

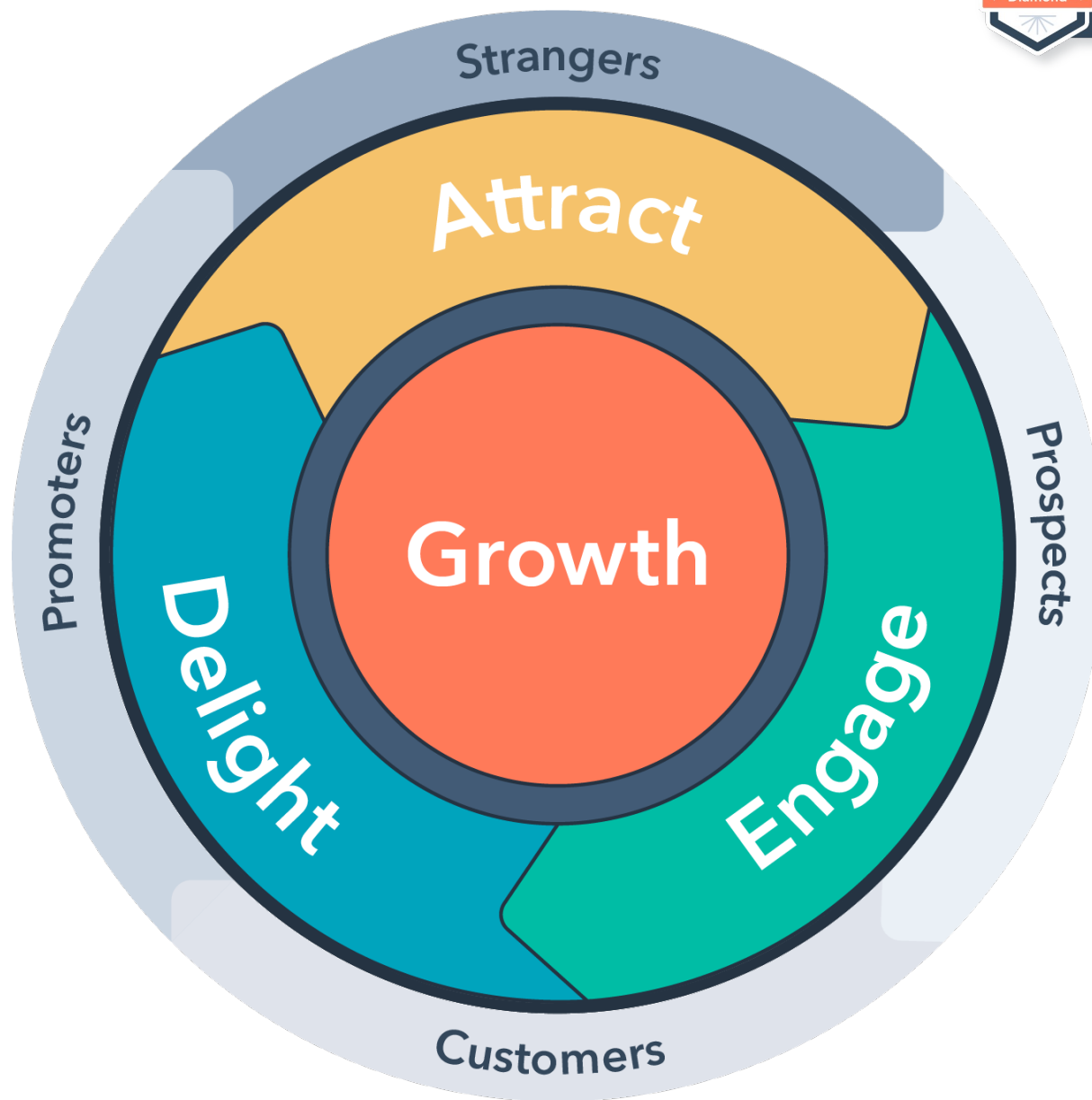
Creating B2B Landing Pages That Convert

SIMPLE STRAT

FLYWHEEL FUEL SERIES

Flywheel Fuel Series

Help you create the fuel you need to power your flywheel



What's ahead!

1. 5 Essential landing pages that every company needs to have
2. The metrics and benchmarks you need to know to analyze landing page conversion
3. Common mistakes marketing and sales teams make with their landing pages and lead gen efforts
4. Our #1 recommendation to make your landing page convert more effectively





Housekeeping

- Ask questions anytime in the Zoom Q&A - we'll answer them at the end
- The recording and slides will be sent within a day or two after the webinar
- Take note of what you're doing now and can improve, and then new ideas you'd like to deploy – we can help!
- Note: Some HubSpot specific use cases of email may be limited to by your license/level of HubSpot



Our team can help you:



Buy &
upgrade



Strategy &
Build



Fix HubSpot
or Train



Execute
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at SimpleStrat.com/Consult



Ali Schwanke

Founder @ Simple Strat
Cohost of HubSpot Hacks
New! Podcast – Marketing Deconstructed

Let's talk landing pages

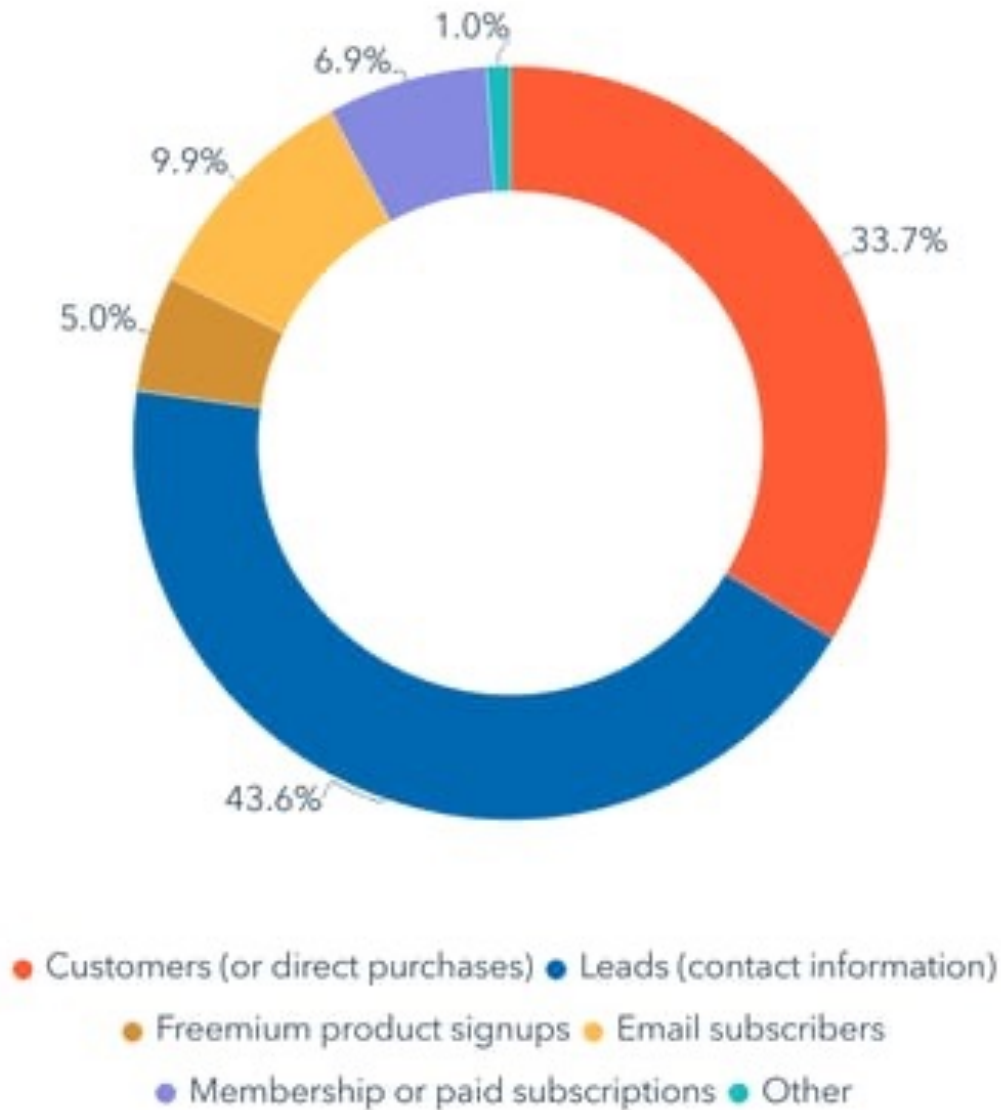
Key characteristics of a landing page

- Contains only one call to action
- Removes additional “doors” or “pathways” to other areas such as site navigation
- Content is written and structured for one goal, targeted for one audience
- Includes the 5 W’s without giving away the value (meant to entice what’s behind the form)
- Optimized for marketing campaigns, not necessarily SEO (paid ads is a slightly different story)

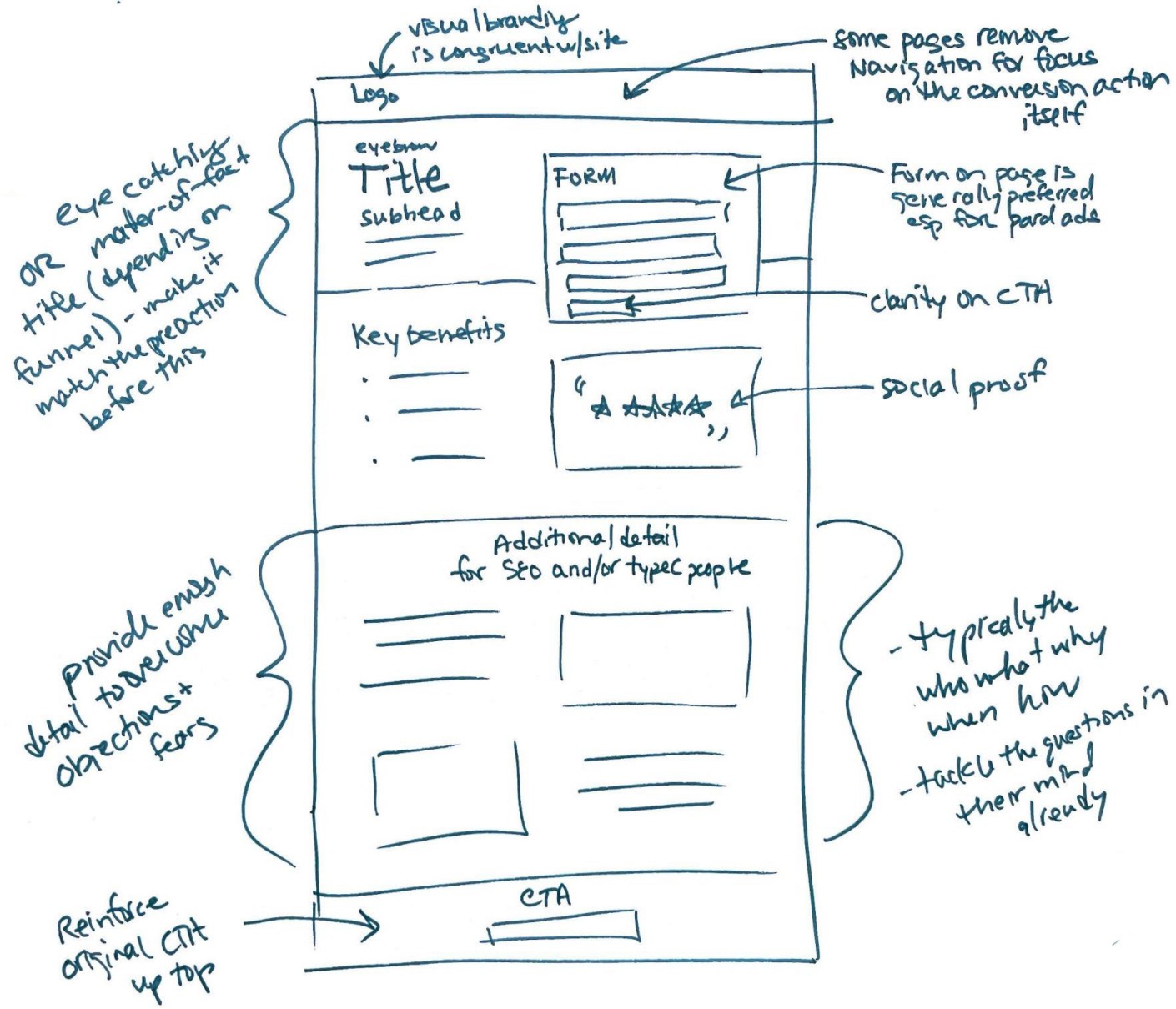
What are marketers using landing pages for?

Landing Pages

What are you most commonly trying to generate with landing pages?



Source: HubSpot



Review landing pages

<https://info.theleadershipedge.com/from-the-laboratory-to-leadership-7>

The 5 Types of Landing Pages

5 types of B2B landing pages

- Purchase
- Bottom of funnel (sales)
- Event registration
- Top of funnel (content, ebook, etc)
- Support/service landing page

Purchase landing pages

- Ecommerce – B2B use case is going to be mostly software
- I need to buy now
- Less friction, high trust of credit card information, and what happens next

Bottom of funnel



- Book a free consultation
- Book a demo
- Get a free audit
- Let's talk
- Schedule a call



Bottom of funnel



- What do I get?
- How long is it?
- They've already looked through a lot of your content, or have been referred to your form
- How soon can they book?
- Did it go through?



Event Registration

- Who, what, where, when, why
- Scarcity and urgency
- In person – Hotel? Travel?
- Virtual – how long? Takeaways?
- Post-registration follow up is critical

Quick Q&A about events landing pages

- *“We have had issues in the past where clients are "tentative" and don't end up registering till the last minute.*
- *I am curious of how a better designed landing page could help us group clients that are tentative/pending budget approval/confirmed/not attending”*

Top of Funnel

- Ebook, guides, whitepapers, etc.
- Ungate vs gate?
- What's Hot: Proprietary research and insights, or do the dirty work for me, toolkits
- What will you get?
- Will you spam me immediately after?
- Great way to grow email list
- Typically need nurturing

Support or service pages

- Knowledge centers
- Support ticket submission
- What to expect, how long
- Any helpful content in the meantime
- Could be used for upsells in the right way (intake forms for example)

Metrics and Benchmarks

What should you measure?

- Page views
- Form submissions
- Conversion Percentage
- How you look at this in your landing page software may vary

Let's do some landing page math

$$\text{(Conversions} \div \text{Total visitors)} \times 100 \\ = \text{Conversion rate (percentage)}$$

$$\text{(25 form submissions} \div \text{100 page views)} \times 100 \\ = \text{25\% conversion rate}$$

Landing page >> performance view

Page metrics

ALL TIME

COMPARED TO | PREVIOUS PERIOD

FILTERS (1)

PAGE VIEWS

294

TOTAL FORM SUBMISSIONS

186

NEW CONTACTS

19

NEW CUSTOMERS

2

BOUNCE RATE

41.24%

TIME PER PAGE VIEW

9.9 minutes

EXITS PER PAGE VIEW

90.14%

ENTRANCES

274

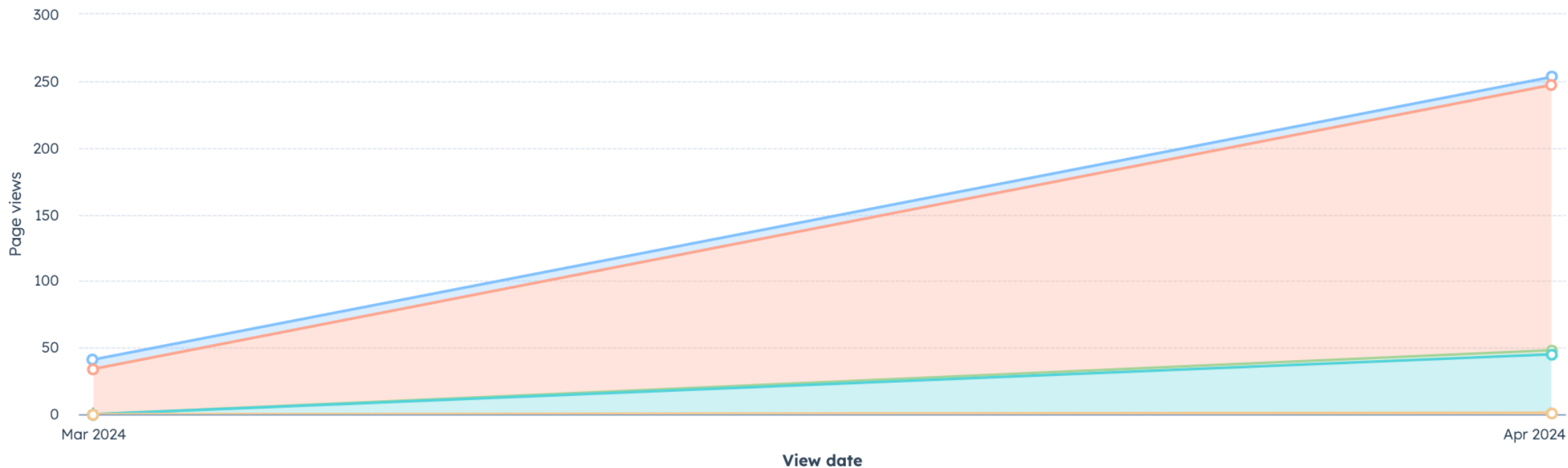
Page views

Style: Area

ALL TIME | MONTH

FILTERS (1)

- Direct traffic
- Email marketing
- Organic search
- Organic social
- Referrals



ALL TIME FILTERS (1)

<input checked="" type="checkbox"/>	SOURCE	PAGE VIEWS	TOTAL FORM SUBMISSIONS	NEW CONTACTS	CONTACT TO CUSTOMER RATE	NEW CUSTOMERS	AVERAGE BOUNCE RATE	TIME PER PAGE VIEW
<input checked="" type="checkbox"/>	Email marketing	233	154	9	11.11%	1	38.91%	11.5 minutes
<input checked="" type="checkbox"/>	Organic social	44	23	7	0%	-	52.17%	38.8 minutes
<input checked="" type="checkbox"/>	Direct traffic	13	8	2	50%	1	42.86%	2.9 minutes
<input checked="" type="checkbox"/>	Organic search	3	1	1	0%	-	0%	47 seconds
<input checked="" type="checkbox"/>	Referrals	1	-	-	0%	-	0%	15 seconds
	Report Total	294	186	19	10.53%	2	41.24%	9.9 minutes

Reports

My reports <<

- All reports 197
- Favorites 0
- Custom reports 133
- On Dashboards 116
- Not on Dashboards 81
- Restore deleted reports

Report collections

- Marketing **BETA** ▾
- Channel performance ▾
- Ads
- Lead capture**
- Web traffic analysis ▾
- Sources
- Pages
- UTM Parameters

Lead capture

◆ [Toggle summary insight](#)

Summary

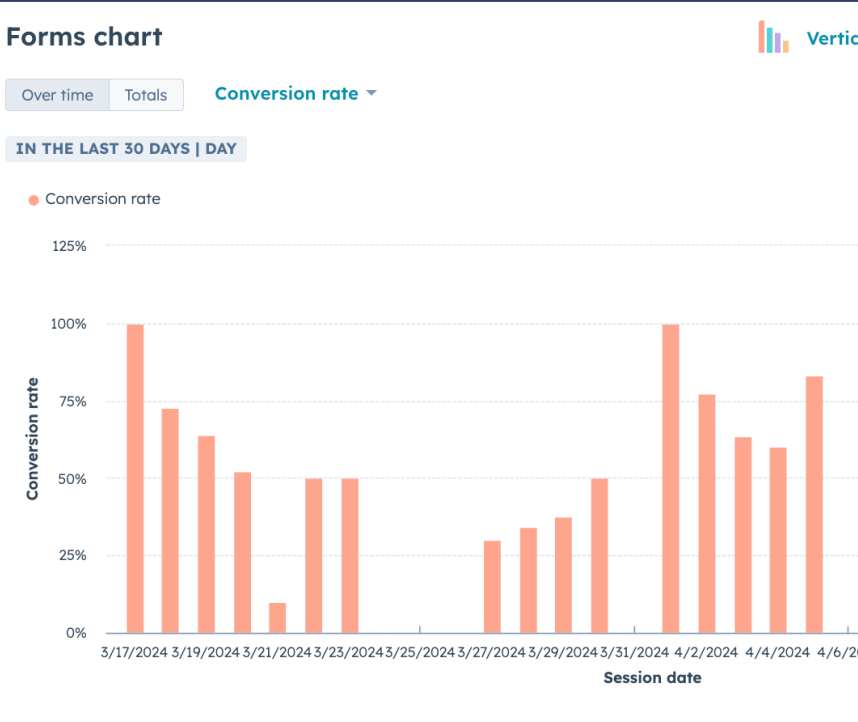
IN THE LAST 30 DAYS

Forms chart

Over time Totals **Conversion rate** ▾

IN THE LAST 30 DAYS | DAY

● Conversion rate



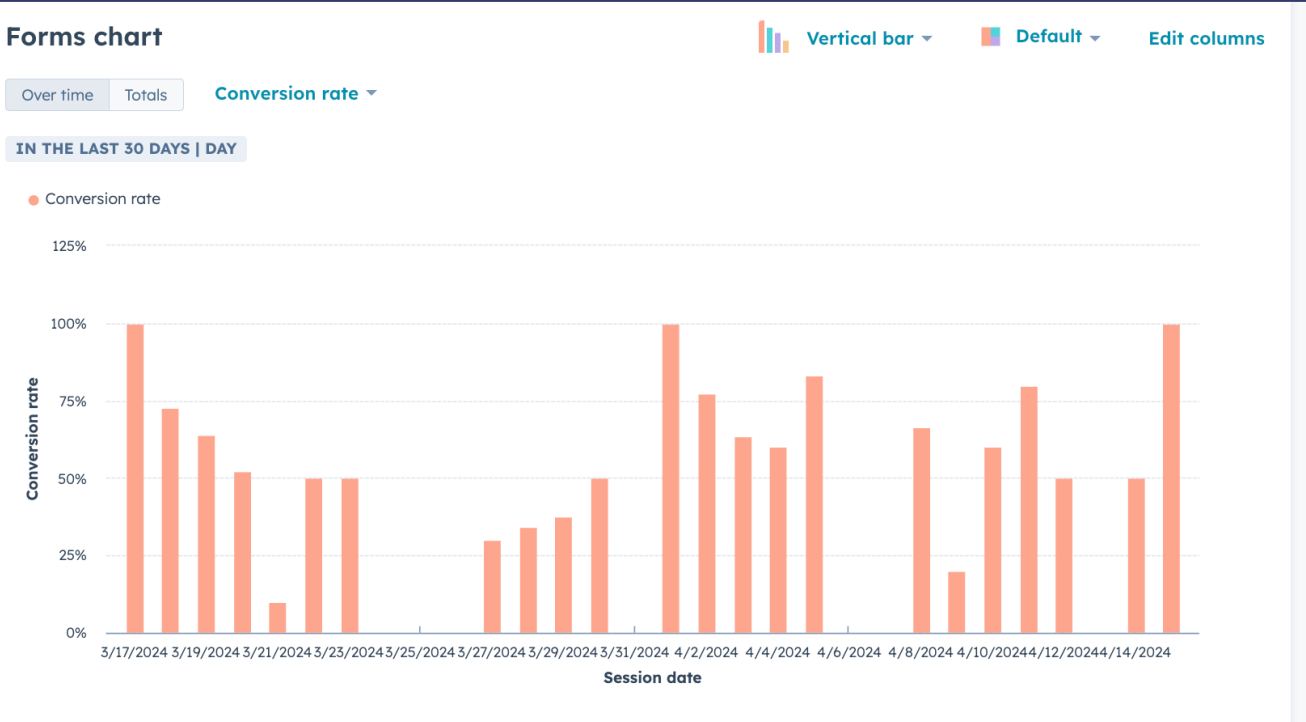
Forms chart

Vertical bar ▾ Default ▾ Edit columns

Over time Totals **Conversion rate** ▾

IN THE LAST 30 DAYS | DAY

● Conversion rate



Report dimension: **Form** ▾ [Actions](#) ▾

IN THE LAST 30 DAYS

FORM	CONVERSION RATE
<input type="checkbox"/> New and Now_Webinar Form	60.93%
<input checked="" type="checkbox"/> Flywheel Fuel_Webinar Form	59.81%
<input type="checkbox"/> TOFU EBook Offer_v3	36.96%

Reports > Report collections > channel performance > lead capture



So, what's a good conversion rate?

5.89%
average

10%
target

- Every industry is a bit different
- In my experience, the biggest challenge of measuring landing page conversions is they're trying to achieve a target % on a contact us/bofu form

Common Landing Page Mistakes

Join us again in 2 weeks



THE NEW AND NOW SERIES 

Getting the Most Out of HubSpot's **MARCH 2024** Product Updates

 SIMPLE STRAT 

PRESENTED BY
TYLER SAMANI-SPRUNK

SimpleStrat.com/Webinars

Mistake #1: Focusing on the wrong metrics

Ok, so how do I get more leads?

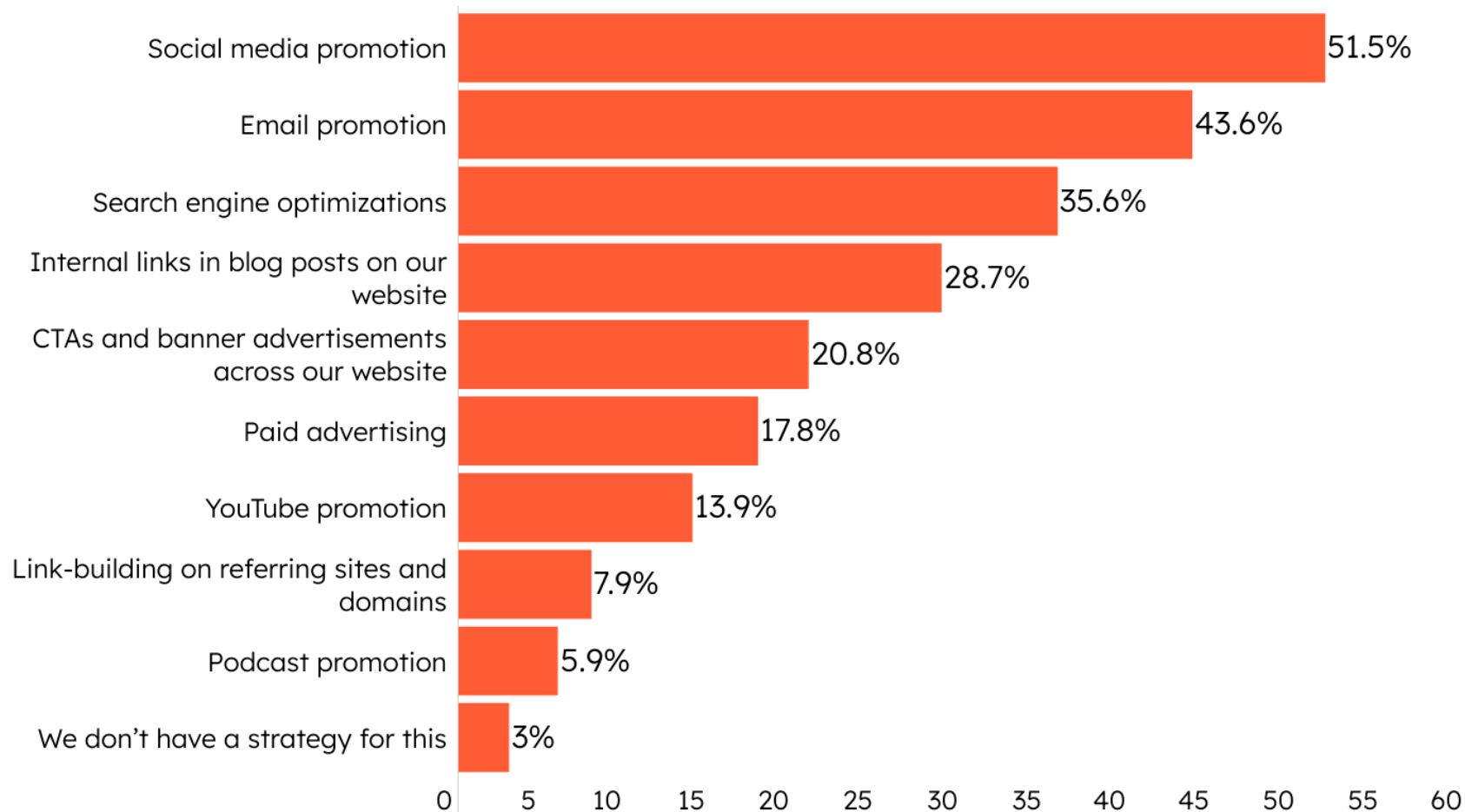
$$\left(\text{Conversions} \div \text{Total visitors} \right) \times 100 = \text{Conversion rate (percentage)}$$

SAMPLE
10% conversion rate <ul style="list-style-type: none">• 10 submissions• 100 total visitors

INCREASE CONV 2%
12% conversion rate <ul style="list-style-type: none">• 12 submissions• 100 total visitors

DOUBLE VISITORS
10% conversion rate <ul style="list-style-type: none">• 20 submissions• 200 total visitors

How do you drive traffic to your landing pages? Select all that apply.



Source: HubSpot

Mistake #2: Bad user experience

Good UI/UX

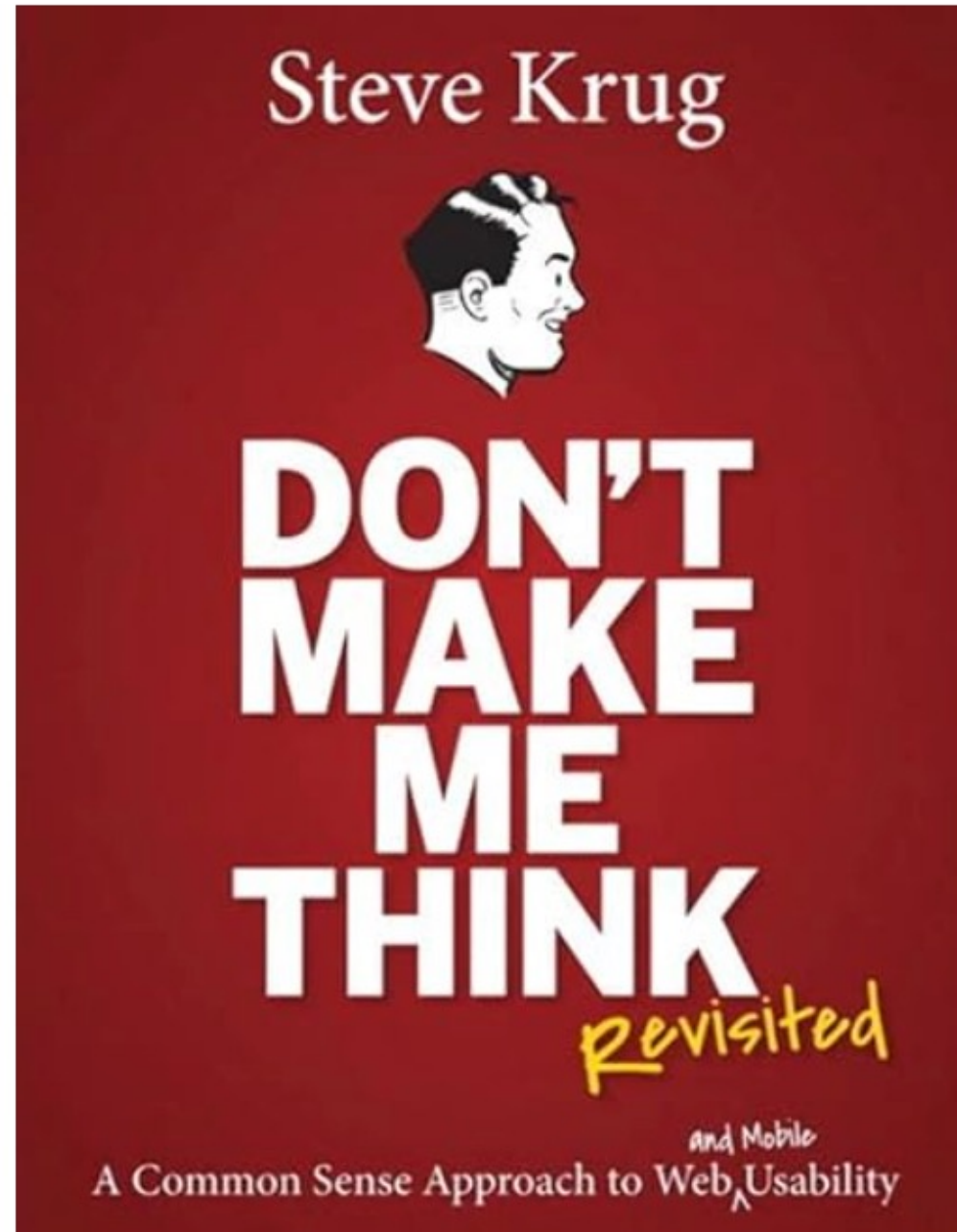
- Value proposition above the fold
- Looks good on mobile (especially true if paid traffic)
- Loads within 2-3 seconds MAX
- Button text and/or form is readable
- No additional pop ups, slide ins

Mistake #3: Clutter

Be clear, not cluttered

- One clear call to action - the more relevant and specific the better
- Visuals show off product or service (little to no stock photos)
- Diagrams, charts, mockups where possible
- Give/show people an example of what they'll get
- Highlight the end result of what they'll get behind the curtain

Pretty much
sums up how
you should
think about
online
conversion!



Mistake #4: Poor headlines, ineffective copy

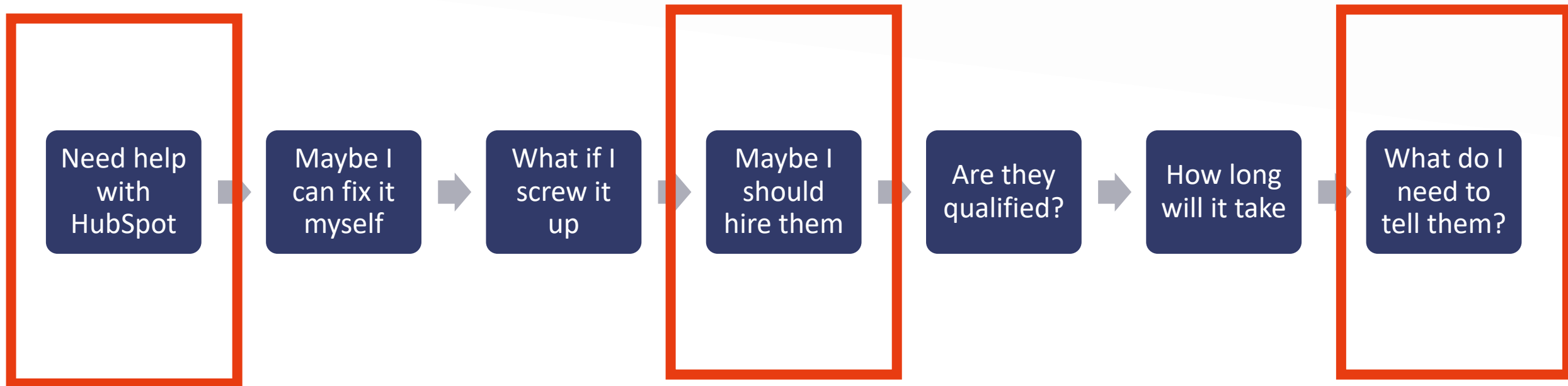
Copy that converts

- Headlines need to compel action – 80/20 rule
- Bullets create curiosity and appetite
- Choose clarity over clever any day
- Targeted for a key persona (don't try to convert all visitors)
- Clarity on what visitor needs to know before they convert

Copywriting rewrites

Instead of this	Try this
Get our free ebook today	Discover what every B2B marketer needs to know about landing pages
Book a call	Schedule a 25 min strategy session
Learn about our workshop	Frustrated by your lack of sales results?

What do they need to know? Consider the path



Remember, people sometimes bounce to go find the answers before they come back to the conversion.

✓ Page view



viewed **Simple Strat - Get More Out of HubSpot** and 2 other pages

- Viewed **Free HubSpot Consultation**
Apr 12, 2024 at 1:54 PM CDT
- Viewed **HubSpot Consulting and Training | Simple Strat**
Apr 12, 2024 at 1:54 PM CDT
- Viewed **Simple Strat - Get More Out of HubSpot**
Apr 12, 2024 at 1:54 PM CDT

Mistake #5: No clear path forward

Conversion is part of the journey

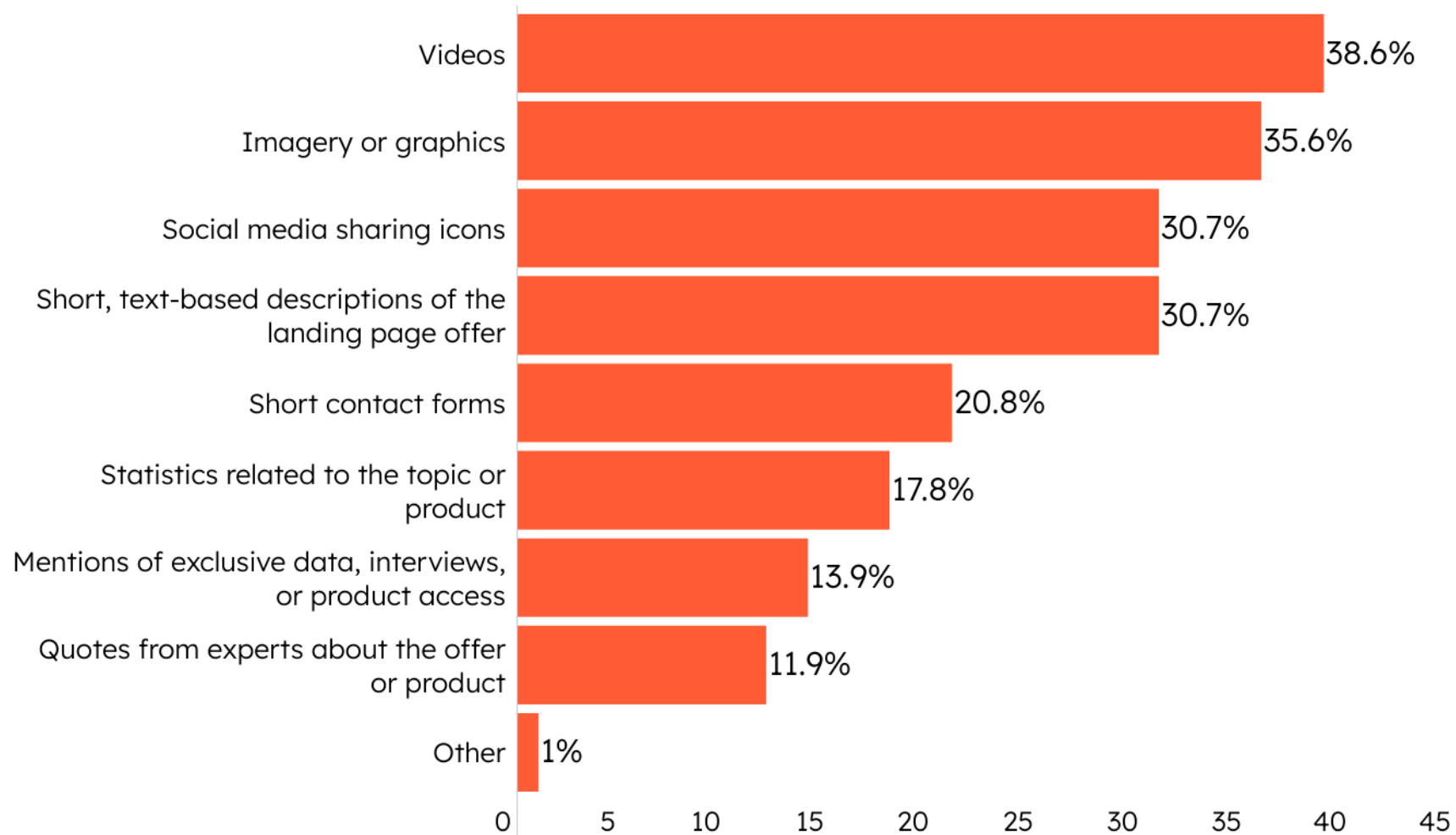


- Fighting inertia
- Doubt, insecurity
- What happens if I submit this?
- Do I get a confirmation email? What about a confirmation message on page?
- Who else can I trust to vouch for this experience?



Improving your landing pages

What landing page elements positively impact conversion rate? Select all that apply.



Source: HubSpot

Don't forget this math!

$$\text{(Conversions} \div \text{Total visitors)} \times 100 = \text{Conversion rate (percentage)}$$

SAMPLE

10% conversion rate

- 10 submissions
- 100 total visitors

INCREASE CONV 2%

12% conversion rate

- 12 submissions
- 100 total visitors

DOUBLE VISITORS

10% conversion rate

- 20 submissions
- 200 total visitors

#1 Thing that will increase conversions

Match the intent and language with the destination

About 42,200,000 results (0.33 seconds)

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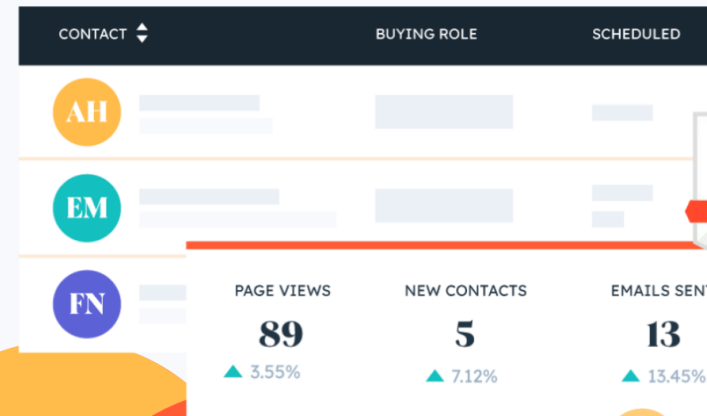
Get started free

Get a demo

Get a demo of our premium software, or get started with free tools.

Get started free

Get a demo



Leader
FALL
2023

Have questions about HubSpot CRM? I have answers.



OpusClip @OpusClip

Ad ...

Try out Opus Clip AI and turn your videos assets into ready-to-post clips, all with 1 click . Finally, a way for busy marketers to start leveraging short video.

The image shows the OpusClip interface. At the top left is the OpusClip logo. In the center is a large video player showing two men in a podcast studio, with a duration of 1:36:54. To the right of the video is a Google Drive icon and a 'WEB INAR' button. Below the main video is the text 'Turn any video into 20+ viral shorts' in white and green. A green arrow points from this text to three smaller video thumbnails below. The first thumbnail has a clapperboard icon and a duration of 00:12 00:59, with the text 'WHAT ELSE COULD POSSIBLY GO WRONG'. The second has an 'in' icon and a duration of 00:23 00:45, with the text 'YOU DO IT IN SPITE OF FEAR'. The third has a Twitter icon and a duration of 00:09 00:15, with the text 'THE MOST ADORABLE MOMENT'. At the bottom of the thumbnails is the text 'Get up to 25 free clips a month'.

From opus.pro

44

59


184

1M



#1 AI VIDEO CLIPPING TOOL

1 long video, 10 viral clips. Create 10x faster.

Opus Clip is a generative AI video tool that repurposes long videos into shorts **in one click**. Powered by  OpenAI




Drop a video link

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In the last two years we have witnessed a dramatic acceleration in digital business initiatives across the enterprise. From scaling digital commerce capabilities and reshaping routes to market to the continued optimization of digital marketing and the orchestration of multichannel journeys, **digital acceleration is absolutely mission-critical.**

This inaugural issue of **The Chief Marketing Officer** starts by providing a framework to accurately assess your organization's digital commerce maturity and its way to success in 2022 and beyond.



Taking Action

- Take inventory of your landing pages – do you have one at each stage of the buying journey?
- Focus on your top performing LPs
- Identify your metrics & benchmarks
- Identify 1 or 2 things you could do to improve
- Test and iterate, repeat
- Don't forget to drive traffic to the page itself!

Questions & Answers

Book a call at SimpleStrat.com/Consult for help with landing pages and HubSpot