

Studiu de Caz : Landing Pages

Ce inseamna Landing Page?

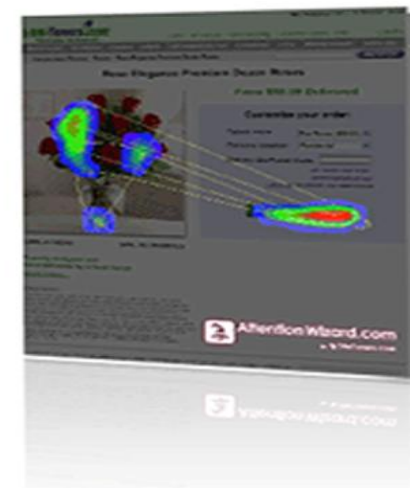
Pagina pe care vizitatorul intrara in site dupa ce a dat click :

- anunt al unei campanii PPC (ex Adwords)
- pe un banner,
- pe un rezultat al unei cautari,
- pe o legatura dintr-un email,
- Alte exemple ?

Tips:

Ai 8 secunde să convingi **un vizitator** că pagina pe care au ajuns este ceea ce căutau.

In cel mai bun caz vor citi numai 15 cuvinte!



LP Layout- Testati intotdeauna!

Logo



Mesajul
Anuntului
Google Adwords

**TRANSPORT FRIGORIFIC
IN ROMANIA**

REDUCERE 15%
numai pentru comenzile online!

DEPOZIT FRIGORIFIC
PE CENTURA BUCURESTI

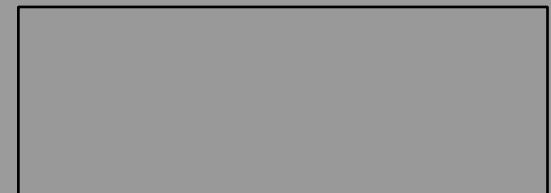
Elemente
Click to action



Nume si prenume:
Compania:
Adresa:
Telefon fix:
Telefon mobil:
E-mail:

Detalii comanda:

0733.333.333



Pentru o conversie mai buna...

Average rating	Total	Client	Agency	B2B	B2C
Customer reviews	3.5	3.5	3.6	3.4	3.6
Video testimonials	3.4	3.4	3.4	3.5	3.3
Video clips or streamed video	3.4	3.3	3.6	3.3	3.3
blogger pictures, multiple views, change color for products pictures	3.4	3.3	3.5	3.2	3.4
Special offers and/or useful hotlink choices on "Thank you"page	3.3	3.3	3.4	3.3	3.3
Personal URLs (PURLs)	3.2	3.2	3.2	3.2	3.2
Live chat available on request	3.1	3.1	3.0	3.2	3.0
Audio testimonials	2.9	2.9	2.8	2.9	2.8
Live chat pushed to visitor even they don't request it	2.6	2.8	2.4	2.9	2.7
Popo-unders targeting page leavers who don't initially convert	2.5	2.6	2.3	2.8	2.5
Avatar "host" on page	2.4	2.5	2.3	2.4	2.6
Total Respondants	2104	1479	625	760	719

Tactics for better conversions

According to Marketing Sherpa survey on marketers, here are the best tactical elements tried on LP in order to improve conversion - rated from 1 to 5 (5 being the best).

Intrebari?

Va multumesc!

ADRIANA Ceausescu

www.adriana.ro

TWITTER adriana_1

adriana@adriana.ro

0730.366.663