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
info@titaninteractif.com
514-949-5201

Titan Interactif

M32 ads

Landing Page

ONLINE ADVERTISING

Landing Page

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

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

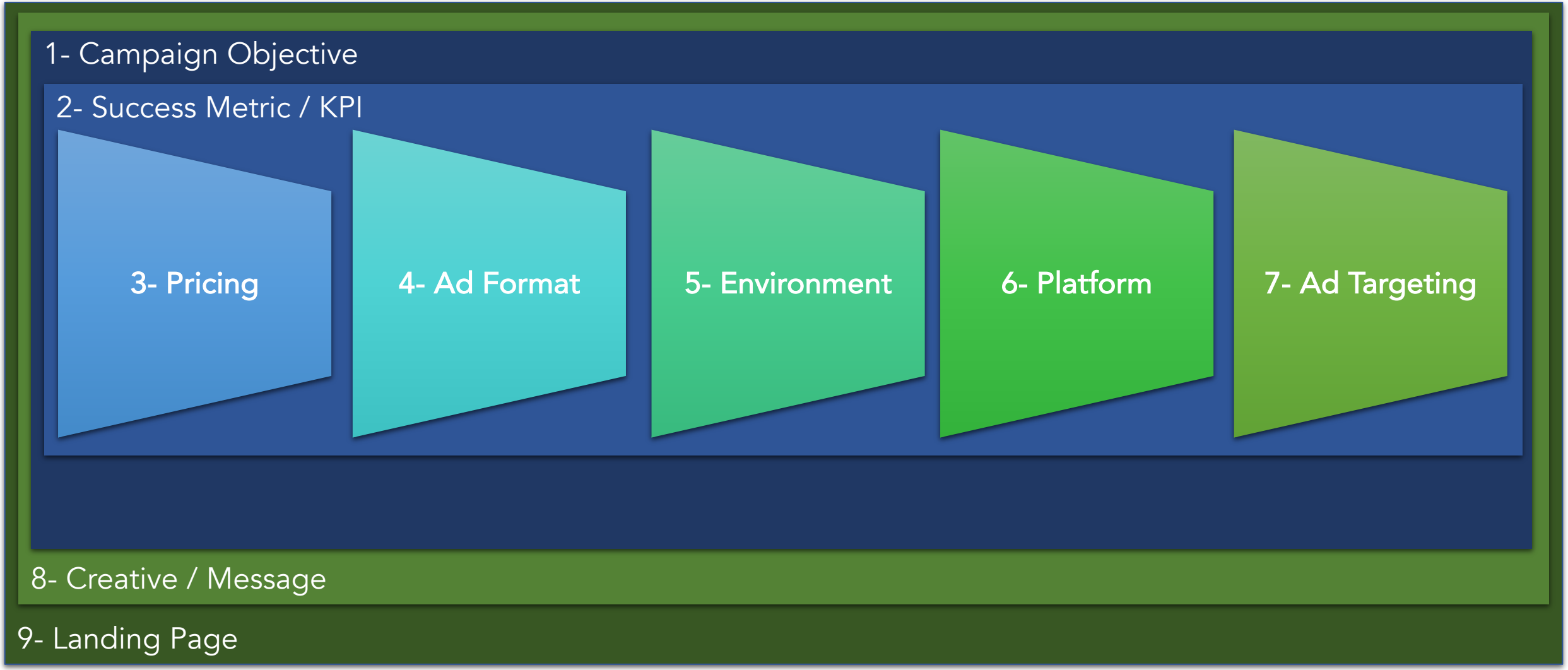
Landing Page Musts

- 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.

Test this as well

- 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 Alignement is Necessary



Thank You!

SAMUEL PARENT

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