

Next Level

Marketing For Business:

Landing Page Methods For LEADS & SALES



Let's do this!

@Mike_Gingerich
www.TabSite.com

First things first...

Video Replay & Slides
Available After....



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Our Roadmap

- **Setting the Stage**
- **TabSite Landing Page App**
- **Landing Pages in DIGITAL FUNNEL**
- **Strategies & Tips for Landing Pages**
- **Question & Answers with special offer**



Get to know Mike

- Co-founder **TabSite.com**
- President of Digital Hill
- Social Media Tech Geek
- Avg # tabs in Chrome: **33**
- Podcasting at....

HalftimeMike.com

- Traveler: 26+ countries



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www.MikeGingerich.com

**Growing Leads online
is a lot like...**

Driving

It Changes!

Based on circumstances





For Latecomers

Yes, I will provide
Video Replay & Slides
via email after.



TIP #1:

**People use the Internet
for 2 reasons...**

- 1. To get a problem solved**
- 2. To be entertained**

TIP #2:

To succeed online you must...

1. Integrate

2. Multi-touch

Why Landing Pages?

- 1. One single focus point**
- 2. Increases conversions**
- 3. Eliminates distractions**

Facebook Sweepstakes eBook



This is a Landing Page.
No other navigation.

One sole purpose to
inform and get sign-up.

Informs and has 1 action.

FREE eBook Guide

"How to Run a Successful Sweepstakes on Facebook"

Key items and tactics you can implement!



By Mike Gingerich
Co-founder of TabSite
Social Media Speaker & Strategist
@Mike_Gingerich

**DOWNLOAD
NOW!**

Ebook - A Quick Guide to Success with a Facebook Sweepstakes

Sign-up to gain access to our PDF guide on how to successfully run a Facebook Sweepstakes.

Includes key information for your marketing communications plan and tips for the length, prize, and more.

Register and access the download immediately!

First Name * Last Name *

Email *

Yes! Add me to your Email list

Required *

DOWNLOAD

When to use Landing Pages?

- 1. One single focus point**
- 2. Increases conversions**
- 3. Eliminates distractions**

Setup a Landing Page App

Add App My Apps

INSTRUCTIONS: Select an Engagement App below to get started.

■ Contest Apps ■ Coupon Apps ■ Photo & Video Apps ■ Social Apps

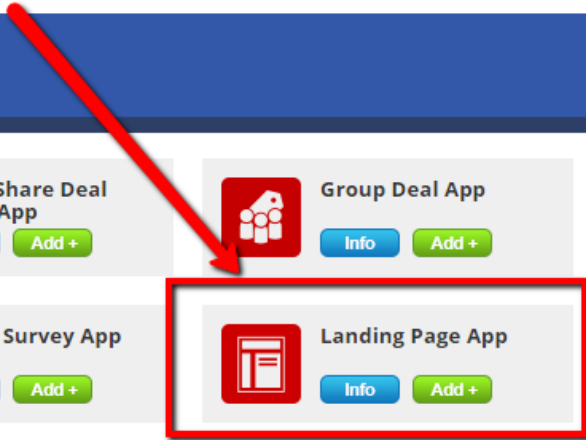
Sort Apps by: Promotion Type App Type

Contest Apps

- Photo Contest App [Info](#) [Add +](#)
- Sweepstakes PLUS App [Info](#) [Add +](#)
- Video Contest App [Info](#) [Add +](#)
- Instagram Photo Contest App [Info](#) [Add +](#)
- Instagram Video Contest App [Info](#) [Add +](#)
- Essay Contest App [Info](#) [Add +](#)
- Sweepstakes App [Info](#) [Add +](#)
- Timeline Contest App [Info](#) [Add +](#)

Coupon & Lead Capture Apps

- Coupon App [Info](#) [Add +](#)
- Friend Share Deal Reveal App [Info](#) [Add +](#)
- Group Deal App [Info](#) [Add +](#)
- Pin Deal App [Info](#) [Add +](#)
- Friend Share Deal Download App [Info](#) [Add +](#)
- Form & Survey App [Info](#) [Add +](#)
- Landing Page App** [Info](#) [Add +](#)



Two Options:

1. Landing Page App (forms)
2. Landing Page for any App

Complete Setup Guide: www.tabsite.com/help/landing-page-1

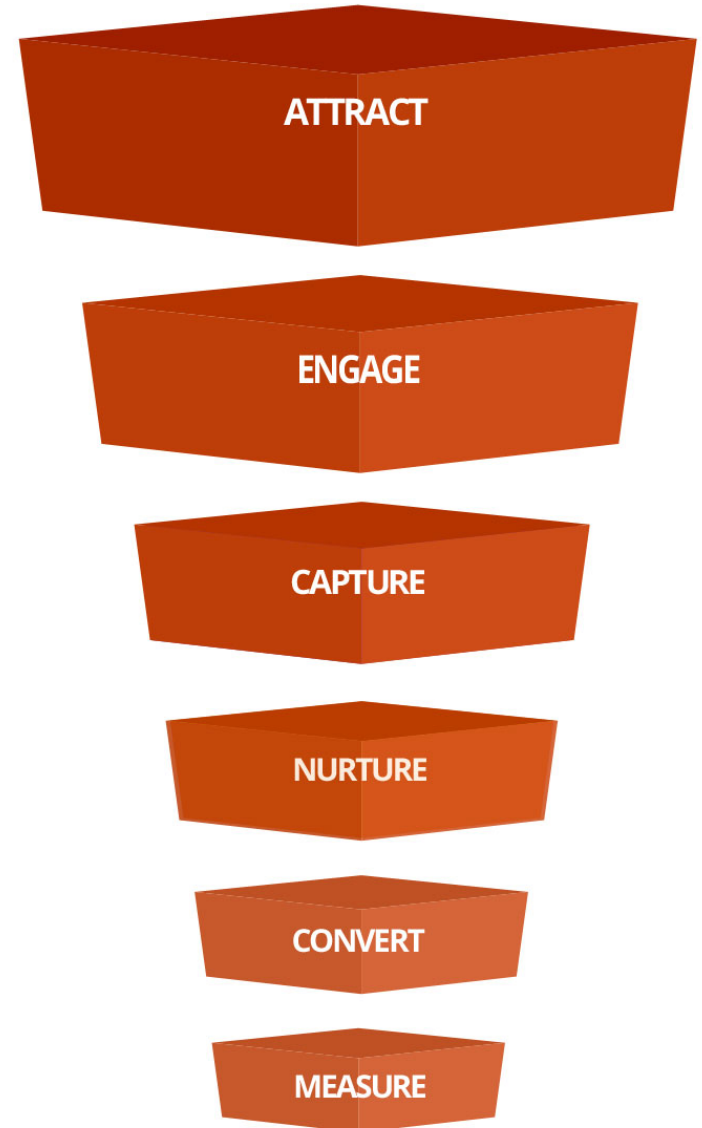
Where Landing Pages fit In your online marketing...

The Digital Marketing Funnel



The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



The Funnel:

3 Main Parts

50%

1. Top of Funnel Content

[Attracting & Engaging]

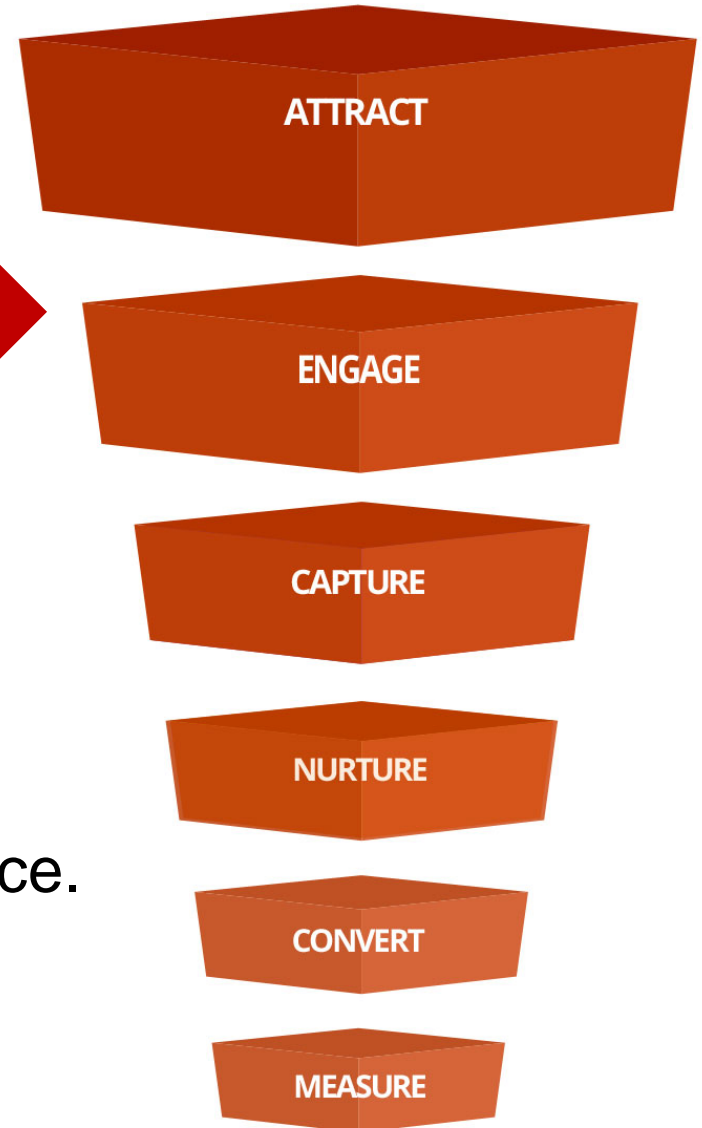
Where: Share & Amplify on Social

Types: How to, Help. Inspire. Resource.

Entertain. Educate. Experience.

The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



Attract & Engage:

50%

Coconis Furniture
December 27, 2013

Congratulations to Bo Coconis on his induction into Maysville High School's Athletic Hall of Fame. The 2003 graduate was a four-year letter winner in golf and won the Division II state championship in 2002. He was All-MVL in 2001 and '02 a... See More

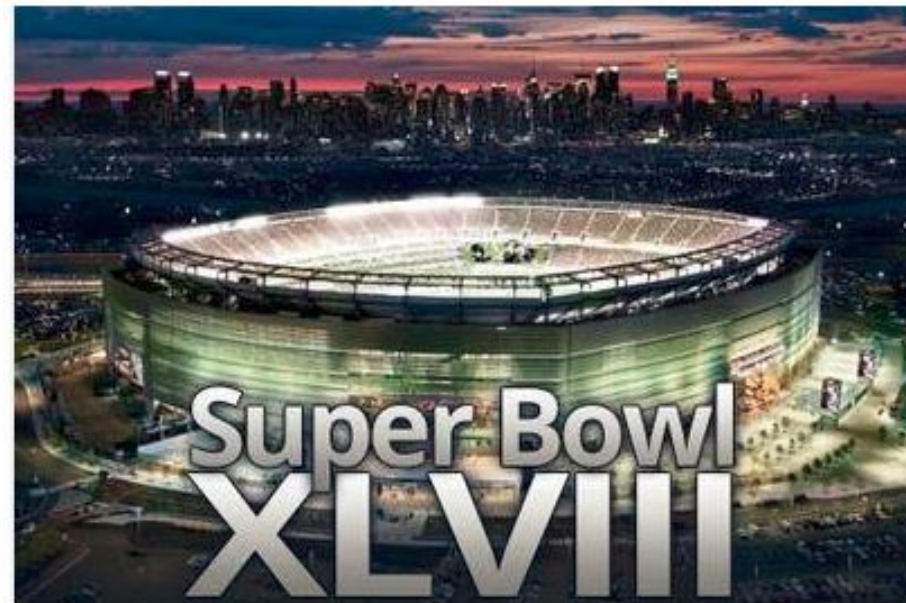


Like · Comment · Share

123 18 1

Discovery Furniture & RoomMakers
January 30

TV Special going on right now! With a qualified purchase, choose a free 43", 51" or 60" TV or receive \$500, \$750 or \$1250 in bonus buck\$! Celebrate the Super Bowl right!



Like · Comment · Share

3 people like this.

Jordan Hindman That wasn't much of a game.
#seahawksownedthebroncos
February 3 at 9:52pm · Like

Mid-Funnel:

30%

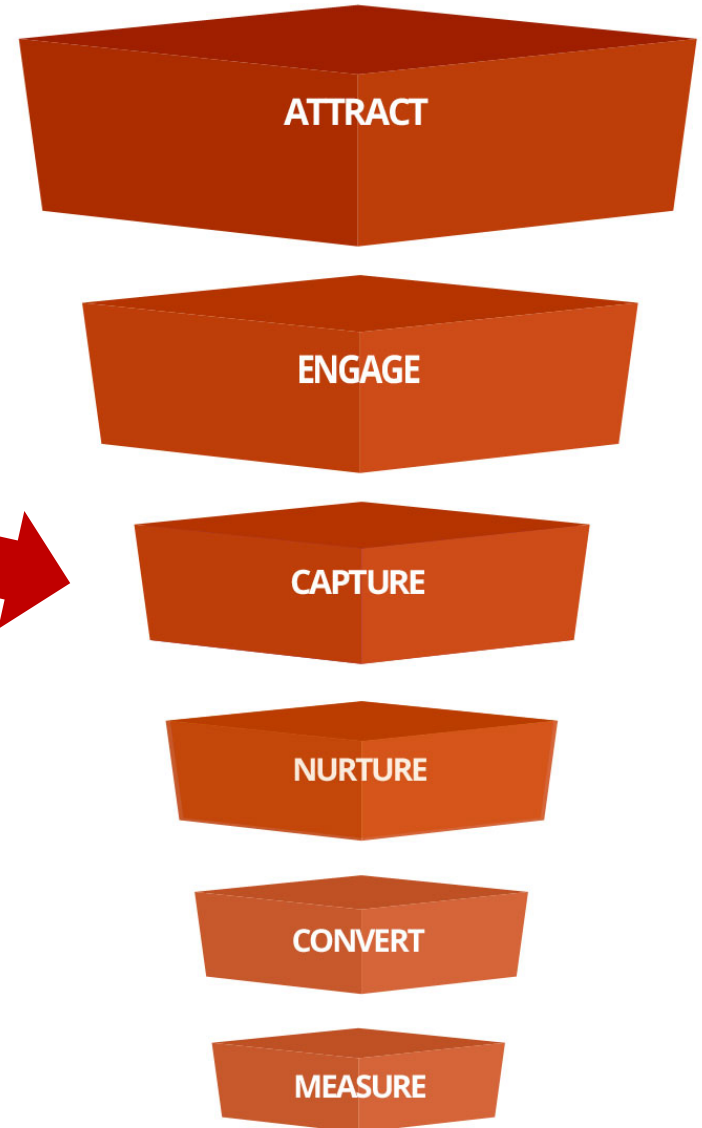
Content that offers resources
with intent to gain

LEAD CAPTURE.



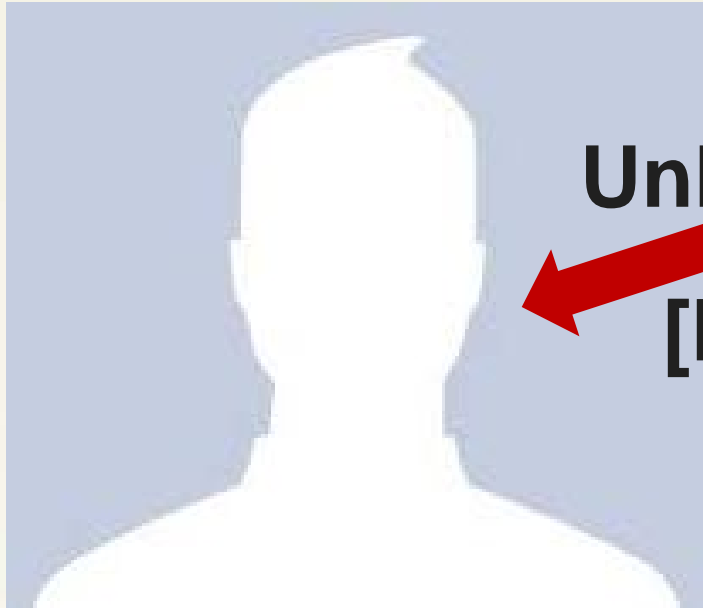
The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



Mid:

Goal:



Unknown to known

[Name & email]



Offer Clear incentive to sign-up email.

Focus: Move from Visitor to your Email Marketing

Mid:

Incentivize the Email List Sign-up!

- A Coupon
- A How To
- Video
- Industry Report
- Guide
- Target w/ FB Ads



The image shows a screenshot of a Facebook post. At the top left is the Pacemaker Buildings logo, which features a red-roofed building and the text 'Pacemaker'. To the right of the logo, the text reads 'Pacemaker Buildings shared a link. Posted by Post Planner [?] · October 14'. Below this is a question: 'Have you downloaded our FREE Planning guide for building projects?'. Underneath the question is a rectangular preview of the 'PLANNING GUIDE for Post Frame Buildings'. The preview includes a smaller version of the Pacemaker logo and a photograph of a red-roofed building. To the right of the preview, the text says 'Building Planning Guide - Pacemaker Buildings' followed by the website 'www.pacemakerbuildings.com'. Below the website is a paragraph: 'Whether you are in the early dreaming stages, just thinking about a post-frame building, or looking for a builder, this building planning guide is here to help.'

Remember TIP #2?

To succeed online you must...

1. Integrate

2. Multi-touch

Mid Funnel Nurture:

Nurture Email Series Example:

- Use Auto-responder service
- Setup once, then drip over 6-14 days.

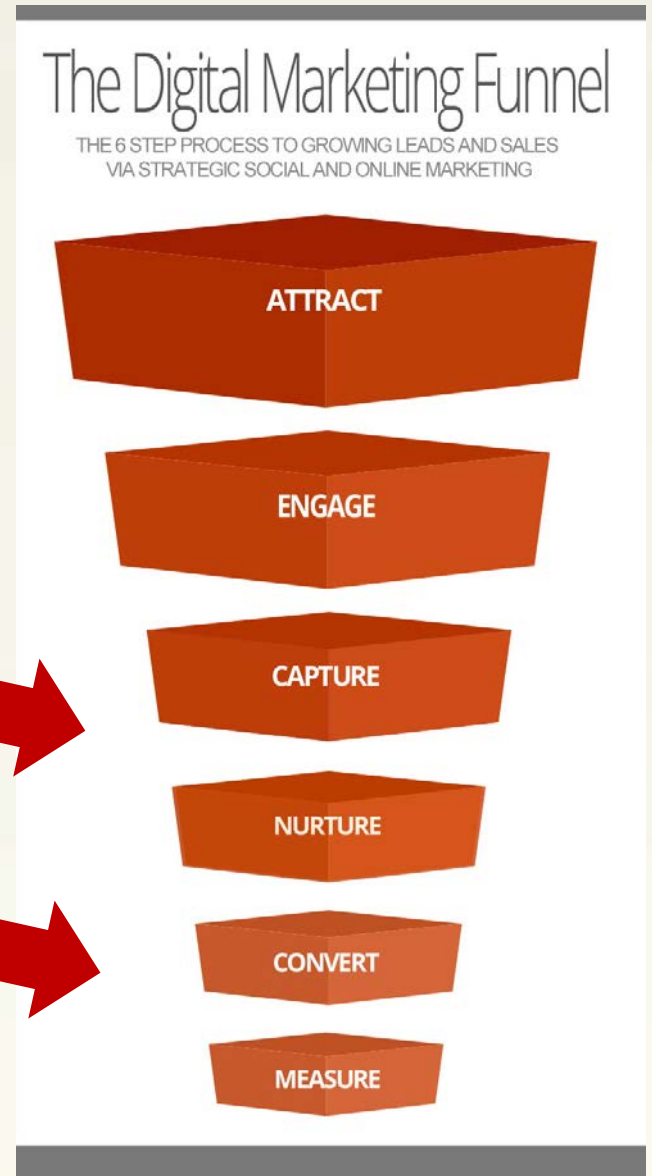


Bottom

Funnel:

20%

**Landing Pages work
For initial Lead and
For Sales Conversions**



When to use a Landing Page:


- To grow your email list (offering a incentive to sign-up)
- With a Sweepstakes drawing

Grow Sales Online

32 0 13 0 [Pin It](#)

[Like](#) [Share](#) [Tweet](#) [g+1](#)

[Privacy](#)



Online Marketing Methods to Grow Sales

Want some ideas on ways to spark more traffic, leads and sales on your website?

Download the free eBook "9 Online Marketing Methods to Grow Sales" now.

This is a great resource and a quick read to educate you and your team on some of the latest innovative ways to reach more people online.

Glad to offer this to you!

Mike Gingerich
[Digital Hill](#)
[TabSite.com](#)

First Name * Last Name *

Email *

Yes, Add me to your Email List

Required * [Get eBook](#)

When to use a Landing Page:

- For a Event Sign-up page where users need to register
- With a coupon or deal offer
- For a product offering sales page to focus on driving sales of one product

Webinar Video Replay



Privacy

Next Level Marketing For Business:

Landing Page Methods
For LEADS & SALES

A photograph of a man with glasses, wearing a purple button-down shirt and blue jeans, standing with his arms crossed against a plain white background.

Thank for stopping by!

To access the webinar video please complete the form.

The video replay covers the TabSite Landing Page App as well as strategies for using landing pages for lead capture and growing sales.

First Name *	Last Name *
Email *	
<input type="checkbox"/> Add me to your Email List for News	
Required *	<input type="submit" value="Submit"/>

Next Steps:

1. Questions?
2. What 1 thing will you implement right away?
3. TabSite Special first 10 to use code...
“Landing” (no quotes) at checkout get **40%**
off the 1st year of TabSite! New or Upgrades.

THANK YOU!

THANK YOU!