

LandingPageOptimization

Landing Page Optimization Helps You Laser-Focus Your Customers On Exactly What They Are Looking For

Efficiently Direct Your Potential Buyers Along The Purchase Path You've Laid Out For Them



Landing pages are the gateway to your brand, like the front entrance of a fortress-like Wal-Mart or Macy's. If your company had a product for sale in a sprawling department store, would you simply direct them to the retail location? Or would you provide them with details about the aisle or section where your product could be found? Usually, precise information increases the chances of customers buying your product.

When you're running a digital campaign - whether it's social media or display advertising - you want to be specific. Funneling visitors to your homepage is akin to sending prospective buyers to the front entrance of a Wal-Mart; with so many different products and distractions, who knows what they'll end up buying. Tailoring your customer experience with **landing page optimization** will go a long way to increasing the return on your digital marketing investment.

Leveraging WSI's landing page optimization solutions enables you to do more with your marketing budget. We can help you turn more of your interested website visitors into loyal clients. Solution features include:

- ▶ A complete analysis of your current web properties and digital marketing campaigns
- ▶ Full marketing consult to identify areas of landing page improvement
- ▶ General review of current sales funnel
- ▶ Proposed plan for optimal campaign landing pages
- ▶ Assistance and/or full development of new landing page content and organization
- ▶ Ongoing consultation and support in creating conversion-oriented landing pages
- ▶ Setup of landing page measurement for future analysis
- ▶ Ongoing performance monitoring to provide the best ROI

Landing pages are an integral part of your digital marketing strategy.

With a few simple changes, optimized landing pages will help you:

- Increase engagement on your website
- Better inform your potential customers
- Enhance the effectiveness of your digital campaigns
- Create more synergy in your overall marketing strategy
- Improve the customer experience on your website
- Increase your overall number of sales and bottom line

Create Optimized Landing Pages That Turn More Website Visitors Into Paying Customers!

For more information on how to implement landing pages that will help you make more sales, contact our team now!



Landing Page Optimization is just one of the many ways
WSI can help you reach your business goals.

We specialize in various digital marketing solutions including:

- ▶ Pay-Per-Click Advertising
- ▶ Social Media Marketing
- ▶ Web Analytics
- ▶ Social Selling
- ▶ Content Marketing
- ▶ Email Marketing
- ▶ Display Advertising
- ▶ Mobile Marketing
- ▶ eCommerce
- ▶ Video Marketing
- ▶ Responsive Web Design
- ▶ Search Engine Optimization
- ▶ Inbound Marketing
- ▶ Competitive Analysis
- ▶ Marketing Automation

Contact us today so you can experience how we take digital marketing to the next level.

