

21. Landing Pages and Smoke Video Tests

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<http://st.inf.tu-dresden.de/teaching/saab>

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

<https://www.pexels.com/photo/blue-and-white-smoke-digital-wallpaper-604684/>

Obligatory Literature

- ▶ Some ways to present an MVV
 - <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>



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



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/>
- ▶ Erklärvideos (smoke videos): <https://workshop-helden.de/erklaervideo-software/>
 - <https://www.mysimpleshow.com/>
 - <https://www.powtoon.com/>

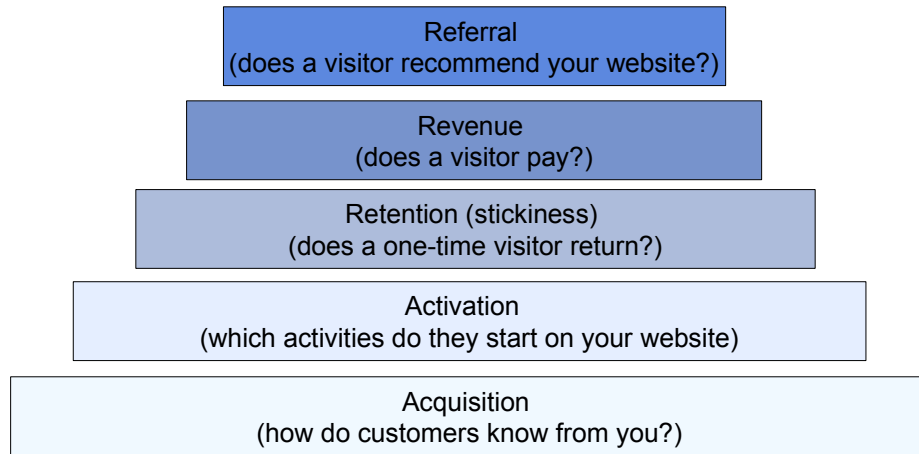




21.2 Success Factors for Landing Pages

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/>



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/>
 - <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!



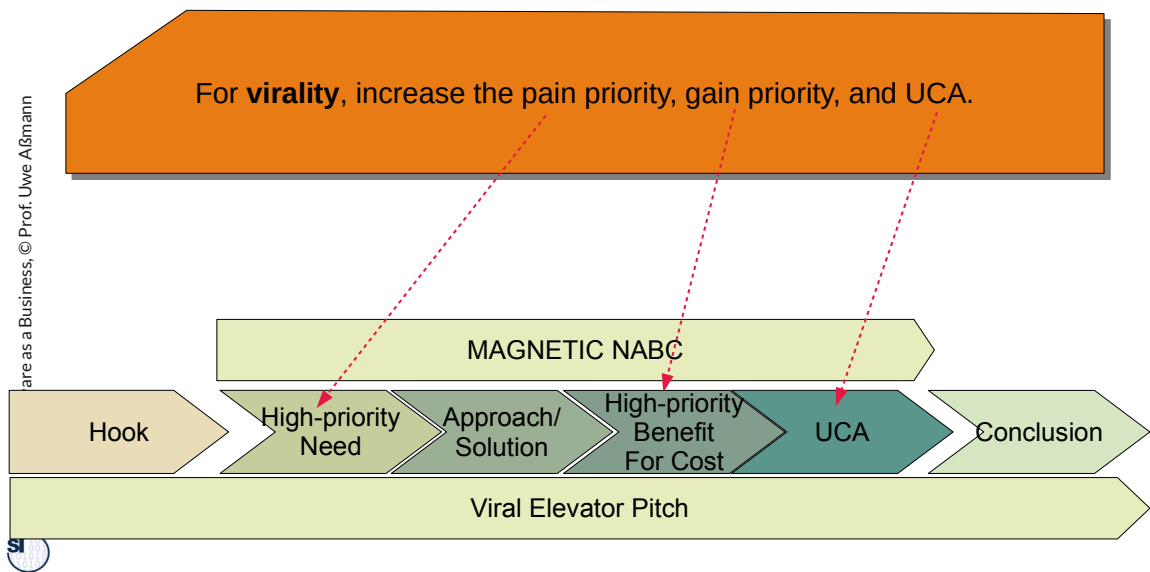
Example Websites Supported by Chimpify

- ▶ <https://blog.fastbill.com> fast billing, journalling (Buchhaltung)
- ▶ <https://letsseewhatworks.com>
- ▶ <https://www.uteblindert.de>
- ▶ <https://www.digital-affin.de/> Digitalization company (!?)
- ▶ <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/>



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

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



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

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

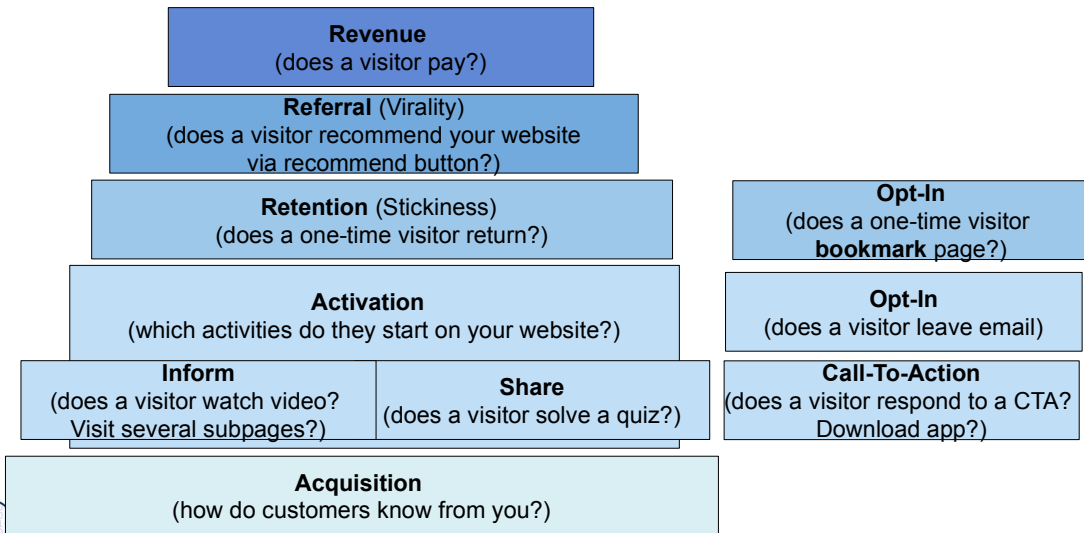
- ▶ **Reference stories (testimonials)** <https://www.scorpion.co/law-firm-marketing/>
 - Authority badge from Techcrunch or other Business Angels:
<https://www.devboost.de/en/references>
<https://sproutsocial.com/lps/social-media-marketing/>
 - Best prices (awards)
 - Videos with customers

- ▶ **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/>

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The End

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

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