

November | 2021

Jeremiah 29:11 For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future."



What Is A Landing Page? And When Should I Use One?

A landing page is a frequently used marketing term for the first page a user lands on when they click on a link from an external source, such as an advertisement or SERP listing. They click the link, and it will take them to a specifically created page with the intent of getting them to take an action.

The main objective for any business is to get their online users to then make a conversion, such as purchasing a product or filling out an inquiry form. That is why, on your landing page, it is your responsibility to include only information your visitor will need to determine whether that offer is worth claiming. It needs to grab the users' attention and be easy to navigate. It should encourage and tell the visitor exactly what they need to do next.

Campaigns that Benefit from Landing Pages

Really any marketing campaign would benefit from a targeted landing page, but it's paid promotions that absolutely should never run without one. When

you are spending valuable parts of your budget to generate traffic, outbound links and lack of message match can translate to lost money. Let's highlight a couple of campaign types that benefit tremendously from a targeted landing page.

Paid Search Campaigns



If you are using Google Ads, your campaign hasn't reached its full potential if you're not using a landing page to direct traffic. Google has made it very clear in their advertising guidelines that landing page experience has a huge impact on Quality Score. Without incorporating a dedicated landing page that is relevant to your visitors' search, your campaign can be penalized, which will result in lower ad visibility and less traffic to your website.

Paid Social Media Advertising Campaigns

With the advancements of paid social media advertising campaigns in recent years with the fine-tuning of pinpoint targeting and retargeting capabilities, paid social media advertising has become much more powerful. But those targeting capabilities go to waste if you send interested traffic to a web page with general and scattered information, like a homepage or "services" or "products" page for example. Highly targeted ads need a highly targeted landing page with correct message match to generate maximum ROI. If you understand your users enough to reach them with pinpoint targeted advertising parameters, you should know enough about them to deliver a highly relevant landing page experience.



Anatomy of A Landing Page that Converts

Converting a visitor takes a combination of many design elements. Together, not only do they need to win a persuasive argument but a landing page as well. At the bare minimum, we've highlighted a list of what to include on your landing page to intrigue prospects to act:

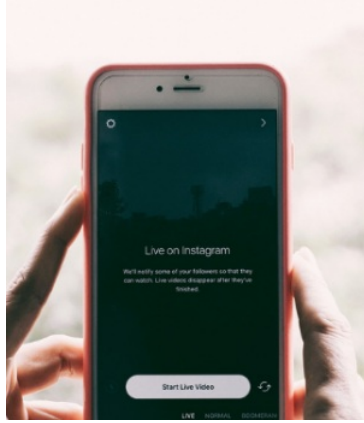
- **Non-existent Navigation**- every time you offer visitors a link to another page on your website, you are offering them an escape. Keep it to your call-to-action
- **An Attractive Headline**- without a call-to-action, no one will convert from your page; without a benefit-oriented copy, they won't understand why they should. Without an alluring headline, your visitors simply won't stick around long enough to see other elements of your landing page.
- **Compelling Call-To-Action**- you need to strategically choose the right copy, size, shape, location, and color.
- **Skimmable, Benefit-Centric Copy**

We can go on and on about building a strategically targeted landing page for your campaigns. We hope we provided some insight on if you'd benefit from creating your very own landing page for your campaigns to help with conversions. With 2022 right around the corner, it is the perfect opportunity to try something new like a landing page for your paid campaigns! Reach out to the Marketing Team at Spectrum Net Designs to learn if this is something that will help your ROI!



In Case You Missed It!

--	--



How to Get More Engagement on Your Social Media Posts

Have you ever thought about how you can post so often with seemingly good content, but people just aren't engaging with it? Many companies would love more engagement around their social media posts but don't understand how it works or stuck in an old strategy. Algorithms are tough to maneuver around given they're forever being tweaked, sometimes without notice.

Your social media engagement always has the opportunity to be improved, there is no maximum engagement level that one can obtain.

[Read More](#)



Exploring Instagram: Paid Ads

At the end of 2019, Instagram was the **second most popular mobile social media app in the United States**. 63% of Americans use it daily for an average of 28 minutes a day. That is a lot of eyes spending a lot of time scrolling that your company could be taking advantage of! The platform started offering paid ads at the **end of 2013**, and has been expanding their advertising capabilities ever since. With Instagram Ads, it's easy to turn your posts into paid ads. By turning your posts into ads, you can reach an audience beyond the people who only follow your Instagram account as well as increase traffic to your Instagram page and your website.

[Read More](#)

