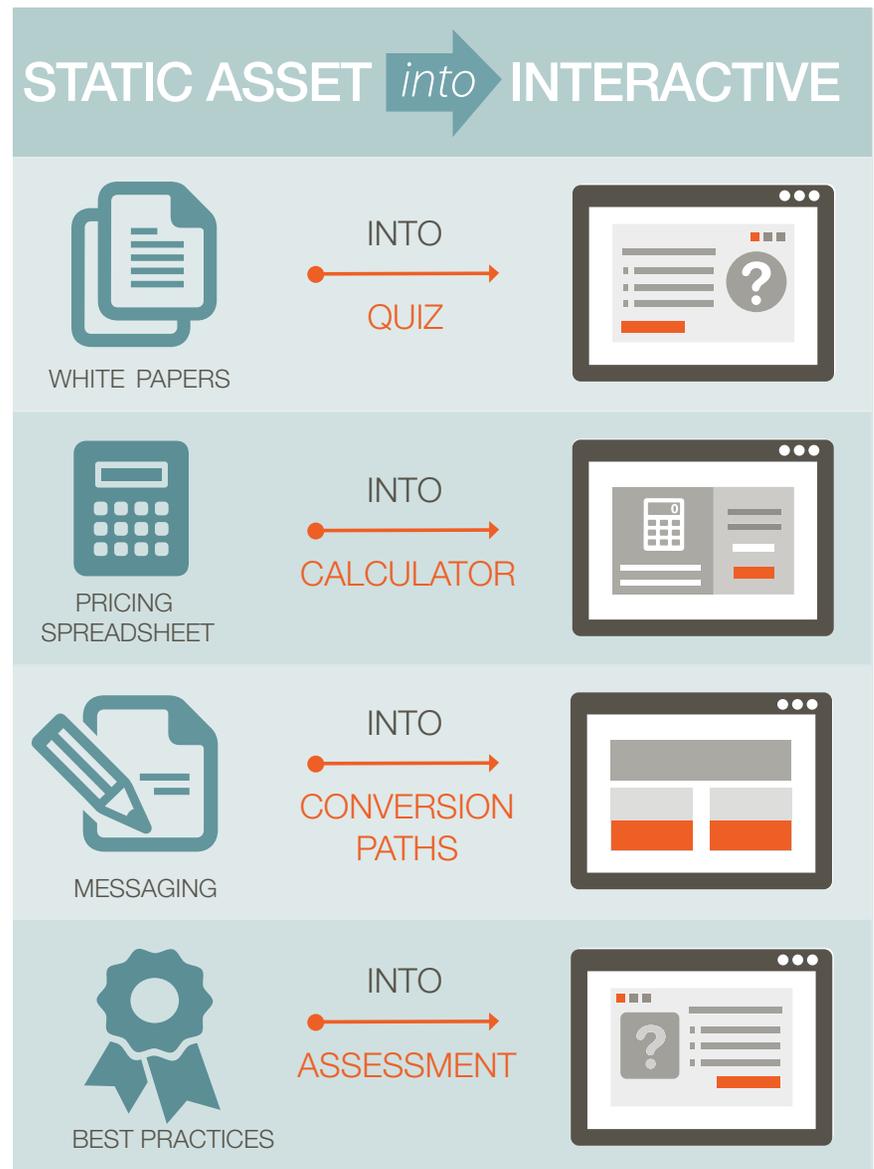
In essence, interactive content delivers an app-like, engaging experience within the browser, to visitors to your website and landing pages. The app-like experiences are responsive, and work elegantly across any device from desktop to smart phone.

Great. But...where on earth do you start? How do you actually come up with ideas for interactive content, let alone get one built and deployed?

Transforming static content into a useful, engaging interactive experience is actually easier than it sounds. You likely already have some great content and it's just a matter of some creative brainstorming to find areas of opportunity to transform that static content into interaction for your visitors.

“ The degree of sophistication of the digital experience that is created is a clear predictor of brand perception.”

- Demand Metric, *Digital Marketing Landscape, The Power of Digital Experiences in 2014*



Here are some ideas to get started:

Do you have an in-depth white paper? Turn it into an interactive, 'choose your own adventure' eBook. Add more interactivity by sprinkling quizzes or surveys throughout.

Do you have a pricing spreadsheet used internally by your sales team to determine pricing? Turn it into an online calculator that visitors can use too. Even complex pricing can be turned into a pricing range estimator.

If your products are complex and require configurations to determine the right solution, use a configurator that walks visitors through a series of questions and results in a customized solution based on question responses.

Do you have a set of best practices that apply to your industry? Turn it into an online self-assessment. Based on vis-

itor responses to questions you can deliver personalized recommendations for improvements.

Do you have specific messaging for verticals, roles or business need and struggle with getting the right content into the right hands? A conversion path can help visitors step themselves through a series of simple choices to quickly get to the most relevant & targeted information.

The best way to get started with interactive content is to look at your existing assets and re-envision them as interactive experiences. The possibilities are endless! And to ensure they are high-performance and result in more leads & sales, consider experimenting with the presentation and messaging around the apps. It's great to test content, flow and design when deploying an interactive experience, using real-time A/B testing.

“ A relationship exists between placing a high priority on digital experience marketing and revenue growth. **76%** of participants reporting revenue growth in the most recent fiscal year also put a high priority on digital experience creation. For organizations that reported declining revenue growth, only **6%** report digital experience creation as a high priority.”

- Demand Metric, *Digital Marketing Landscape, The Power of Digital Experiences in 2014*

Next steps

Implement an interactive content experience and see how it can improve your campaign results

It's time to turn your landing pages into interactive, useful, enjoyable experiences. It's what your web visitors expect, and the technology exists to enable you to rapidly deploy & test interactive content while minimizing development time and costs.

Interactive content can change your campaign results from “so-so” to “wow” by decreasing bounce rate, increasing visitor consumption of your content, and ultimately delivering far more leads & sales to your organization.

Jay Baer, in his New York Times best selling book *Youtility* says, “In a world where every prospective customer is facing an invitation avalanche, where every business is asking people to follow their tweets, read their blog, or watch their videos, you must resist the temptation to communicate solely and endlessly about your company, hoping for a quick sale.

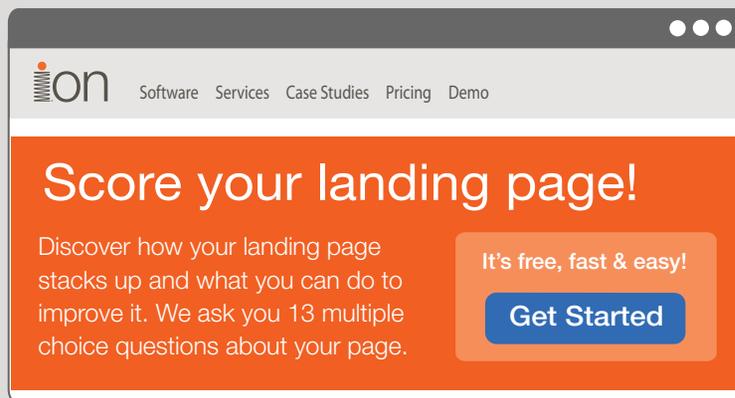
Helping can replace selling, or at the very least reduce the friction within that sales transaction. And you can do this. You can help your customers learn...You can help them plan...You can help them enjoy.”



As you evaluate your campaign landing pages—those crucial first impressions of your digital touch points, ask yourself:

- ❓ Is this page useful?
- ❓ Is this page helpful?
- ❓ Does this page do more than just ‘pitch’?
- ❓ Does this page provide meaningful value?
- ❓ Is it engaging?
- ❓ Is it responsive across all devices?
- ❓ It is app-like?

Evaluating your pages through these lenses will help you see the opportunity in front of you to transform your online marketing results.



Score your landing page

Discover how your landing page stacks up and what you can do to improve it. We ask you 13 multiple choice questions about your landing page. Based on your answers, we instantly give you specific recommendations that you can use to improve your user experience and your digital marketing. It's free, fast & easy!

<http://ioninteractive.com/score>

More leads. More branding. More revenue.

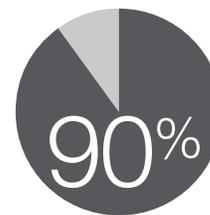


ion Platform & Services

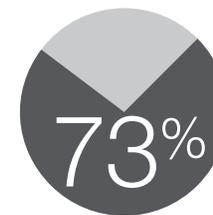
ion is an interactive content marketing platform loved by hundreds of leading brands. It's used to create and test interactive experiences that generate leads, enhance brands, and drive revenue.

- ✓ Create engaging interactive experiences in minutes
- ✓ Pass segmentation and sales enablement data in and out
- ✓ Test and auto-optimize alternative interactive experiences
- ✓ Save time, money and resources

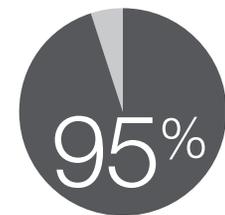
According to TechValidate: 73% of our customers double their conversions. 90% get positive ROI. And 95% would recommend us. Join them.



Positive ROI



Double Results



Would Recommend



Digital Marketing Software & Services

meet.ioninteractive.com/getstarted or Call 1.888.ion.idea (466.4332) or +1.561.235.7474 outside the US

