

## MARKETING ELEMENTS

# Me

Tools For Marketers

# Building a better business-to-business landing page

About half the people who visit your landing page won't stick around more than 8 seconds.<sup>1</sup>

In that time, your visitors want to know whether they're in the right place and what they should do next. How you answer those questions helps determine the success rate of your landing pages.

What is a landing page? And how is it different from a home page?

**A home page** functions as a starting point, giving visitors a general overview of an organization and the site.

**A landing page** provides a customized pitch. It suggests a specific action, such as downloading a report or signing up for a newsletter. Landing pages almost always generate better conversion rates than home pages. You typically access a landing page through a link from an online source

(search engine ad, email link, online ad) or by typing in a web address you discovered through other media (TV, brochure, newsletter, magazine ad).

Landing pages play a significant role in B2B transactions: 93% of B2B buyers use online searching when initiating the buying process.<sup>2</sup> How can marketers attract those buyers? Turn to the back page for 7 elements of effective landing pages.

## Accessing a landing page

**OmniDermix Syringes**  
The leader in syringe technology

### Syringes lower drug costs by 22%

**Download new study**

- A study in *Parenteral Review* found that clinical environments using syringes lowered drug costs by **22%** compared to a control group.
- The study also reported that syringes reduced drug costs by **29%** in home-care situations. To download the study, follow the steps at right.

**To download the study:**

**Step 1** Select your format  
 PDF  MS Word  HTML

**Step 2** Enter your name:   
Enter your organization's name:   
Enter your email address:

**Step 3** [SEND ME THE STUDY](#)

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**Diabetes Care Today**

Millions visit us via portals  
Excluded large firms  
Also available for other products  
Intentionally exclude certain sites  
We warrant that we will not disclose your information to any third party without your consent.

**Syringes lower drug costs by 22%**  
Download NEW study  
OmniDermix Syringes  
www.omnidermixsyringes.com

**Magazine Ad**

**Search Engine Ad**

**Brochure**

**Online Banner Ad**

Direct your customers to a landing page through several media channels, such as search engine ads, email links, online ads, TV, brochures, newsletters and magazine ads, etc. A dedicated landing page saves your customers the time and trouble of navigating through a home page to pursue your offer.

# 7 elements of effective B2B landing pages

**1 Continuity:** Maintain a consistent look and feel from the media channel (search engine ads, email links, online ads, TV, brochures, newsletters, magazine ads, etc.) to the landing page. Use the same keywords, visuals and typefaces. (A 2007 study found 45% of landing pages failed to repeat an email's promotional copy in the headline.<sup>1</sup>)



**2 Clarity:** Clarity trumps persuasion.<sup>3</sup> Does your landing page clearly tell the visitor what to do? Does it clearly show the value of your page (such as providing education, offering a discount, etc.)?

**3 Simplicity:** Eliminate (or minimize) navigational tools or links. Remember, you want your visitor focusing on your call to action. You don't want to distract them.

**4 Focus:** Get to the point and keep your copy short. Don't try to do too much. 74% of landing pages have 250 words or fewer.<sup>1</sup> (Educational pages naturally require more text.)

**5 Persuasion:** Continue selling on your landing page. Use persuasive calls to action ("Download new study"). Focus on benefits and be specific ("Syringes lowered drug costs by 22% compared to a control group").

**6 Conversion:** Focus on a single call to action. Tell the visitor what you want them to do (download a file, run a demo, sign up for something, set an appointment). Nearly half (48%) of B2B landing pages focus on generating leads vs. only 9% for business-to-consumer pages.<sup>1</sup>

**7 Collection:** Collect as little information as you need—and keep the submission form high on the page (above the fold). Ask for too much too soon and you risk losing the visitor. But when you offer your visitor something, remember to send it via email—that way your visitor must provide a valid email address that you can retain.



As you implement these elements, also remember to test your landing pages. Test your offers, headlines, forms, colors, designs, lists, graphics, etc. to see what generates the best response. Testing carries a cost—but testing also has been shown to significantly increase conversion rates.

<sup>1</sup> 8 Seconds to Capture Attention: Silverpop's Landing Page Report. Silverpop. 2007.

<sup>2</sup> Hotchkiss, G., Jensen, S. et al. The Role of Search in Business to Business Buying Decisions. A Summary of Research Conducted. October 2004. Available at [www.marketingsherpa.com/b2b-bd/B2BSurveySummary.pdf](http://www.marketingsherpa.com/b2b-bd/B2BSurveySummary.pdf) as of Aug. 5, 2009.

<sup>3</sup> Clarity Trumps Persuasion. Marketing Experiments Journal. July 2008. Available at [www.marketingexperiments.com/improving-website-conversion/claritytrumpspersuasion.html](http://www.marketingexperiments.com/improving-website-conversion/claritytrumpspersuasion.html) as of Feb. 10, 2010.