

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 Examples

- ▶ 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
- ▶ Cool example of a landing page with several smoke videos:
- ▶ <http://www.moonshotincubator.com/>
- ▶ Great one:
https://www.youtube.com/watch?time_continue=334&v=_5zdJKUZeE8&feature=emb_logo

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 ... and how to detail it

- ▶ “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

Portals to Create Landing Pages and Email Marketing

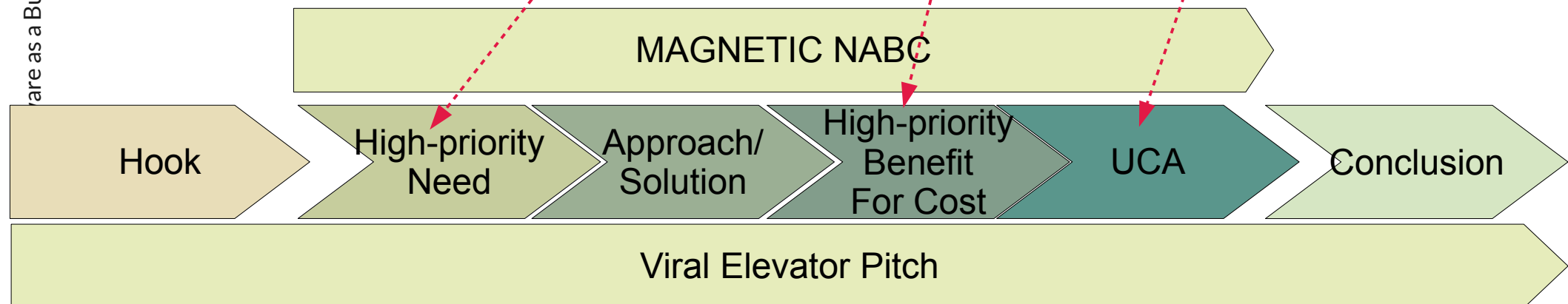
Chimpify - ein Bremerhavener Inbound-Marketing Startup für Startups. Please read: [1]

- ▶ <https://www.inboundly.de/blog/chimpify-wordpress-alternative/#chfy-coo-check-save>
- ▶ <https://www.gruenderkueche.de/gruendertalk/gruenderstory-chimpify-die-inbound-marketing-plattform-fuer-kleine-unternehmen/>
- ▶ Chimpify has a free license <https://www.chimpify.de/>
- ▶ Landing page construction online <https://www.chimpify.de/tour/landing-pages/>
- ▶ Email marketing <https://www.chimpify.de/tour/email/>
- ▶ Social media marketing <https://www.chimpify.de/tour/social-media/>
- ▶ Analytics <https://www.chimpify.de/tour/analytics/>
- ▶ Kunden-Websites, von [1]: <https://blog.fastbill.com>
 - <https://letsseewhatworks.com> <https://www.uteblindert.de>
 - <https://www.christoph-mohr.com> <https://8mylez.com>
 - <http://www.mindtainr.de> <https://www.smartmace.de>
- ▶ Chimpify-Consultants: <https://www.inboundly.de/>
- ▶ Chimpify has published their own roadmap on
 - <https://trello.com/b/GlQf1nGy/chimpify-product-roadmap>
 - People can contribute!

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
- ▶ Moonshot Headline: be 10x faster, better, more efficient
- ▶ 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: Magnetic Attractions

- ▶ **Lead magnet** offering something free (book, travel, money)
 - <https://optinmonster.com/9-lead-magnets-to-increase-subscribers/>
 - Involve people by Reward/Win button (airbnb)
 - Landing page high-quality smoke video <https://sproutsocial.com/agencies/>
- ▶ **Involvement of the visitor: Call-to-action (CTA):** Press a specific button!
 - “share” buttons
 - **Free trial** button
 - **Learn more** button
 - **Talk to an expert** button
- ▶ **Honeypot** for the visitor:
 - **Opt-in attractor:** Form for email and contact data: **Get in touch** button
 - Appeal to the customer “you”, “imagine” “what-if” “if you had a magic wand”
https://www.youtube.com/watch?time_continue=3&v=RMETH9d7vAg&feature=emb_logo
 - **Killer offer**

Credibility

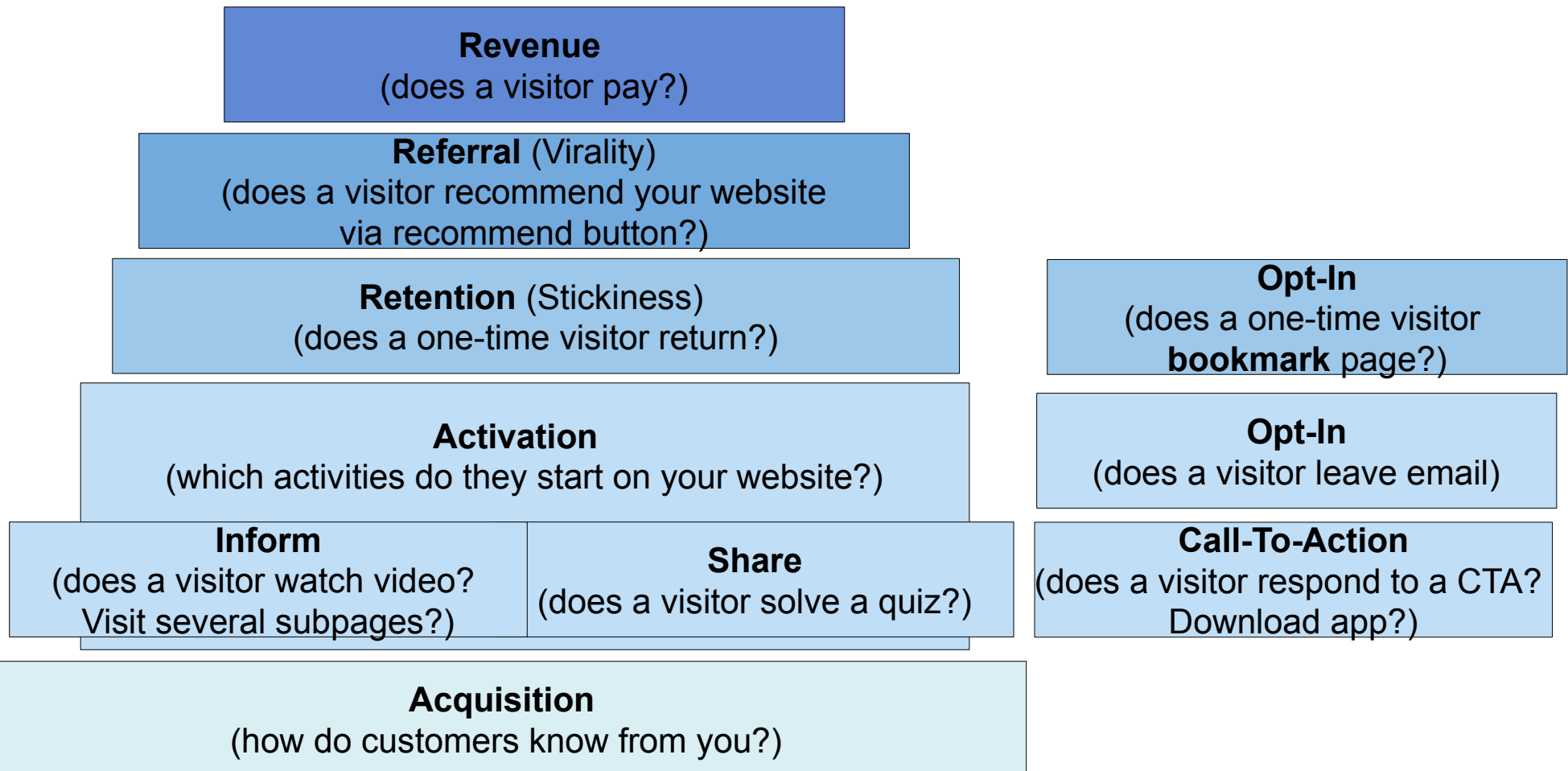
- ▶ **Reference stories (testimonials)** <https://www.scorpion.co/law-firm-marketing/>
 - Authority badge from Techcrunch or other Business Angels:
<https://www.devboost.de/en/references>
<https://sproutsocial.com/lps/social-media-marketing/>
 - Best prices (awards)

Magnetic Content

- ▶ **High-quality content:** (Medieninformatiker have a good education!)
 - High-quality content and images, art
 - Free: www.pixabay.com, www.pexels.com, www.unsplash.com
 - www.shutterstock.com (license may pay off)
 - Easy to browse and glance over
 - Licensing page with different license model
<https://sproutsocial.com/pricing/>
- ▶ **Web site structure and performance**
 - Few text
 - Have a low load and response time
 - Central navigation bar
 - Let all roads lead to Rom (**central exit point**)

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?

