

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to use a landing page to lure prospects



A landing page is a great tool for reaching your prospects. You already know the importance of having a good website. But only a few fencing companies grasp the importance of using a landing page.

Unlike most traditional websites, a landing page is only one page long and has only one purpose: to obtain the e-mail address of the person visiting your website. How do you persuade them to give you their name and e-mail? You give them something valuable, something they really want in return.

A landing page can also be called a squeeze page from wanting to “squeeze” the e-mail from the prospect. But you already know that if you give good value, most prospects will be willing to give you their information. Think of it as a value page.

On a landing page, you do not need to show and tell your entire company. You can, however, give your website visitors a taste of what your company can offer them.

Or you can even give them a link to your main website. For example, you can have them fill out a short survey in order to generate a free quote of how much it would cost to fence their yard.

Right now, your goal is to do one thing: get the prospect to raise their hand and say, “I’m interested in what you’re offering me. I may not buy a fence today. I may buy it later. I may not even buy at all. But I want to learn more. The information you’re going to give me intrigues me enough that I’m going to give you my e-mail in exchange for that information.”

What does a good landing page include?

First, on your landing page, ask a question or give a statement. It’s important that you talk to only one market and one problem that market faces.

Your landing page does not have to be complicated. If you have already created a free recorded info line or a consumer awareness guide, you can use the same wording. Your marketing should work together.

Second, you need a place for the reader to enter their information. Your goal is to ask the reader to do one thing: give you their name and e-mail address in exchange for valuable information.

You do not necessarily have to get them to give you their contact information in one step. As stated above, you can give them a quote or cost estimate first to pique their interest. Landing pages can be interactive.

Third, you may also want to include a PowerPoint, Keynote or video presentation. Or, include more text explaining the free offer. There is nothing more effective than a video presentation with words and text saying the same thing.

Finally, let the reader know you will not use their e-mail for any other purpose and that they can opt-out at any time.

In designing your landing page, colors, shapes, graphics, and text design can tell a story about your company.

Short blocks of text can tell your visitor what your product or service is and how can work for them. It helps if you can keep your landing page design mobile-friendly.

Remember: the purpose of a landing page is not to close the sale. It is not to get money from the prospect. It is not to turn a prospect into a customer in one big step. It is not to start any trial program. It is not to give away something for nothing. It isn't to sell them on all of your products and services.

The purpose of a landing page is to move your prospect up the next step in the marketing staircase.

Turning prospects into customers is easy if you have the right tools. Here is what you should do in this order:

First, create your consumer awareness guide. The process of creating a consumer awareness guide will help you put into words the ideas that will educate your prospects.

Second, create your free recorded message line.

Third, use the same wording from your free recorded message line to create your landing page. You can use the same wording on your landing page as you do your free recorded message line.

This is all about education-based marketing—how to turn suspects into prospects and prospects into customers. When you have these three tools you can start advertising and attracting people to your landing page or info line. No matter which media you use, a good advertisement will persuade the reader to call your free info line or go to your landing page.

You want to use both a landing page and recorded message line with a consumer awareness guide. Some people prefer to call. Some prefer to go to a landing page. Both can say the same thing. The purpose of both tools is to capture their name and e-mail address.

You will be able to persuade prospective customers to give you their name and e-mail address if you give them meaningful information in your consumer awareness guide, your recorded message and landing page.

4 things to include on your landing page

Ask a question or give a statement that talks to only one market and one problem.

You can include a PowerPoint, Keynote or video presentation. Or, include more text explaining the value of your offer.



Ask the reader to do one thing: give you their name and e-mail address in exchange for valuable information.

Let the reader know you will not use their e-mail for any other purpose and that they can opt-out at any time.



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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