

Source:

Ultimate Guide to Ads: Ads - Landing Page for your ads

Notes:

- We're starting a cold campaign to audiences.
- We have a few different options, Arno is a big fan of doing conversion ads. Which means we're trying to target an audience that converts.
- A conversion could be a sale, it could be watching a video, it could be them opting in by giving you their email.
- In regard to opting in there's usually an exchange of information, so you give them free info and they give your email for example.

- An example is a puppy trainer running ads for people who have bought a new puppy.
- Instead of them saying "Buy my course for \$500."
- Instead of that you can write an E-book, a guide, a checklist, "how to get your puppy to listen to you quickly without using force, 4 things you can implement today to get your puppy to listen to you."
- We want to imagine what would be one of the first things in the journey of someone who realises they have a need, a want, a problem they want to solve. And they're gradually going to take action somehow and we want to catch them somewhere at the beginning.

- If we want to get cold traffic and get them to opt in, it usually works well.
- If we look at our business as a marketing agency, it would be a while, a journey until they get to a point where they hire us.
- At the beginning they may think, I need to do something about Meta ads, Google ads, ranking higher on Google, I need to do something to get more clients through the door.
- Then as business owners their first option is probably going to be them trying to do it themselves, seeing if it's simple and they can make it work.
- In this case it would make sense for us, to make a lead magnet (we'll talk about that in a future video) but for now whatever conversion mechanism you have you'll need a landing page.
- You can obviously also run ads with Facebook lead form which we'll also try out.
- So landing page, that leads to a confirmation page that says yeah you did it, and on the confirmation page is where we want to have the conversion is tracked, if we want to run a conversion ad, Meta needs to know when the conversion took place.

- If someone lands on the landing page, the squeeze page where they have to give their email to move forward, then they do it and get to the confirmation page, that is a conversion event, that's where the conversion occurred.

- Something has to happen to ensure the tracking pixel (will be a new video) understands this is a conversion event.
- For example, If we want to sell our puppy training course, they go through the landing page then pay for it to get to the confirmation page and that's where we want the conversion to be tracked.

Landing page and how we'll get people to give us their email

--Free Guide:--

4 Simple Steps To Quickly Attract More Clients For Your Business With Meta Ads

Facebook and Instagram are the quickest and most cost-effective ways to attract the perfect clients for your business.

In this free guide we tell you how to do exactly that. No jargon, no technical mumbling, just an easy to follow step-by-step overview of exactly what to do.

Email *

SEND ME THE GUIDE ->

- You can go wild with it, there's many elements you can add.
- It's best to start out simple, the bare bones version. Then can add from there.
- The three key elements, the headline, the subhead/body, and the opt in mechanism.
- In the future we can do things like test having a picture next to the headline by using canva for example.
- The headline here is very simple. You can always change, update, fill in the blanks etc.
- We want to set it up in such a way that they get their guide automatically via email once they click submit.
- Arno will show us how to setup the landing page, and the conversion pixel, auto email, etc.
- It's very top heavy, once we do it a couple times it will become much easier and will be easier when we do it for clients etc.
- Homework: Create a landing page for guide. Can use Arno's and make some minor tweaks.

Headline/Subject/Intro:

How an effective landing page can generate thousands of more dollars for you.

Outline:

Subject: How an effective landing page is crucial for getting more sales.

Problem: It's a simple thing that is generally overlooked but can be extremely useful and a great tool for two-step lead generation.

Agitate: It isn't super complicated , we get cold traffic and then get them to opt in.

Solve: It allows us to build a customer base, and use two-step lead generation to sell in the future.

Close: Take a look at our guide on two-step lead generation or get in touch with us here for a free marketing consult.

Final Draft

How An Effective Landing Page Is Crucial For Getting More Sales.

The majority of landing pages are boring and ineffective which is a shame.

A good landing page is a very simple thing that can make a world of difference when looking to expand our customer base and increase our sales.

We know that it makes a difference because we can actually track the conversions on our landing page giving us a quantifiable figure.

A conversion could be a sale, watching a video, or them opting in by giving us their email.

We're going to focus on email opt-ins which simply put is just an exchange of information.

We give our audience free information, they give us their email which we can then use to retarget them.

Example Of Opt-Ins

Let's imagine that we're selling a puppy training course.

Instead of our ads just saying:

“Here’s my puppy training course, buy it now for \$500.”

We go more in depth...

We can write a guide, create a checklist, or make a video.

Could be something like:

“How To Get Your Puppy To Listen Without Using Force.”

Or

“4 Things You Can Do To Get Your Puppy To Listen To You.”

The goal of this is to intercept our target audience at one of the first points of their journey.

They realise they have a need/want.

Something they want to change about their situation.

That's where we come in... we want to catch them early on.

What’s On A Landing Page?

Once they see our initial ad we send them to our landing page.

Here is where the exchange will take place.

They are now on the squeeze page where they will receive the guide after submitting their email.

The squeeze page is where they must give their email to be able to move on.

With the page design itself you have free reign. You can go wild with it or just keep it super simple, it's completely up to you.

My recommendation would be to start very simple because you will always be able to change, update, add photos/videos, or fill in the blanks later on.

For now we just need these 3 key elements:

- 1) **Headline:** Can be quite simply the name of the guide you’re going to send.
- 2) **Subheading/body:** Can just be a brief description of the guide.
- 3) **The opt in mechanism:** The area they can put their email in. (We want to set it up where they automatically get their guide via that email.)

What To Do Next?

Give it a go for your business.

Build up a guide, create your landing page and use a two-step lead generation approach to attract more clients.

If you need more information about two-step lead generation take a look at our free article here: <https://www.jsresultsmarketing.com/post/how-to-ensure-that-your-ads-are-irresistible-to-your-ideal-customer>

Or get in touch with us today for a free marketing consultation and we'll let you know how we'd apply this to your specific business: <https://www.jsresultsmarketing.com/contact>

Talk soon,
Jordan.

