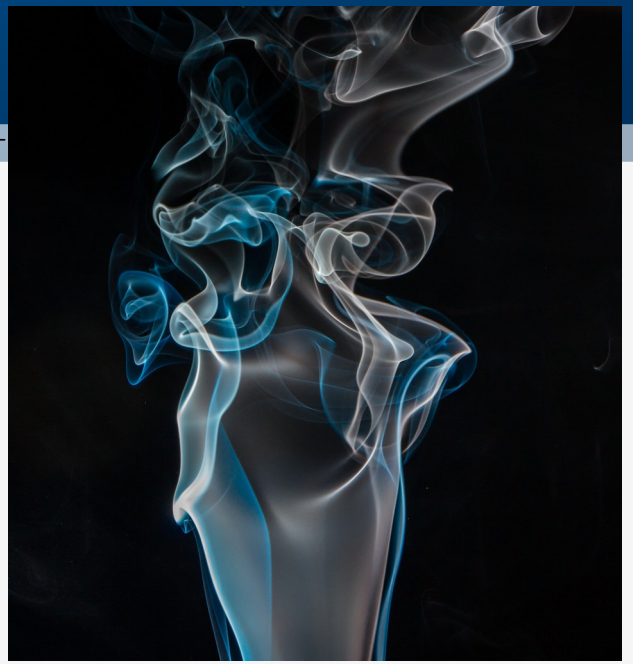

21. Landing Pages and Smoke Video Tests

Prof. Dr. Uwe Aßmann
Softwaretechnologie
Fakultät Informatik
Technische Universität Dresden
2020-0.4, 12/5/20
http://st.inf.tu-dresden.de/teaching/saab

1) Landing Pages
   1) Magnetic NABC
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- 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

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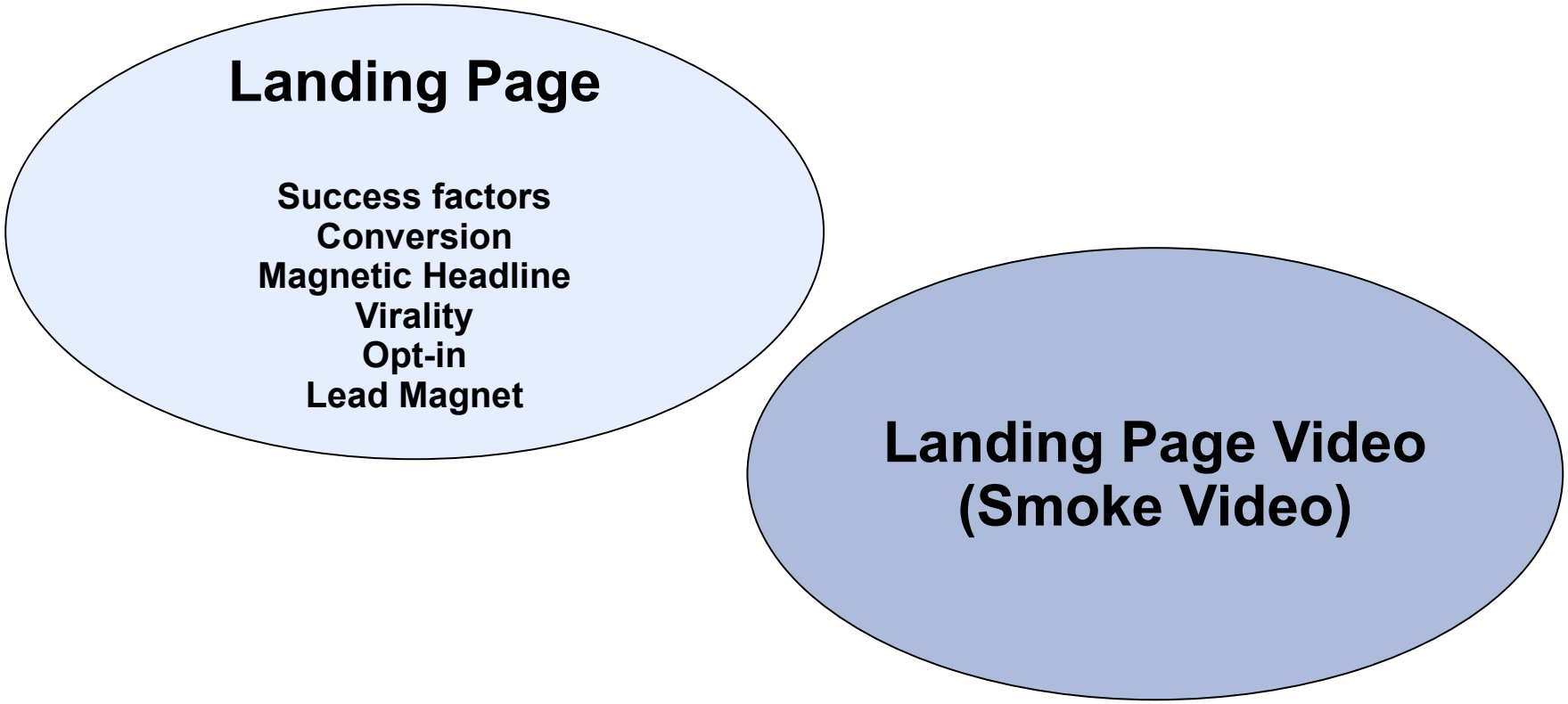
Landing Pages must be Viral and “Convert” Visitors to Leave Contact Data and Buy



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  - https://www.mysimpleshow.com/
  - https://www.powtoon.com/

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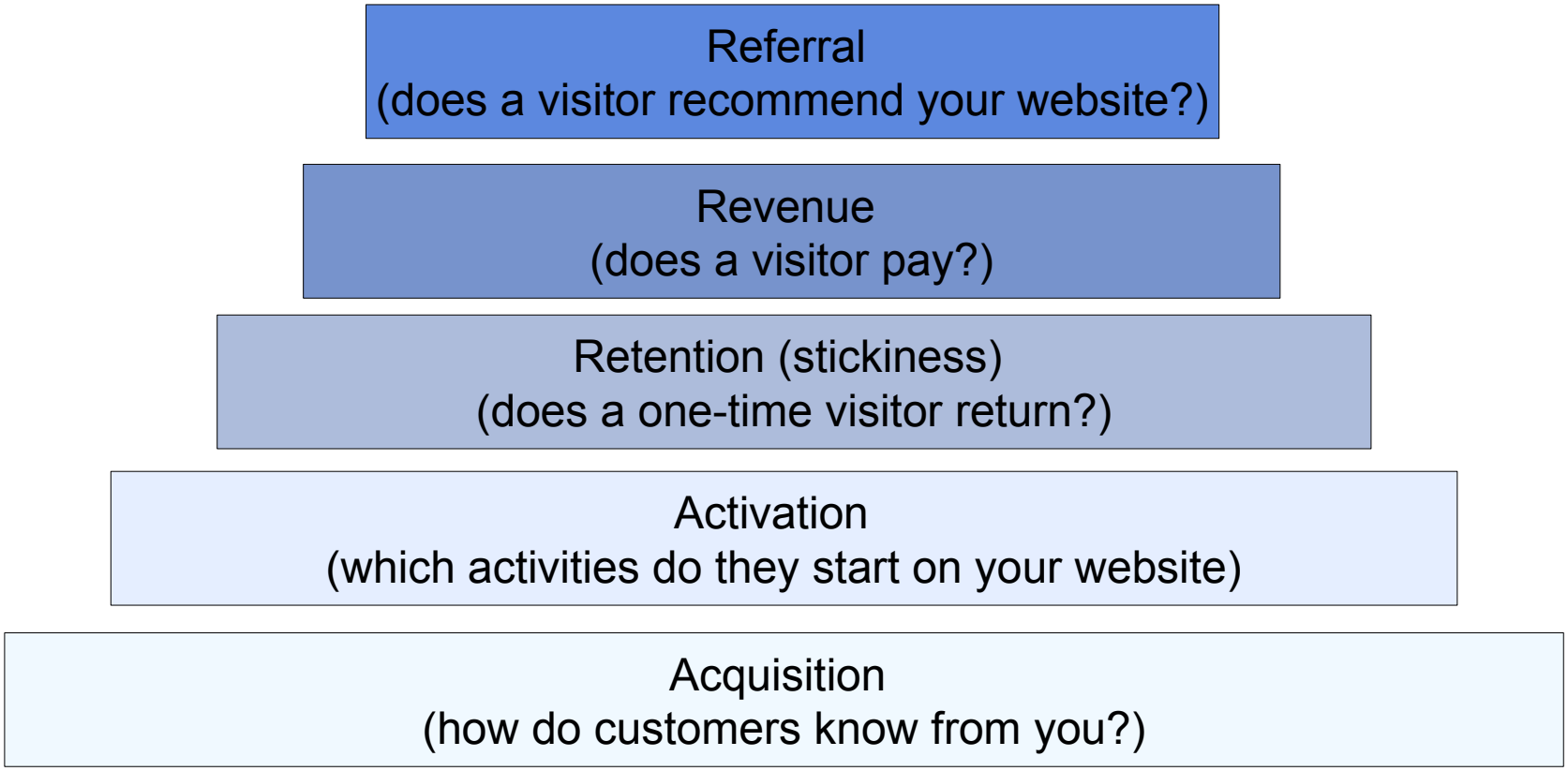

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  - https://99designs.de/landing-page-design/contests/killer-landing-page-airbnb-593095
  - http://nicelydone.club/products/airbnb/landing-page/
  - https://www.youtube.com/results?search_query=landing+page

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- Chimpify has a free license https://www.chimpify.de/
- Landing page construction online https://www.chimpify.de/tour/landing-pages/
  - https://www.chimpify.de/plattform/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/
- Chimpify has published their own roadmap on
  - https://trello.com/b/GlQf1nGy/chimpify-product-roadmap
  - People can contribute!

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Example Websites Supported by Chimpify

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- https://www.christoph-mohr.com Google Adword consultant
- https://sandrojenny.com/ interactive and innovation designer
- https://8mylez.com shopware for webshops
- http://www.mindtainr.de
- https://www.smartmace.de
- https://podcast-helden.de/ how to use podcasts for marketing
- Chimpify-Consultants: https://www.inboundly.de/

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

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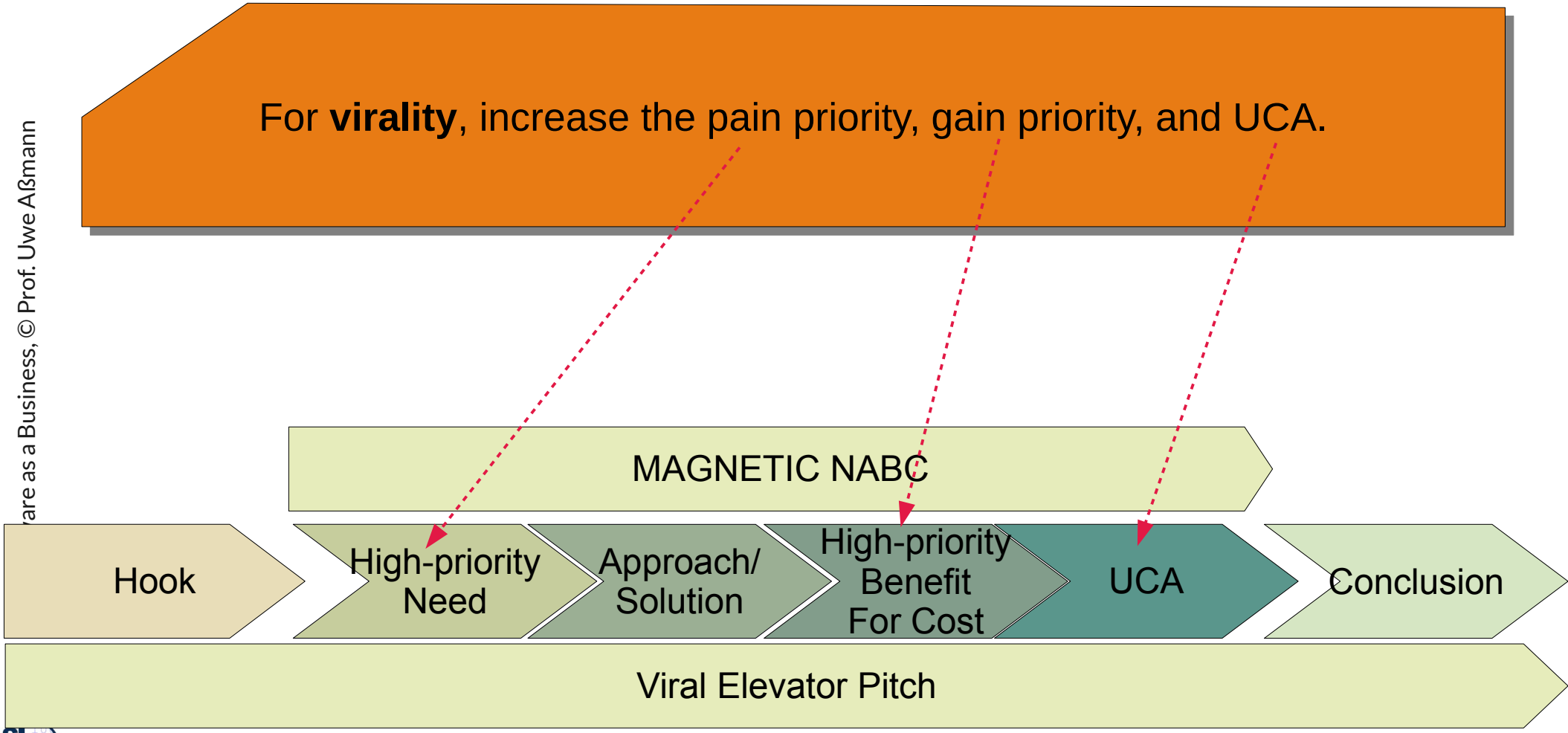

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- **Involvement** of the visitor: **Call-to-action (CTA)**: Press a specific button!
  - "**share**" buttons
  - **Free trial** button
  - **Learn more** button
  - **Talk to an expert** button
- **Honeypot** for the visitor:
  - **Opt-in attractor**: 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

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- **Reference stories (testimonials)** https://www.scorpion.co/law-firm-marketing/
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  - Best prices (awards)
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Magnetic Content

- **High-quality content**: (Medieninformatiker have a good education!)
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- **Web site structure and performance**
  - Few text
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  - Let all roads lead to Rom (**central exit point**)

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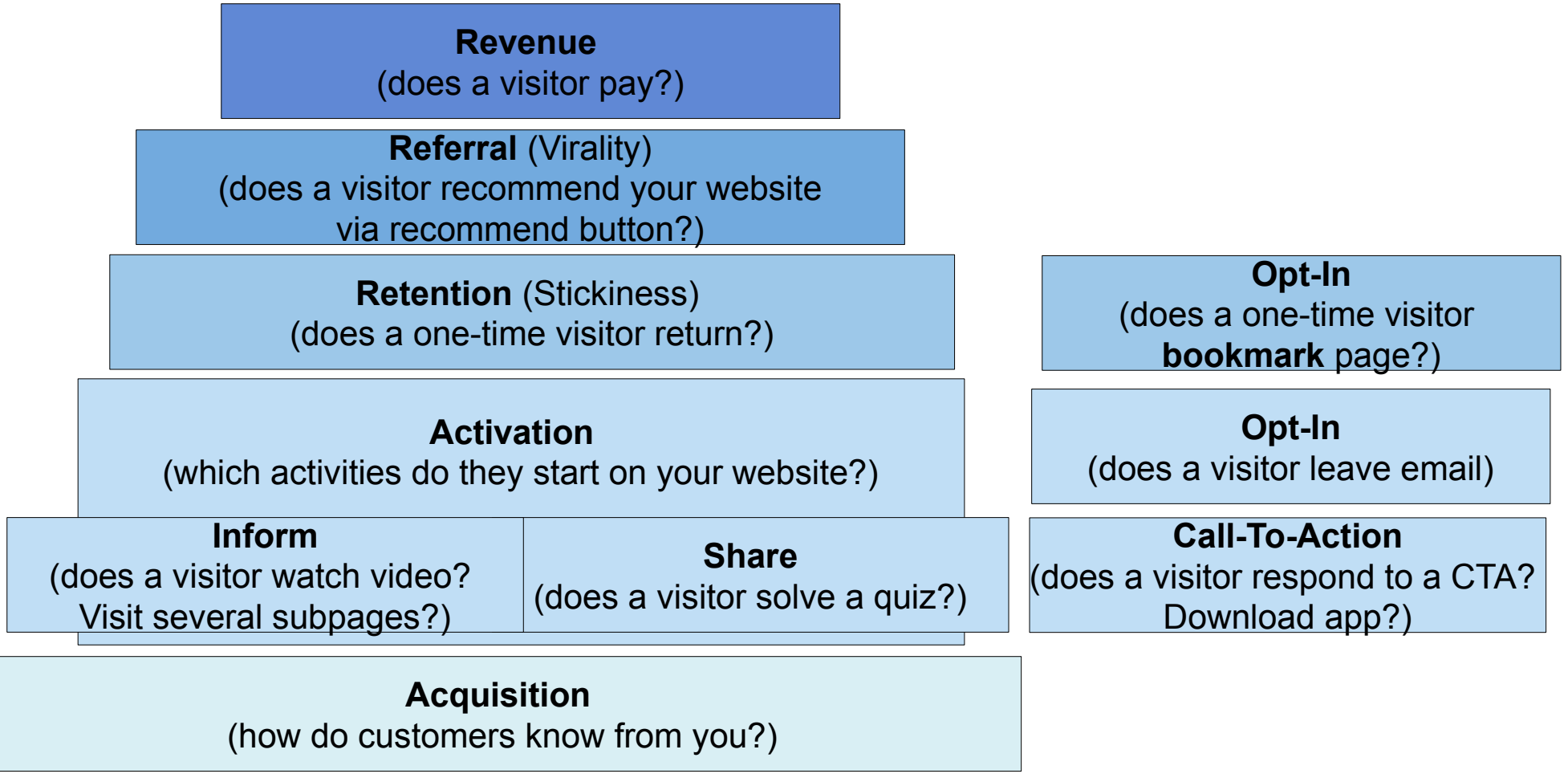

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The End

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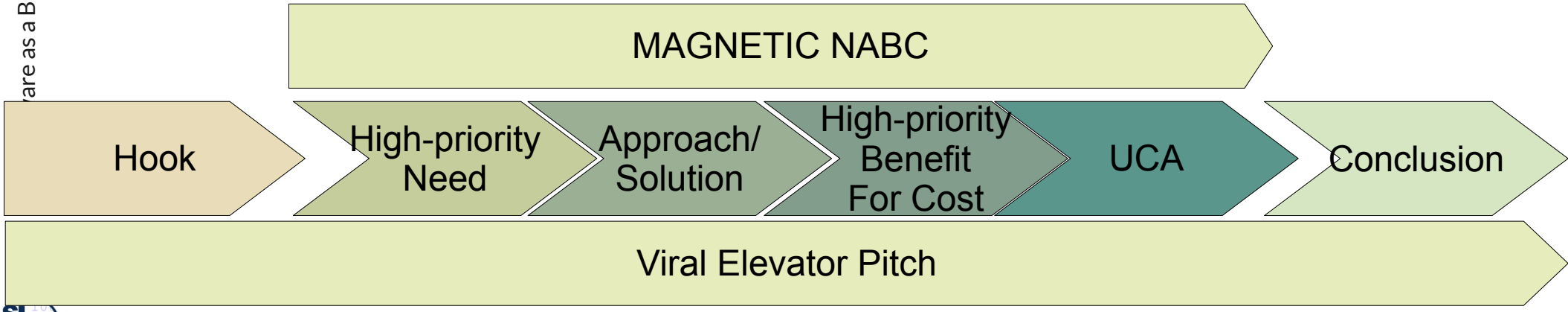

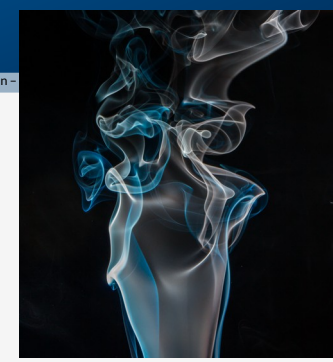

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The history of the “Lean Startup“ movement is intertwined to several books:

- 2008 Blank/Dorf
- 2011 “Lean Startus” Eric Ries O’Reilly
- 2012 “Running Lean” Ash Maurya
- 2013 “Lean Analytics” B. Yoskowitz

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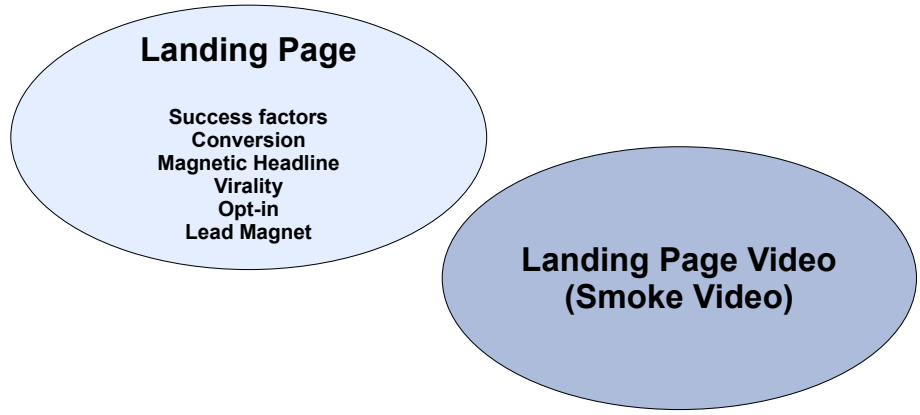

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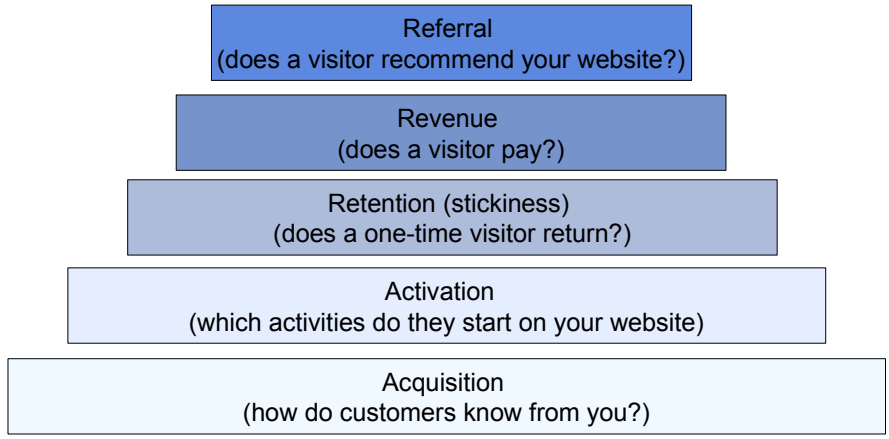

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- Chimpify has a free license https://www.chimpify.de/
- Landing page construction online https://www.chimpify.de/tour/landing-pages/
  - https://www.chimpify.de/plattform/landing-pages/
- Email marketing https://www.chimpify.de/tour/email/
- Social media marketing https://www.chimpify.de/tour/social-media/
- Analytics https://www.chimpify.de/tour/analytics/
- Chimpify has published their own roadmap on
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- https://sandrojenny.com/ interactive and innovation designer
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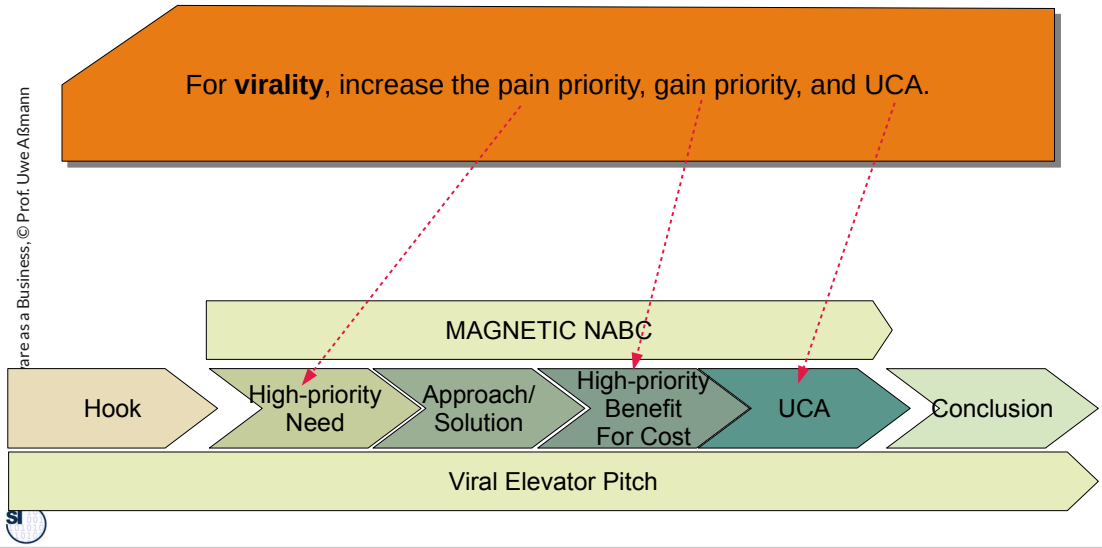

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Magnetic Content

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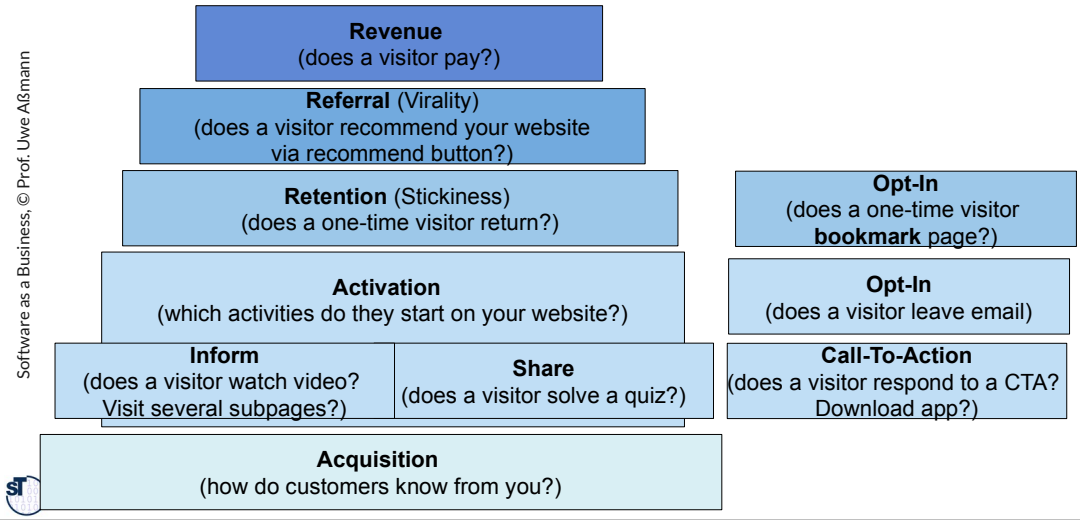

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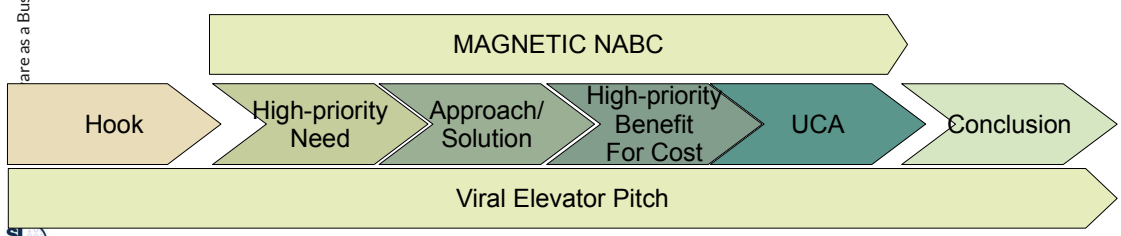
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