

Grow your list and generate leads with landing pages

Landing pages are like first dates – they’re your chance to make a great impression and show you’re a great match. Just like you would plan a date around shared interests, a landing page is designed to match what your visitors are looking for, leading them to say “yes” to the next step.

Unlike a general website, a landing page is laser-focused on a single goal. This could be getting signups to your email list, promoting a special offer, or running a contest. By keeping things simple and focused, you make it super easy for visitors to take the action you want. It’s a great way to boost conversions and see what really clicks with your audience.

STEPS TO SUCCESS

- 1. Collect the right information.** Be sure to ask for an email, a phone number for text messaging, and additional details like their birthday or anniversary, which enables you to create custom content.
- 2. Share your landing page on social media.** No one can sign up if they don’t know about your emails. Post the link to your landing page on your business social media accounts to reach your followers.
- 3. Use QR codes on signage at your in-person location or at events.** People can simply scan and immediately sign up for your list.
- 4. Customize landing pages** to offer content, discounts, or other incentives that your target audience will find valuable.

How to measure success

Set up multiple landing pages tailored to specific campaigns or goals. Then, review your reporting and track the number of signups and leads generated from each page. Compare performance to identify which landing pages are successful and which ones aren’t – then, adjust accordingly.



REAL RESULTS

Chris and Mary Ginder own Gindo's, a line of fresh pepper hot sauces. They grow their contact list by using sign-up landing pages, which helps them generate leads and increase sales.

Read their story 



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