

Campaign Landing Pages:

Which one is Right for Your *Campaign*?

A landing page is the first page a user lands on after clicking on a paid search ad, banner ad, social ad, print ad with a url listed, etc. The purpose of a landing page is to expand upon the message of the advertisement and convince the visitor to “convert” into becoming a customer by taking a specific action.

The basic premise of a successful landing page is that it has a single focused purpose. A focused landing page enables you to measure your campaign effectiveness from start to finish – and tweak the ad copy, offer and messaging until you see optimal results. How? Well, if no one arrives at your landing page, the banners and Google AdWords ads are not doing their job. If they arrive at the landing page but don’t convert, your landing page isn’t optimized.

Types of Landing Pages

Understanding the different types of landing pages we have available will help you determine which type is best for your campaign. Below is a list of the types of landing pages on henryford.com and some recommended use cases. For a full description of the page type click on the links.

Type of Page	Recommended Advertising Uses	Examples Landing Pages
Services Pages	• Ads for services with long decision path • Call to action is “Learn More” • When there isn’t a clear path to conversion	Facelift
Campaign Landing page with a form	• Ad includes a very specific offer • Ad has a very clear path to conversion • Target audience is already familiar with your product and conversion path is clear	Pelvic-health CCS-Summer Body
Campaign Landing page without a form	• Health month landing page where you want to promote events, screenings, services related to a specific area • Campaigns where you want to pull many pieces of a program together in one page to show breadth or program	Heart Month (the CLP without form was not available in 2/2017 but will be soon)
Location Page	• Ads promoting a specific location and it’s services and/or providers	HFMC - Fairlane
Service Line home page	• Branding campaigns with no specific conversion path	Minds of Medicine

Optimizing your page for advertising

Regardless of the page type you choose for your ads there are several items you should keep in mind when developing your page. Here are some questions you should ask yourself to make sure that your ads and landing page give the user a consistent experience in order to help move the patient or prospective patient along the conversion path.

Check your copy

- Who is the target audience – a potential customer or an evaluator?
 - Potential customer may be new to the brand
 - Evaluator may be someone already familiar with your brand
- What is the primary problem you're aiming to address with your offer?
 - Your landing page headline should be consistent with your ad copy.
 - If using your service line page then your optimized call to action (text image call out or other type of page feature) should be consistent with your ad copy
- What, precisely, is being offered?
 - How does your offer benefit your target audience?
 - What are your differentiators?
 - Why are you uniquely poised/qualified to make this offer?
- How does your offer work? Set expectations for the user
 - If you have a form, either on the campaign landing page or a link to a form from another type of page, make sure there's congruence between the form headline and the CTA
- Include "social proof"
 - Testimonials or reviews
 - Awards
 - Links to news clips, if timely and appropriate

Check your design

- Does your page contain one clear campaign goal?
 - This may not be true for service or location pages. Make sure that there are clear calls to action on the page consistent with your ad copy so the user doesn't have to hunt for them.
- Is your page scannable such that you can understand the purpose and content of the page by quickly scrolling and scanning over the page?
 - This is especially important if you will be targeting mobile users
- Do you use imagery or video that shows your offer in context? Is it consistent with the images in your campaign?
- Is the page optimized for conversion?
 - Make sure the details you are asking for are clearly related to what your visitor will get.
- Is your confirmation/thank you page optimized to capitalize on post-conversion cross-selling?
 - Ongoing classes related to your topic
 - Support groups
 - Recipes

Measurement

- What metrics will help you determine the success of your campaign?
 - Engagement (downloaded a document, watched a video, etc)
 - Lead conversion (requested an appointment or clicked to call)
 - Lead generation (any action on the site where we collect user data for future followup (CRM))
- Complete a web request for the metrics you want to measure for your campaign, to ensure proper event tracking can be set up on your page.

This quick landing page check list is an excerpt from Unbounce's "Landing Page Pre-publish Worksheet". The full document is available on our shared drive at S:\OFP\PLAN_MKT\Digital Marketing\Critique_My_Page_Web_LP_Checklist

Page Type Descriptions

Services Pages (interior page)

This is a page on the main website that houses all of the information related to the product. The benefit of this type of landing page is that it requires no extra work to create a separate page.

However, as it's part of the complete website it has a full suite of distractions: navigation, links, banners etc. all of which can take the customer way from the intended action, making it more complex to track the success of your campaigns. They could wander off and buy something else, which is all good and well, but it could create mixed messages for tracking purposes.

It is most efficient in terms of effort in content creation to make landing pages part of the main site information architecture. The downside is that they may not work so well in terms of converting both direct referrers and browsers navigating from elsewhere on the site. These pages need to be search optimized and contain calls to action that are consistent with ad copy in order to be effective.

Campaign Landing Page (with a form)

The sole purpose of a campaign landing page is to provide the necessary details about an offer, explaining the benefits and context of use in such a way as to convince a prospect to progress to the point of purchase. All you can do is read about the offer and click through to the company's website where they will get you to complete the transaction.

A true campaign landing page has absolutely no exit path from the page, no links or navigation – only a button to submit your details. An incentive is typically offered in exchange for this personal data. The reason a company would use a lead capture landing page is to build an email list of relevant potential customers. This list will then be used to market to these people in the future.

When a campaign is very focused on a specific customer and the call to action is clear, this approach potentially produce higher conversion rates. There is an obvious problem with this option, many visitors to the page will not be at the right point in the buying cycle to convert. Yes, such a landing page will often increase *single visit* conversion rates because of its simplicity - limited choice and simplified messages, but it doesn't offer sufficient information for site visitors not in "buying mode".

Campaign Landing Page (without a form)

Click-through pages (sometimes called jump pages) are designed as a conduit between a marketing ad and its final destination. The goal of a click-through page is to “warm-up” the visitor to the product/service you are trying to sell.

Commonly used for ecommerce, click-through pages provide enough information to inform the buyer, making them ready to purchase, before pushing them further down the funnel – probably to a shopping cart or checkout.

Location page

Location pages are created for each of our locations. The copy can be updated to reflect changes in services, construction alerts, location events, address changes, etc. You can also include notices specific to new services or doctors. Be sure to review the page copy and remove time limited content when it has expired.

Product Line Landing Pages (Home Page)

This is the easiest of all the landing page types, and as such it performs the worst when it comes to conversion rate. All too often marketers will create expensive campaigns only to send everyone to the homepage.

Why is this bad? Because it's got too many distractions. When a visitor arrives at the homepage of your website, they have so many options that they are far less likely to stay on your intended pathway, and as such, you have no information as to why they have abandoned the conversion path. Is it because they couldn't find the offer they originally clicked through for?

If the main campaign objective is to generate awareness rather than response then the home page may be appropriate.