



# M32 Academy

INTRODUCTION TO ONLINE ADVERTISING – PAID MARKETING

BY : SAMUEL PARENT | TITAN INTERACTIF

# Answers

## TO YOUR QUESTIONS



*Don't hesitate to contact me with your questions!*

*Mention this course – it's free.*

[TitanFormation.ca](http://TitanFormation.ca)

[info@titaninteractif.com](mailto:info@titaninteractif.com)

514-949-5201

# Titan Interactif



Landing Page

# ONLINE ADVERTISING



Don't bring prospects to your front door (home page).

- *Take them directly to the specific isle/tablet (product page) or better yet a specially conceived landing page to close the sale.*

# Why a Landing Page?

- Your landing page takes the prospect by the hand from the ad to your cash register.
  - Contrary to your product page, it's an advertising/marketing page.
  - It has 1 objective: close the sale with this visitor.
  - It must answer the main questions/objections/fears the prospect may have.
    - Reliability, price, reputation, specifications, why not buy elsewhere?
    - Succinctly, clearly, convincingly.
- It fits between the ad, and the actual checkout.

# Landing Page Example

Prix Assurance Vie

Assurance vie Assurance hypothécaire Assurance invalidité Sans examen médical Assurance voyage



## La Capitale

Choisissez votre montant d'assurance hypothécaire et obtenez votre prix



### La Capitale assurance hypothécaire

Commencer ici. C'est facile!

Choix d'assurance\*

Montant assuré\*

Année de naissance\*

Votre nom\*

Courriel\*

Téléphone\*

Code postal\*

**OBTENIR MON PRIX >**

**1** Remplissez le formulaire

**2** Comparez plus de 15 assureurs

**3** Choisissez et économisez

Seul un comparatif d'assurance Hypothécaire peut vous assurer de faire **le meilleur choix**

Course presented by :

**Titan Interactif**

# Landing Page **Musts**

- The landing page must deliver on the promise made by your ad creative.
- Its mission is to convince the prospect to buy, convincing them to convert from prospect to buyer.
- The landing page **must**:
  - Be free of distraction and focus only on the goal of this visit.
    - That includes removing the site usual header, footer and side bars.
  - Have a clear and well positioned call to action.
  - Be convincing, even on a mobile device.
  - Present spectacular and relevant visuals.
  - Use simple, clear and convincing words.
  - Present a very simple form, or simplified buy button.
- Bonus:
  - Create different versions of your landing page per website used, or versions of your ad.

- Just like you should test alternate versions of your ads to learn what really works best, test alternate versions of your landing pages. One at a time, test:
  - Colours
  - Wording
  - Dispositions
  - Call to action
  - Options offered
  - Length of the form



# A Perfect Alignment is Necessary

1- Campaign Objective

2- Success Metric / KPI

3- Pricing

4- Ad Format

5- Environment

6- Platform

7- Ad Targeting

8- Creative / Message

9- Landing Page

# Thank You!

SAMUEL PARENT

514-949-5201

[info@titaninteractif.com](mailto:info@titaninteractif.com)



TitanInteractif.com

TitanFormation.ca



[LinkedIn.com/in/SamuelParent](https://www.linkedin.com/in/SamuelParent)



[Twitter.com/TitanInteractif](https://twitter.com/TitanInteractif)



[Pinterest.com/samuelparent/](https://www.pinterest.com/samuelparent/)



[Facebook.com/TitanInteractif](https://www.facebook.com/TitanInteractif)



[Instagram.com/samuelparent/](https://www.instagram.com/samuelparent/)