Thank you for joining us!
We will be starting in a few minutes.

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Join the discussion!
Discover KlientBoost’s Key Strategies For Maximizing Campaign Conversions
It’s great to meet you!

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Join the discussion!
How to get in touch

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The Customer Success team
High quality and free education for marketers and designers.
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Where we’re headed today

- Types of landing pages you need to have in your arsenal
- The 2-step landing page and how to set it up in Unbounce
- How to use different landing pages for different temperatures of traffic
- How location-specific landing pages and other demographics can help increase conversions
- Questions
The types of landing pages you need in your arsenal

2-Step Landing Pages

Hot & Cold Landing Pages

Location-based Landing Pages
The biggest question visitors have is usually around pricing, regardless of the industry.
1, 2 Step
The 2-step landing page: what is it?

In its simplest form, a 2-Step landing page is taking your traditional lead gen form and breaking it up into 2 forms.

TAKEAWAY: 2-Step landing pages are a great way to increase conversions and qualify leads at the same time.
Divide your form into low & high threat questions

TAKEAWAY: Progressively increase the threat of what you’re asking the visitor to do

1) What are your goals?
2) Where do you advertise?
3) Do you want leads or sales?
4) Your monthly PPC budget?
5) Your website?
6) Your name
7) Your email
8) Your phone

No Threat

Mediocre Threat

High Threat
The psychology behind it

“Once we’ve made a choice, we will encounter personal and interpersonal pressures to behave consistently with that commitment.”

- Dr. Robert Cialdini

TAKEAWAY: Once you’ve gotten a visitor to commit, they’re much more likely to commit again
A 2-step in action

First Step Form

Second Step Form

214% increase in conversion rate
How to set up a 2-step landing page
Step 1: Create your step 1 page with your low threat offer

Make sure to set up your form to “Go to URL”
Step 2: Duplicate your step 1 landing page

Duplicate Your Step 1

Change URL and Page Name

IQAutoBuyers - New Times - Step 2

Make sure to rename your page and update the URL
Step 3: Set up 2nd landing page

Create hidden fields for your step 1 fields

These should be your higher threat fields like name, email & phone number.
Step 4: Test your new 2-step landing page

TAKEAWAY: It's not a one size fits all so it's always a good idea to test
Next steps

- Analyze primary results
- Test different questions
- Change the design

TAKEAWAY: 2-step landing pages are a great way to see where you may have issues with your traffic
Traffic problems

Low Step 1 Conversion Rates
- Test different questions
- Change traffic

Low Step 2 Conversion Rates
- Change your CTA
- Change incentive
Hot N Cold
What is Hot N Cold traffic?

TAKEAWAY: Hot = Ready to convert, Cold = Needs more nurturing
The traffic intent & threat scale

Conversion Intent

Conversion Threat

TAKEAWAY: Some traffic has lower conversion intent and therefore the CTA needs to be a lower conversion threat.
TAKEAWAY: Change your CTA/Offer to match the conversion intent of the traffic
Here’s what we found

TAKEAWAY: Display is usually cold traffic whereas search is hotter traffic
Best performing offers depending on traffic

- Coupon
- Checklist/Cheatsheet
- Toolkit
- Calendar
- Podcast
- Email Course
- Swipe File
- Infographic
- White Paper
- Industry Stats

- Quiz
- Coupon
- Video Course
- Live Demo
- Tickets
- Giveaway
- eBook
- T-Shirt
- Demo
- Trial
- Case Study
- Webinar

TAKEAWAY: You can use offers for cold traffic for hot traffic but not vice versa
How it works with your funnel

Awareness = Display
Opinion = Video
Consideration = Social
Preference = Search
Action = $
Match your offer to your traffic

TAKEAWAY: Match your CTA/Offer with where the traffic is coming from

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Hot vs Cold traffic example

Info Kit = Cold Traffic

Get Your FREE Hormone Replacement Info Kit
Start Your Journey to a Younger, Healthier You
Age *
Gender *
Select your Gender
Get My FREE HRT Info Kit

9.2% Conversion Rate

Speaking with a Physician = Hot Traffic

Learn More About Your Hormone Replacement Options
Find And Speak With A Physician Near You
Zip Code *
Locate A Physician Near You

7.2% Conversion Rate

TAKEAWAY: When traffic intent & offers match, higher conversion rates can be obtained
Hotjar allows you to use polls, heat maps, etc.

TAKEAWAY: Hotjar can be a great way to get a feel for the type of traffic coming in.
Use polls to ask why a visitor didn’t convert

TAKEAWAY: Depending on the answers, you can create different variants or landing pages.
Use heat maps to see how interested your visitors are

**Heat (Click) Map**

**Scroll Map**

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**TAKEAWAY:** The more clicks or percentage visitors scrolling = higher interest

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All Around the World
Location can be a key component to your landing pages

TAKEAWAY: It’s important to keep in mind where your visitors are coming from
Dynamic text replacement lets you be more relevant to your target audience

**TAKEAWAY:** You can use one landing page for several locations
How to set up DTR

**TAKEAWAY:** Doing so enables you to specify the location based on the keyword that was in the search term
How to set up DTR

YourURL.com/?kw=keyword

TAKEAWAY: Text is replaced through URL parameters
How to set up DTR

**TAKEAWAY:** DTR can help increase Quality Score but more importantly conversion rates
Change phone numbers to make the page feel more relevant to the visitor

TAKEAWAY: Local phone numbers tend to result in higher conversion rates
When changing the headline isn’t enough, it’s time to test images using different landing pages

Texas Location

Virginia Location

TAKEAWAY: You can add hero images that appeal to that specific location.
Make your pages more granular through demographic targeting

TAKEAWAY: Knowing age and gender can help you specify images and copy for your landing page
Segment your traffic by age range with Google Display campaigns
Or by gender & parental status

TAKEAWAY: This works well if you have a product or service that appeals to both but has different benefits
Age example

Give Your Child A Self-Confident Smile
Find out how braces can help

Get Your FREE Braces Consultation
Preferred Day
Preferred Time

Book My FREE Consultation

Feel Great About Your Smile
Find out how clear braces can help

Get Your FREE Braces Consultation
Preferred Day
Preferred Time

Book My FREE Consultation

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Gender example

Women

Men
Use Facebook to get more specific

TAKEAWAY: Facebook offers more filters and targeting than AdWords
Recap

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Thank you! Questions?

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