

21. Landing Pages and Smoke Video Tests

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- 1) Landing Pages
 - 1) Magnetic NABC
 - 2) Magnetic Headlines
- 2) Landing Page Success Factors

Obligatory Literature

- ▶ Some ways to present an MVP
 - <https://thenextweb.com/dd/2014/11/12/15-ways-test-minimum-viable-product/>
- ▶ Smoke tests in software engineering: testing the most important features
 - <https://www.guru99.com/smoke-testing.html>
- ▶ Landing pages
 - <https://instapage.com/blog/video-landing-page-examples>
- ▶ <https://kickofflabs.com/blog/ten-examples-teach-write-remarkable-landing-page-copy/>
- ▶ <https://www.ranksider.de/talk/7-tipps-fur-eine-einzigartige-video-landing-page>
- ▶ <https://de.slideshare.net/RamliJohnSolidum/lean-startup-machine-ultimate-a-landing-page-is-not-an-mvp>
- ▶ Singular examples
 - <https://de.wordpress.com/>
 - <http://www.wandelbots.de>
 - <http://www.devboost.de>



21.1 Successful Landing Pages

Landing Pages must be Viral and “Convert” Visitors to Leave Contact Data and Buy

Landing Page

Success factors
Conversion
Magnetic Headline
Virality
Opt-in
Lead Magnet

Landing Page Video (Smoke Video)

Motivating Example: Dropbox “Explainer” (Smoke) Video

- ▶ Dropbox, had a great video on its landing page just of the MVP
- ▶ https://www.youtube.com/watch?v=xPJoq_QVsY4

Landing Pages with Videos

- ▶ Landing page with video - example demo:
- ▶ <http://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>
- ▶ <https://instapage.com/blog/video-landing-page-examples>
 - <https://sproutsocial.com/lps/social-media-marketing/>
 - <https://www.pagecloud.com/>



21.2 Success Factors for Landing Pages

The Pirate Metrics AARRR for Web Site Visits

- ▶ “Even pirates need metrics.” (Dave McClure)
- ▶ Example: the story of Dropbox – starting with a **smoke video** of a non-existing product
 - <http://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>

Referral
(does a visitor recommend your website?)

Revenue
(does a visitor pay?)

Retention (stickiness)
(does a one-time visitor return?)

Activation
(which activities do they start on your website)

Acquisition
(how do customers know from you?)



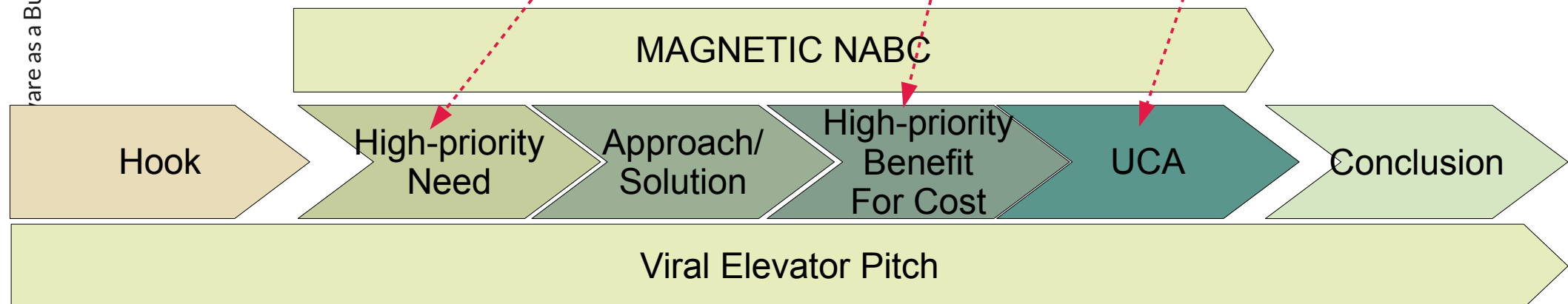
Successful Landing Pages

- ▶ Very good comparison of 20 landing pages describing pros and cons:
 - <https://instapage.com/blog/video-landing-page-examples>
- ▶ Landing pages with Wordpress (Bloggging tool)
 - Landing page tutorial with prefabricated templates
 - <https://www.youtube.com/watch?v=EM0Yi39FaT8>
 - Elementor page builder (Plugin to Wordpress) <https://elementor.com/>
 - <https://www.youtube.com/watch?v=ISuZCU4aKmw>
- ▶ Other good examples
 - <https://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>
 - <https://zurb.com/triggers/faith-in-aesthetics/landing-page-from-airbnb>
 - <https://instapage.com/blog/how-airbnb-uses-landing-pages-to-drive-revenue>
 - <https://99designs.de/landing-page-design/contests/killer-landing-page-airbnb-593095>
 - <http://nicelydone.club/products/airbnb/landing-page/>
 - https://www.youtube.com/results?search_query=landing+page

Pimp Your Website with Virality: Use a *Magnetic-NABC*

- ▶ A **viral** product/service is one about which news spreads easily, because people talk about it.

For **virality**, increase the pain priority, gain priority, and UCA.



Important for a Killer Landing Page: Magnetic Headline

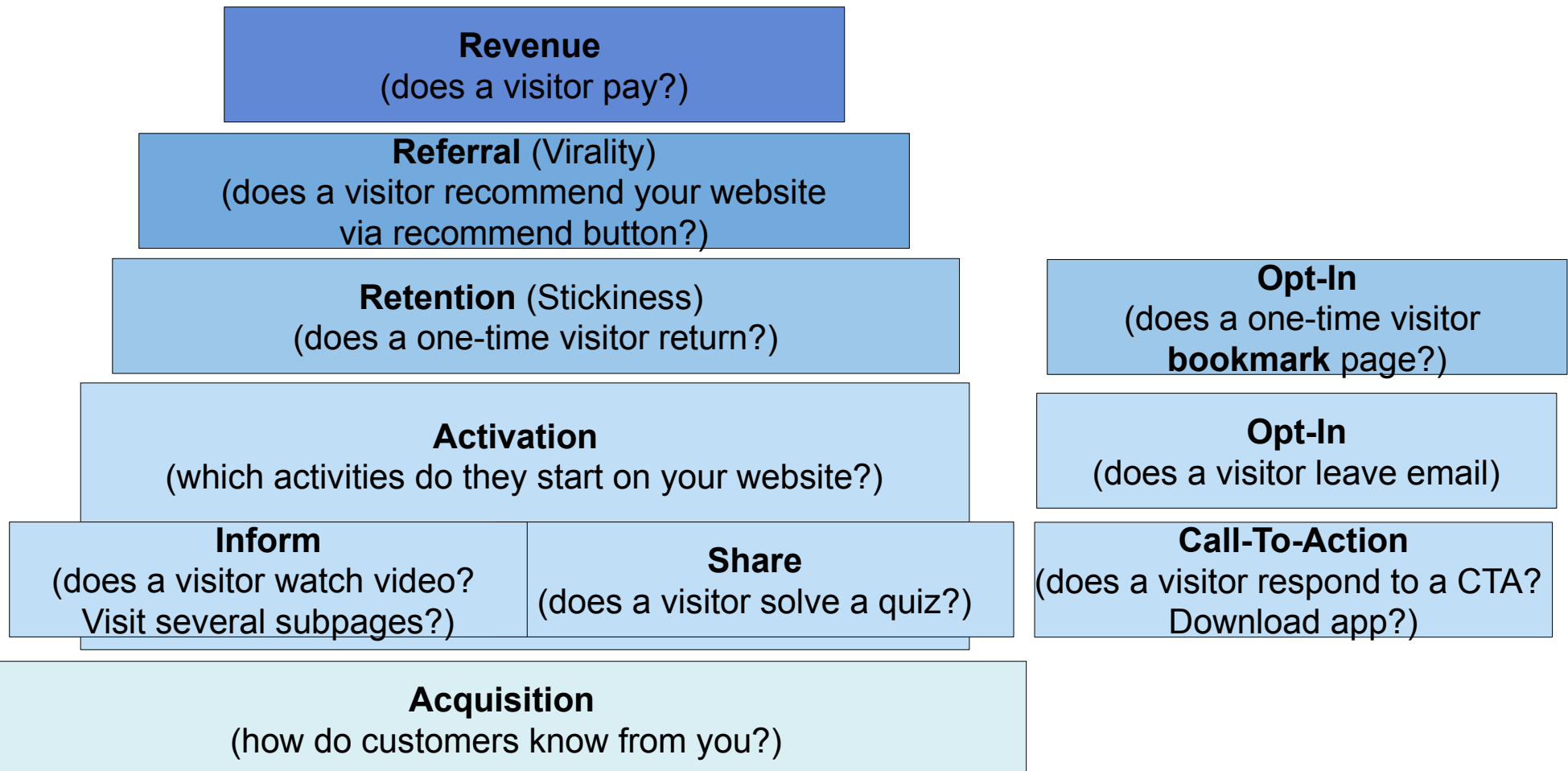
- ▶ <https://www.monsterinsights.com/how-to-structure-an-effective-landing-page-that-converts/>
- ▶ <https://www.wordstream.com/blog/ws/2014/02/12/great-landing-pages>
- ▶ <https://www.digitalmarketer.com/blog/get-more-clicks-from-social-media/>
 - Headline swipe file: https://digitalmarketer.com/content/uploads/2013/11/headline-swipe-file.doc?_ga=2.160002429.1335276775.1542919233-865544558.1542919229
- ▶ MAGNETIC-NABC Headline [How to formulate for sensor-diapers?]
- ▶ Benefit-oriented Headline (Value proposition)
 - Reference Story, testimonial
- ▶ Cost-reduction oriented Headline:
 - Add “short time” aspect
- ▶ Threat (catastrophy) headline
 - Start with “How to avoid...”
- ▶ Social proof headline: story about people and their proofs
- ▶ Piggyback headline
 - <https://rainmaker.fm/audio/lede/lede-magnetic-headlines/>

Important for a Killer Landing Page

- ▶ **Lead magnet** offering something free (book, travel, money)
 - <https://optinmonster.com/9-lead-magnets-to-increase-subscribers/>
 - Involve people by Reward/Win (airbnb)
- ▶ High-quality content: (Medieninformatiker have a good education!)
 - High-quality content and images, art
 - Have a low response time
 - Landing page high-quality smoke video
 - Killer offer
 - Easy to browse and glance over
 - Let all roads lead to Rom (central exit point)
- ▶ Involvement **honeypot** of the visitor:
 - **Opt-in attractor:** Form for email and contact data
 - Appeal to the customer “you”, “imagine” “what-if” “if you had a magic wand”
 - **Call-to-action:** Press a button!
 - Have “share” buttons

The Extended Pirate Metrics AAOORRR for Web Site Visits

- ▶ <http://www.google.com/analytics/>
- ▶ <https://neilpatel.com/blog/startup-analytics/>
- ▶ <https://blog.oursky.com/2017/09/09/guide-to-google-analytics-for-websites/>



The End

- ▶ When is a landing page viral? Remember the ones you met in your life. Which ones did you recommend to your best friends?
- ▶ What is a killer landing page in terms of NABC, and deep-NABC?

