



## 21. Landing Pages and Smoke Video Tests



Prof. Dr. Uwe Aßmann  
Softwaretechnologie  
Fakultät Informatik  
Technische Universität Dresden  
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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

# 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](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](https://www.youtube.com/watch?time_continue=334&v=_5zdJKUZeE8&feature=emb_logo)

# Landing Pages with Videos

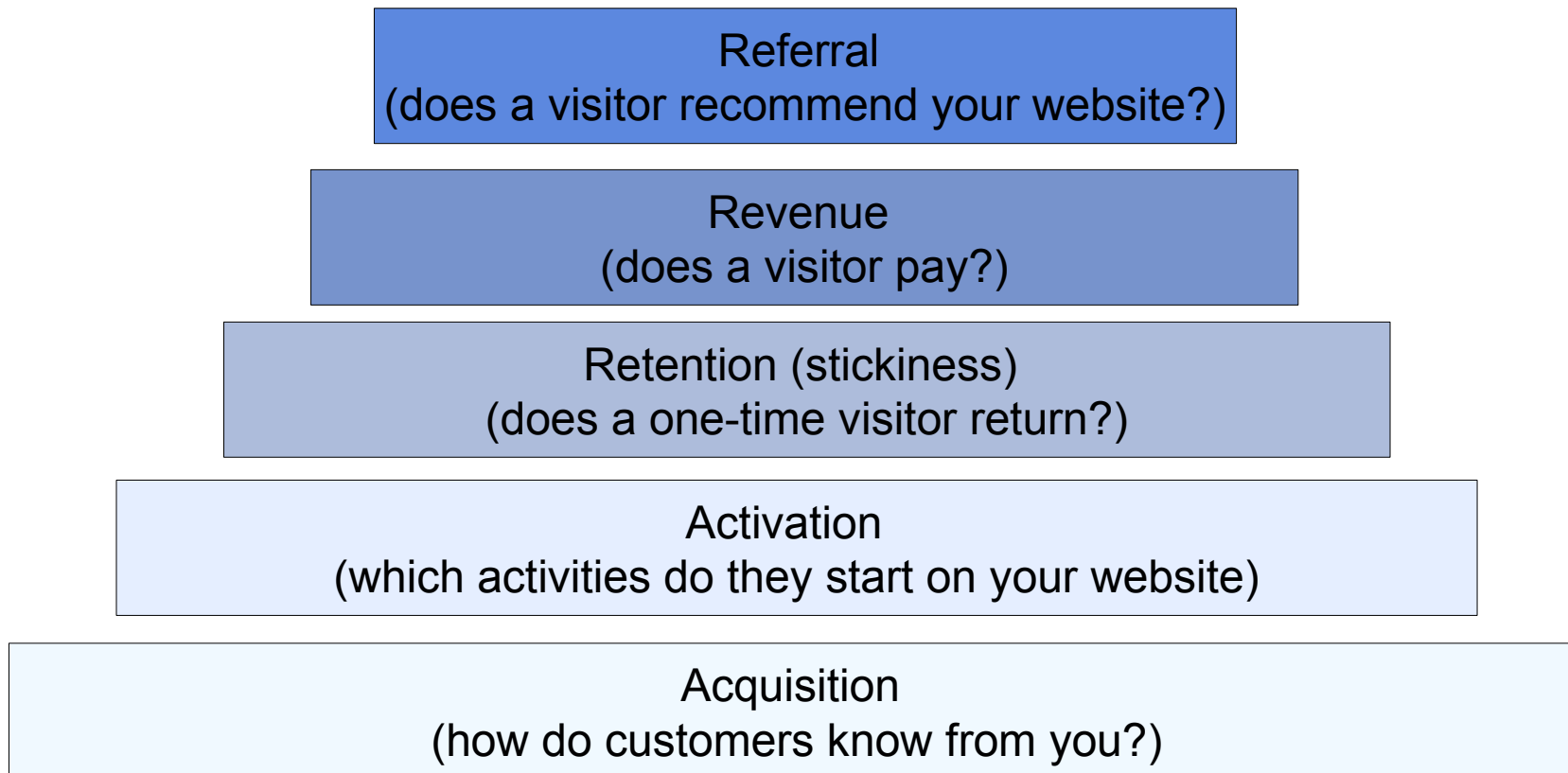
- ▶ Landing page with video - example demo:
- ▶ <http://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>
- ▶ <https://instapage.com/blog/video-landing-page-examples>
  - <https://sproutsocial.com/lps/social-media-marketing/>
  - <https://www.pagecloud.com/>
- ▶ Erklärvideos (smoke videos):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

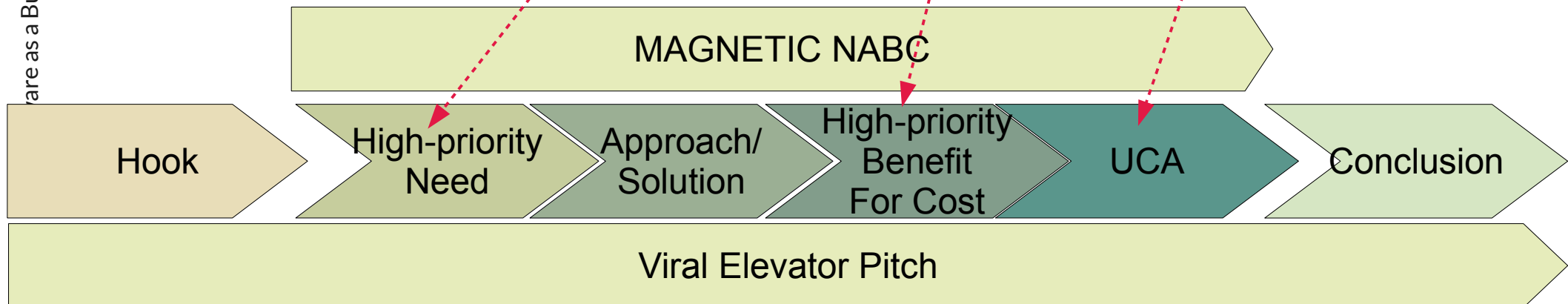
- ▶ <https://blog.fastbill.com> fast billing, journalling (Buchhaltung)
- ▶ <https://letsseewhatworks.com>
- ▶ <https://www.uteblindert.de>
- ▶ <https://www.digital-affin.de/> Digitalization company (!?)
- ▶ <https://www.christoph-mohr.com> Google Adword consultant
- ▶ <https://sandrojenny.com/> interactive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

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

are as a Business, © Prof. Uwe Aßmann



# 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](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](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

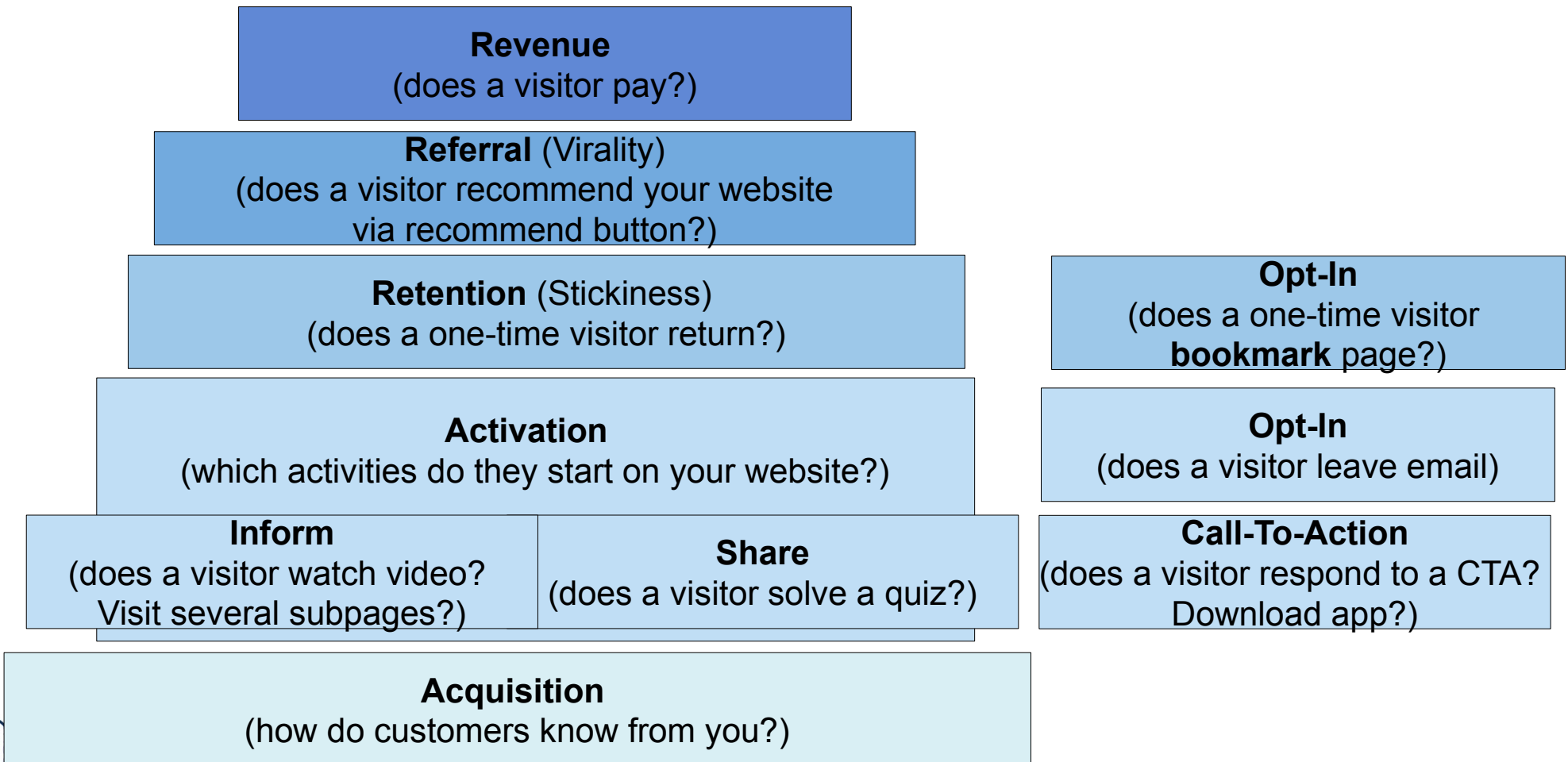
# Magnetic Content

- ▶ **High-quality content:** (Medieninformatiker have a good education!)
  - High-quality content and images, art
    - Free: [www.pixabay.com](http://www.pixabay.com), [www.pexels.com](http://www.pexels.com), [www.unsplash.com](http://www.unsplash.com)
    - [www.shutterstock.com](http://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?

