

Marketing Automation Strategy Guide

PART II

Get to Know Your Audience with Engaging
Landing Pages, Smart Content, and Simple Forms



INTRODUCTION

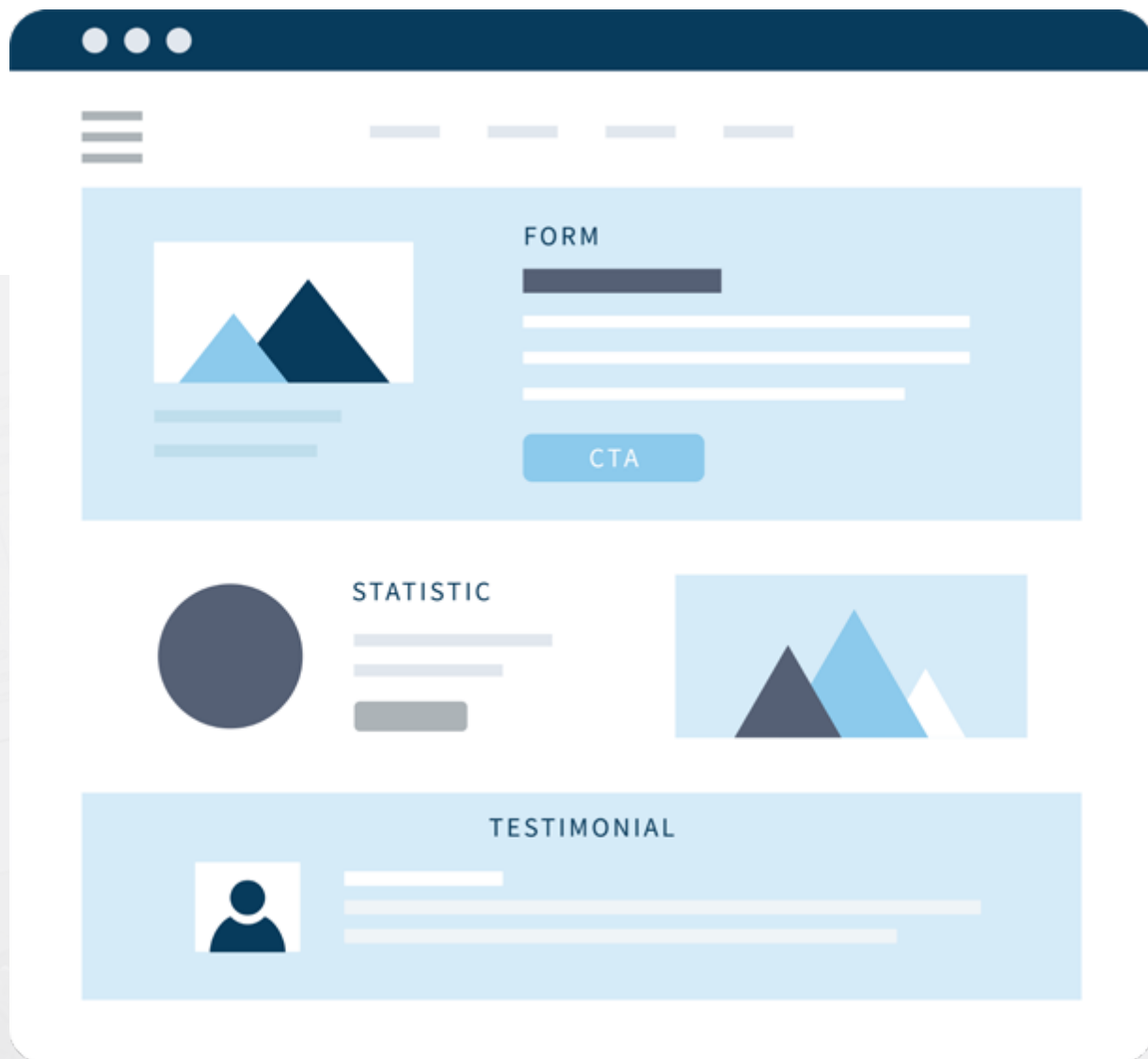
Having the skills and knowledge to build effective forms and landing pages is a crucial component in generating conversions that help improve your holistic marketing strategy.

Landing pages are a great place to distribute your content and connect with your target audience. By offering a helpful resource (such as an eBook or infographic) you are encouraging engagement and collecting insights that will help you personalize the customer journey.

Still, while landing pages can be extremely effective, marketers need to follow a series of best practices to ensure optimal results. Here are six best practices we always follow to the letter here at Act-On.

Landing Page Essentials

Landing pages usually consist of a few common elements — including the CTA, copy, form, social proof, an image or video, a testimonial, and a few relevant statistics.



6 Core Aspects of a Successful Landing Page

1. A compelling offer
2. Fine-tuned copy
3. On-page form
4. Strong call to action
5. Streamlined design
6. Social proof

5 **Lead Nurturing Guide:**
7 Steps Toward Setting Up Your Next Campaign

1 **DOWNLOAD THIS EBOOK TO LEARN HOW TO:**

- Establish Lead Nurturing Goals
- Create Buyer Profiles
- Develop Effective Lead Scoring Programs
- Segment Your Leads
- Develop Personalized Content
- Create Lead Nurturing Campaigns
- Measure and Track Campaign Results
- Test and Optimize Your Campaigns

3 **Start Nurturing Your Leads**

Business Email

First Name

Last Name

Company

Business Phone

4 **GET EBOOK**

I consent to receive communications (which may include emails, text messages, and/or targeted ads) from Act-On. I understand that I can manage my preferences or opt-out of communications at any time using the unsubscribe link provided in all of Act-On's communications.

I consent to communications from Act-On. [Privacy Policy](#)

2 **With Act-On's Marketing Automation System You Can**

- 2** **↑** Increase both lead quality and quantity with improved nurturing workflows and easy automated program setup.
- \$** Lower total cost overhead; save both time and resources in campaign development & execution.
- ⚡** Accelerate sales cycles and increase revenue with a streamlined lead to revenue process.

6 "Act-On is easy to use and its personalization, segmenting, and reporting features are all top notch."

HEATHER BURFORD
Marketing Manager - Universal Funding Corporation

1

A COMPELLING OFFER

A great landing page starts with a compelling offer. You can't expect your customers to hand over their personal information if you don't give them something valuable in return. Collateral usually takes the form of some type of useful and educational content that's also meant to spread brand awareness through thought leadership. Some offers will resonate better than others, so make sure to A/B test to learn which content generates the most engagement.

2

FINE-TUNED COPY

If your landing page is too wordy and confusing, chances are your target audience will bounce before converting. Therefore, your headline should be simple and direct, and the body copy should be clear, compelling, and concise. Your customers should understand the offer and the benefit of that offer within a few sentences or bullet points.

3

ON-PAGE FORM

Landing pages exist to collect contact information that informs your overall marketing efforts, so every landing page needs a simple form with as few fields as necessary. The information you request will vary by industry, product or service provided, and the length of the sales cycle, among variables.

4

STRONG CALL TO ACTION

Your CTA should clearly indicate the action required and reward your customers will receive when submitting the form. Be sure to test different CTAs to determine which phrasing is resonating with your audience and driving conversions.

5

STREAMLINED DESIGN

Design your page in a way that is easy for your audience to view regardless of device. Refrain from making the page cluttered with too many images or too much text, and keep the navigation to an absolute minimum. The point is to drive conversions, not point them toward other pages on your primary site.

6

SOCIAL PROOF

Include social proof of your value claims by sharing a third-party endorsement, customer testimonial, and links to social networks. Visitors like to know that other people have used and like your products and services.

Forms Best Practices:

Converting Website Visitors to Leads



Forms are more than just a means to an end; they're one of the most powerful tools to understanding your audience and are an integral part of how you track your leads. For example, in Act-On, users can link forms to customer profiles to track behavior and engagement over time, improving the customization of your messaging for better results.

Successful forms require great content — and lots of it. Further, you need to make it available across various media and multiple

channels. Many organizations wait until a prospect is nearly through the decision-making process before harvesting the prospect's contact information with a form for gated content, which eliminates the possibility of nurturing a lead with tailored messaging and assets as they move through the buyer journey.

In the next few pages, we outline strategies and best practices to maximize audience engagement and improve your nurturing efforts through the use of online forms.

Determining Which Type of Form to Use

Understand what you want to accomplish will inform which type of form you will use for each campaign, as well as how to phrase your CTA. Below are the different types of forms available in Act-On and the most appropriate scenario in which to use them.



SIGN-UP FORMS

Sign-up forms allow users to register for webinars and in-person events.



ACCESS FORMS

Access forms are used to distribute content — such as on-demand videos or downloadable eBooks — and are housed on landing pages. (These forms are best used early in the customer journey to collect key insights that will help you better nurture your leads.)



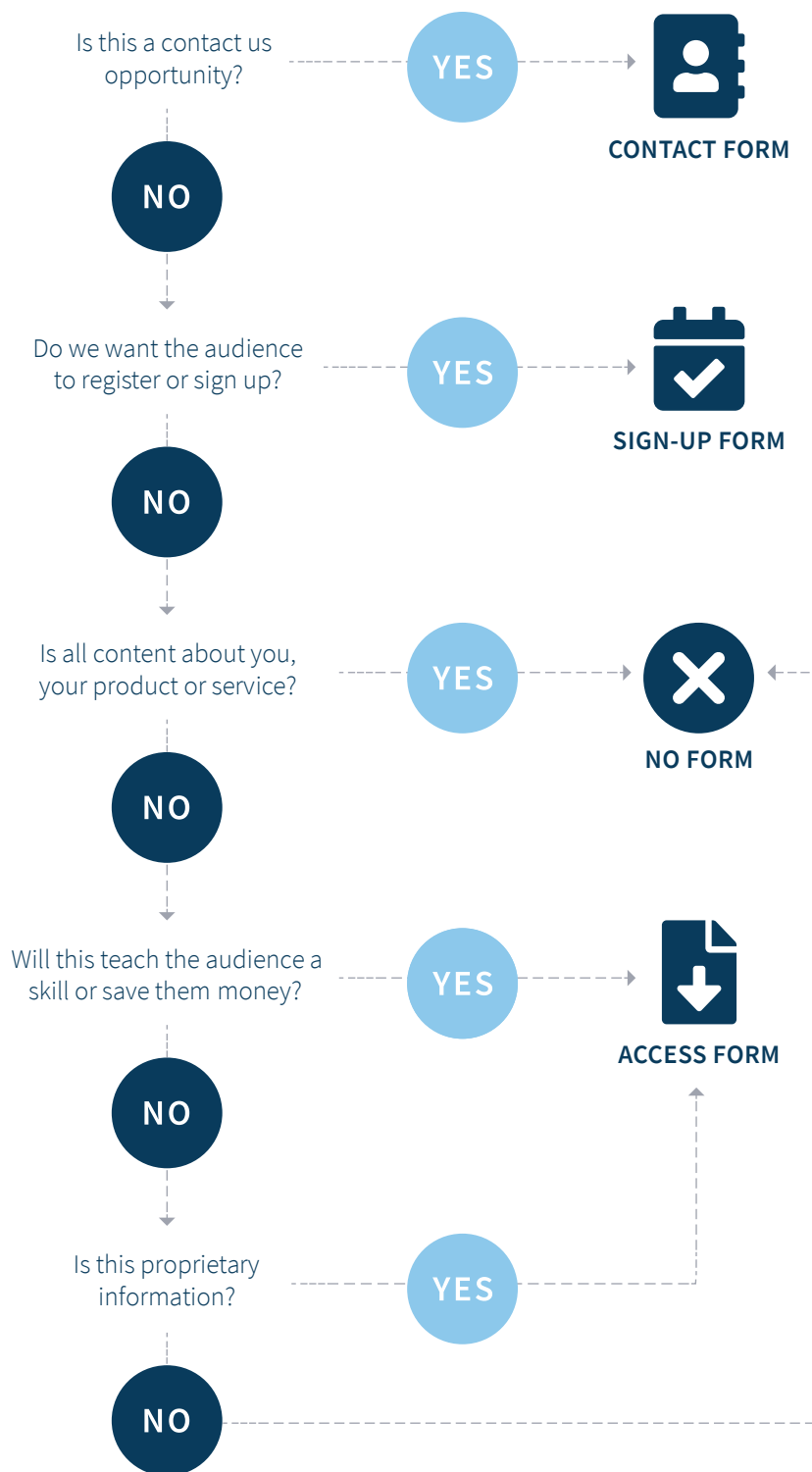
CONTACT FORMS

Contact forms are best used in the decision stage of the customer journey to indicate your lead's interest in becoming a customer. These forms require customers to provide information that can be used to schedule a demo or phone call with a member of your sales team.

Act-On Form Tip: Asking for Information

The information you request should depend on your prospect's position in the sales funnel.

DETERMINING WHICH TYPE OF FORM TO USE



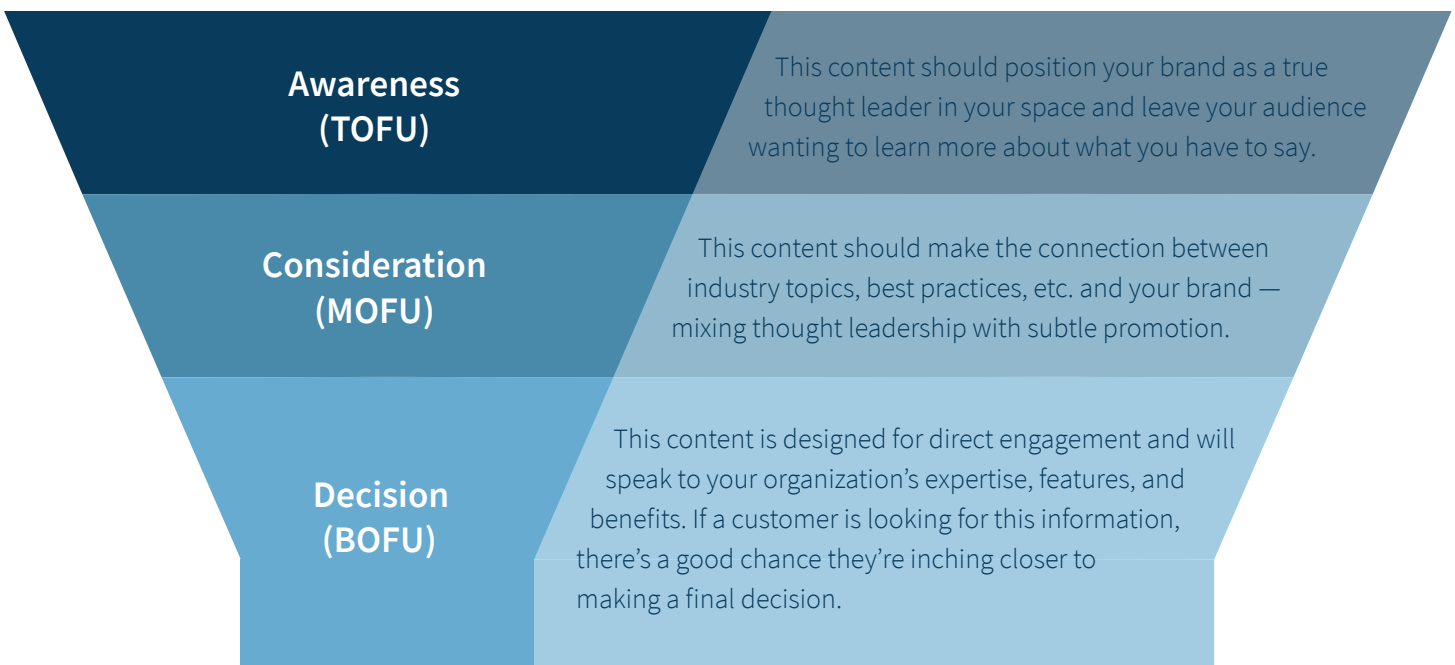
Act-On Form Tip: Progressive Profiling

Set your Act-On forms to build a profile about your audience over time with progressive profiling, which reduces the number of fields in each form while still enabling you to collect valuable information over time. For example, if you already know the name and email address of your contact, you can set Act-On to automatically ask for their address and phone number.

Mapping Your Content for Maximum Landing Page and Form Conversions

As previously stated, the success of your landing pages and forms depends heavily on the content assets you offer in exchange for their personal information. Therefore, the content you create for these pages should be intended to generate interest and encourage prospects to continue moving through the sales funnel.

Below is a description of the types of content you should offer customers and how based on where they are in the customer journey.



Where to Place Forms for Maximum Conversions

Good marketers know it takes engaging landing pages, smart content, and simple forms to convert website visitors into leads. However, many marketers inadvertently bury these conversion points deep into their websites without creating an easy path to conversion.

Minimizing the number of clicks customers have to take before being prompted to a form ensures more quality conversions, but you have to give them a reason to continue moving through your site, which is where all that great content you've created comes into play.

CONCLUSION

Forms are the key to learning the behaviors of your audience and gathering the insights you need to develop a successful marketing automation strategy. The goal of using these forms is to track activity within the Act-On platform to create in-depth customer profiles that will equip you with the insights you need to deliver more targeted and engaging marketing efforts, ensuring you get the most out of your marketing automation platform and strategy.

If you would like to learn more about how marketing automation can transform your marketing, please download our complete [Marketing Automation Strategy series](#).

About Act-On Software

Act-On Software is the leader in Adaptive Marketing solutions that empower marketers to achieve the purposeful and personalized engagement that their business needs to thrive. Act-On makes customer data actionable, enabling marketers to strategize better business outcomes, drive more relevant multi-channel marketing, and generate higher customer lifetime value--all with the fastest time-to-value.

