



B2B Best Practices: Landing Pages

Uncover how best to use landing pages and lead capture forms, when and what to do with the information.

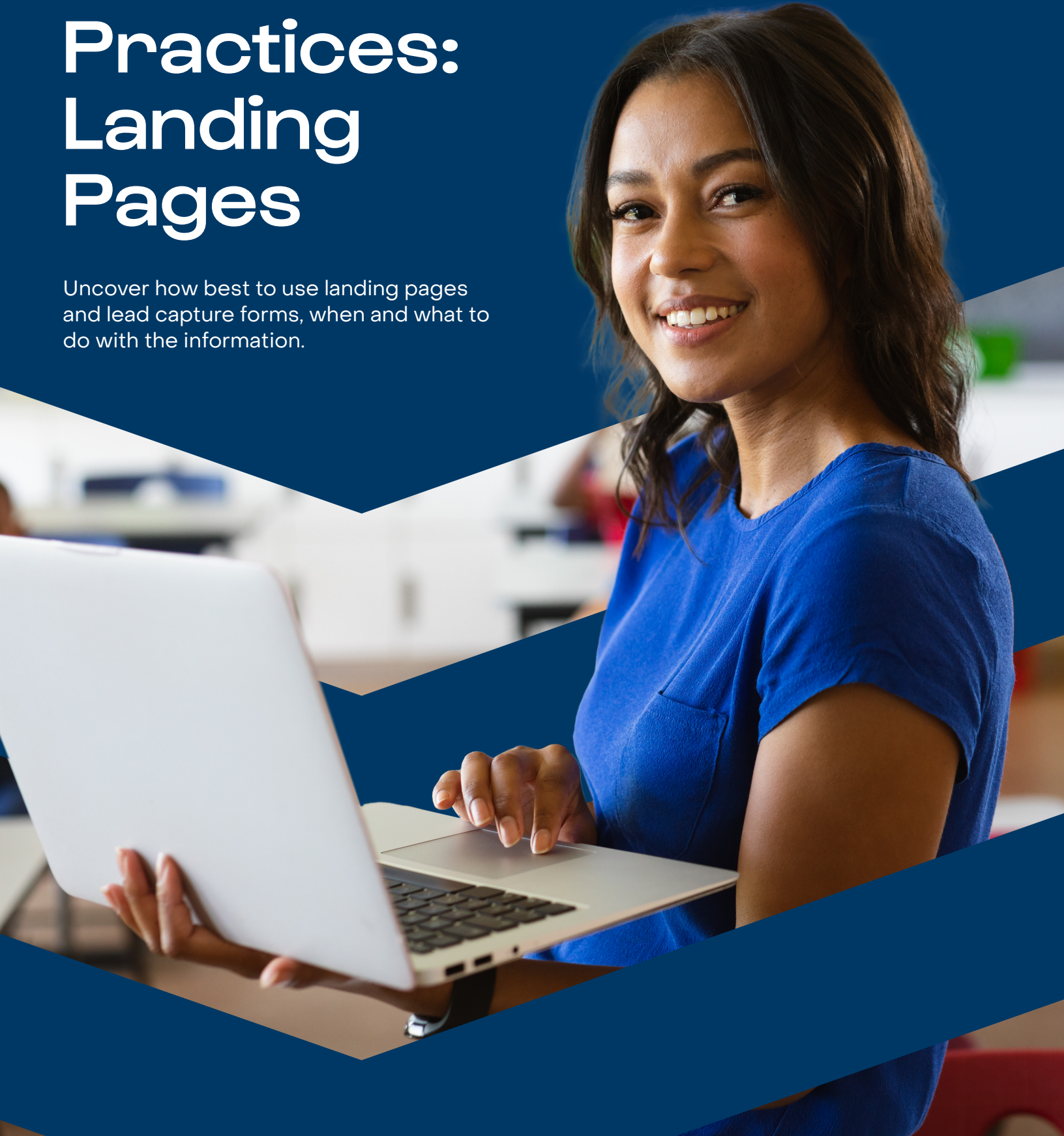




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What are Landing Pages?

Landing pages are just what their name implies—a page prospective buyers or customers where land after clicking a link. This webpage is where you acquire a visitor's information through a lead capture form.

Through an email campaign, pay-per-click (PPC) ad, or social media messaging, landing pages give visitors access to your brand and content. Landing pages are a great way you can learn what prospects want, segment them, target those segments, and offer them valuable information to convert them to customers.

Use landing pages to:

- Target specific audiences with relevant messaging
- Acquire visitor information
- Introduce prospects to your brand and content

Successful landing pages target an audience with a specific message founded on the action they take. For example, if you sent out an email campaign to customers in the healthcare industry, include a link to a healthcare industry relevant whitepaper gated behind a lead capture form. This process captures the information of potentially valuable leads.

Landing pages are an important step in the marketing automation process and an essential part of effective lead generation. Throughout this guide, we will uncover how best to use landing pages and lead capture forms, when to use these tools, and what to do with the wealth of information you can capture from them.

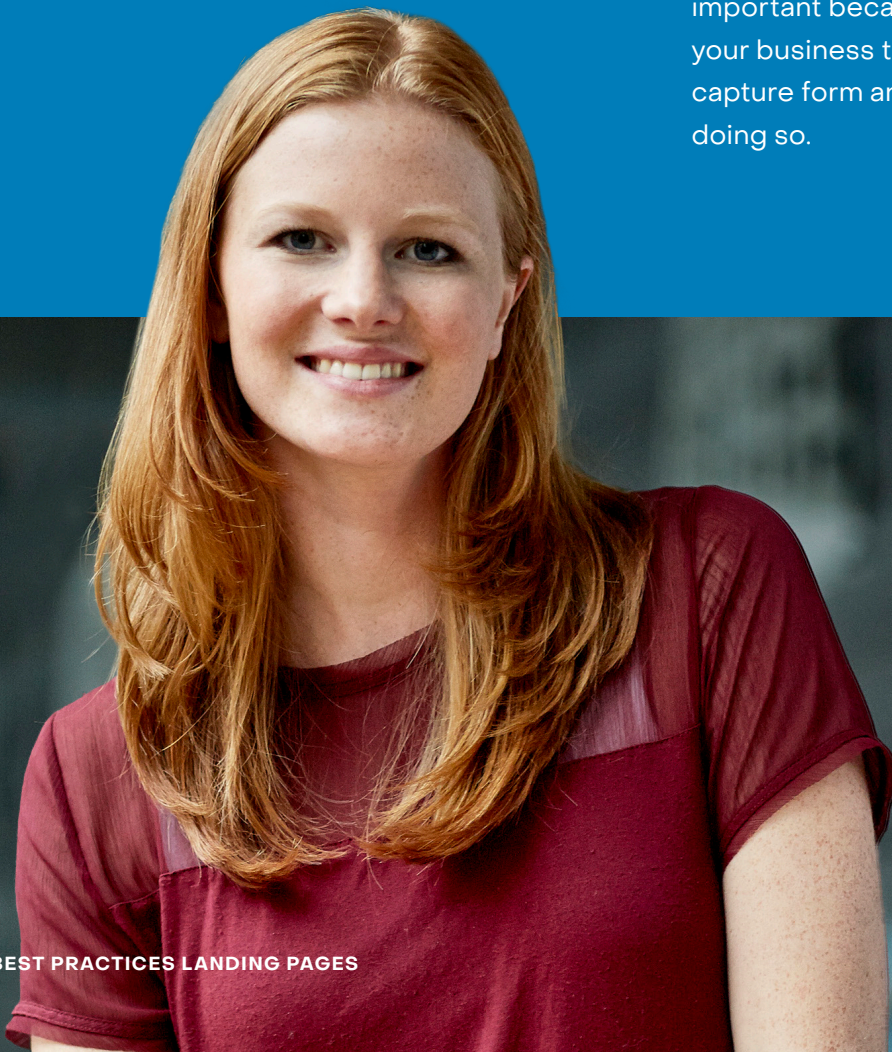
Landing pages are most effective with:

- Email marketing campaigns
- Internet advertising
- Social media messaging
- Website/blog

How to Use Landing Pages and Lead Capture Forms

Landing pages are the destination where your audience arrives after interacting with your campaign call-to-action. Often, these pages are designed to capture leads, creating one-to-one relationships between the page and the campaign.

To start with landing pages, map the journey that prospects travel to get there. Your goal is to guide prospects along this path, explain what they receive upon following it, and then deliver on that promise. Through this, you build a trust-based relationship with the prospect and your brand. This trust is important because you are asking visitors to give your business their personal information via a lead capture form and you want them to feel secure in doing so.



Create a plan by considering these questions:

- What is your call-to-action? How are you sharing that message?
- What page on your website will that call-to-action send people to?
- What action do you want your audience to complete?
- What are you giving your audience in return for their participation?

Create landing pages with clear and concise headlines, reiterating your call-to-action and ensures your audience has a clear path to what you're promising. The introduction and directions on your landing page should include a clear offer with consistent language that matches the call-to-action of the lead capture form and the vehicle you used to direct them to the page. Don't be afraid to make the same statement a few times, this reiteration reinforces the trust-based relationship.

Keep your lead capture forms succinct. Often, this is your first touchpoint with the visitor. The first step in the “getting-to-know-you” phase, only collect information that you would ask about when first meeting someone while networking—first name, last name, and email address. Click-through rates have a direct correlation to the number of fields or questions on a lead capture form. Since the goal is to engage visitors and convert them to customers, there will be additional opportunities to capture more detailed information.

USAGE TIP

Don't direct traffic to your homepage—you'll confuse your audience and damage trust if they've clicked to download a whitepaper but aren't routed to it. The goal is to capture information, you will have the opportunity to direct them elsewhere later.



When to Use Landing Pages and Lead Capture Forms

Landing pages exist to capture visitor information. Make it a business goal to use them with every inbound marketing campaign. Increased interaction opportunities for your audience will create more leads.

Minimalist landing pages work but are dependent on what the offer is and how it is presented. Have an asset that you've pushed out via multiple avenues? Minimal questions are a more appropriate way to start the conversation. On the other side, the more valuable asset you provide, the more questions you can ask the audience. For example, if you have a high-end research whitepaper on your website, you can ask multiple questions of the audience rather than just three or four. Just remember to entice your audience with a clear and concise message that demonstrates what business problem your content will help solve.

Many marketing professionals don't take advantage of landing pages and lead capture forms, usually because they don't know how to create them. While it's imperative for marketers to expand their skillset in an increasingly digital world, keeping up with consumer demand may necessitate changes faster than they can be learned. Marketing automation helps bridge this gap for marketers to reach consumers who are more self-sufficient than ever as long as marketers understand that it is not a supplement for knowledge.



Common Marketing that Utilizes Landing Pages

Customer Surveys

Regularly scheduled feedback requests or post-service interactions

Events

Sign-up forms for an upcoming trade show or webinar series

Special Offers/Coupons

Lead capture form to save money on a purchase or obtain something exclusive

Syndicated Content

Highlight syndicated content to/from external source

Microsites

A website within your website for a dedicated audience tied to an event or specialized interest

PPC Ads

Landing pages for paid traffic from Google, Bing, LinkedIn etc.

Gated Content

Lead capture form optimized landing pages that act as a gate for premium content

USAGE TIP

Once dubbed a golden opportunity, now obsolete static forms don't have a place on your website. Instead, use a landing page to funnel inbound traffic and introduce them incrementally to your brand—controlling the story and pathway into your main website.



Moving Data into the CRM

The sole focus of landing pages is to generate leads but those leads quickly became a problem for marketers who found themselves uploading CSV files manually to their company CRM. Quickly CRMs, like Sugar Sell, developed code that can be added to online forms to feed the information directly into the database. While that dealt with the obstacle of uploading the data, it did not deal with the fact that these new leads weren't qualified or ready to speak with a sales representative (because over 75% are not ready).



Capturing leads from landing pages is the most efficient way to gather information but because they aren't yet qualified to have a talk with your sales team, marketing automation fills that gap. Sugar Market's platform stores the information of leads until they've scored enough to become qualified and move on to the CRM for follow-up by the sales team. Inside of Sugar Market, leads are scored based on their interactions with landing pages, forms and other activities. These values, assigned for each action, are part of lead scoring; a process in which leads are given a numerical score based on activity or lack of activity.

Lead scoring assures that any lead passed on to the sales team is marketing qualifies or an MQL. This bidirectional flow of leads allows marketing and sales to work together seamlessly. Marketing nurtures leads until they are qualified, and sales works with the lead to convert them into a customer. In Sugar Sell, we can auto-assign leads, send triggers, and optimize paths with rules and logic based on the qualifications determined in Sugar Market.

Flames vs Sparks

Leads considered hot are those that sales should follow-up on first. They have highly-qualified based on their interactions with your brand such as visiting the pricing page, completing lead forms to download an asset, attending an event, or any combination of these.

Utilizing Sugar Market allows you to prioritize leads with increased interaction but hold those that may not really be interested in your brand actively even though they interacted with a lead capture form.



Landing Page Socialization & Optimization

Your landing pages should be geared at collecting information and having your prospect completing a self-profile. In Sugar Market, this allows you to enroll them into the most targeted nurture campaigns, unlocking the door to campaign personalization that customers crave. These content-driven communications are built inside Sugar Market's dialog feature.

After designing a landing page, connect it to your brand's social networks with a shortened URL. Sugar Market's shortened URLs, Itty Bittys, include both JavaScript and cookies for tracking. Using shortened URLs, you can extend the reach and lifecycle of your landing pages, plus enjoy added control over your cost-per-lead.

When Sugar Market generates social links, the system syncs with your social networks, allowing you to easily share your landing pages with social media audiences. Sugar Market tracks the path of a prospect via cookies to determine which social media platforms a prospect used to find your landing page regardless of if the user takes action. Later, if the prospect converts from lead to customer, Sugar Market can track that journey and help you prove ROI.

USAGE TIP

Landing pages are your chance to collect information via cookies or form fills. Don't limit your company to your seed list—advertise, share, and market to increase your reach!



More Ideas to Supercharge Landing Pages

Make It Visual

Embed videos into your landing page, with content becoming increasingly visual a video is a great way to attract the attention of prospects.

Targeted Similar Content

Create pages that are similar in the content that they house over various mediums. Tie together complimentary pages to increase the interaction of prospects with your brand.

Create the Exclusive

Link your traditional marketing assets together with QR codes that drive to exclusive landing pages. This lets your offline marketing, like business cards and brochures, create inbound traffic that are highly trackable.

Squeeze Pages

Still a commonplace tactic in marketing, optimize your squeeze pages with Itty Bittys to increase the number of email addresses you can collect.

From Attracting to Connecting, Let the Platform Do the Work

Learn what SugarCRM can unlock within your organization.
A better solution is just a click away.

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ABOUT SUGAR MARKET

Target accounts based on likeliness to convert, and personalize each outreach with Sugar Market. Highly intuitive campaign builders, AI-based predictions, and superior reporting enable you to understand engagement, improve conversion, and drive more revenue. With Market, you can let the platform do the work.

www.sugarcrm.com/solutions/sugar-market

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).