



Landing Page Resources

Whether you are marketing for yourself or for a business owner client, you need somewhere to direct prospects once they click on your ad.

So before we jump into setting up your killer ad campaign, let's take a moment to continue the setup process by getting everything in place.

Although one option is to just direct "click through" prospects to your clients' or your website home page, if you feel the best approach is for the purpose of lead gen, you need a landing page or squeeze page.

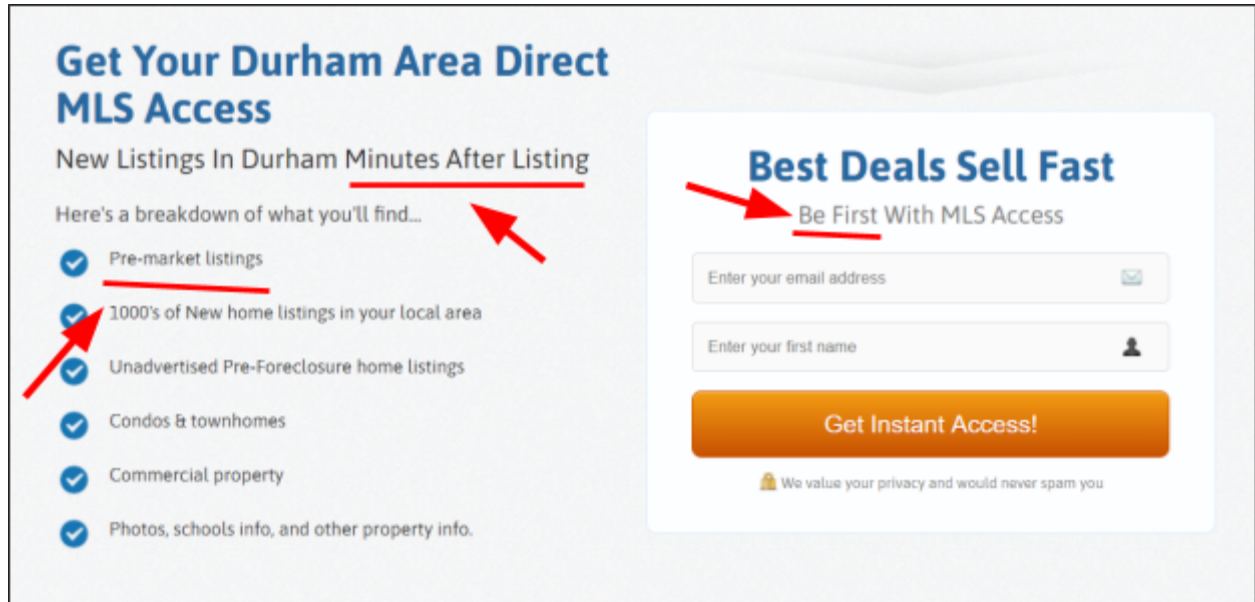
Landing pages are designed solely for converting leads. Afterall, in most niches, advertising for anything other than leads is a lukewarm approach with little to no way to track sales.

I know there is the marketing approach for brand awareness but for this example I am assuming that you are not a fortune 500 company who relies on brand recognition for long term stability.

To effectively use a landing page that converts, you must:

- Make the copy brief and to the point
- Talk about what They will get by providing an optin
- Use Language that paints a picture

Brevity is key here, but you must also make them WANT what your offering is. Take a look at this Real Estate copy example:

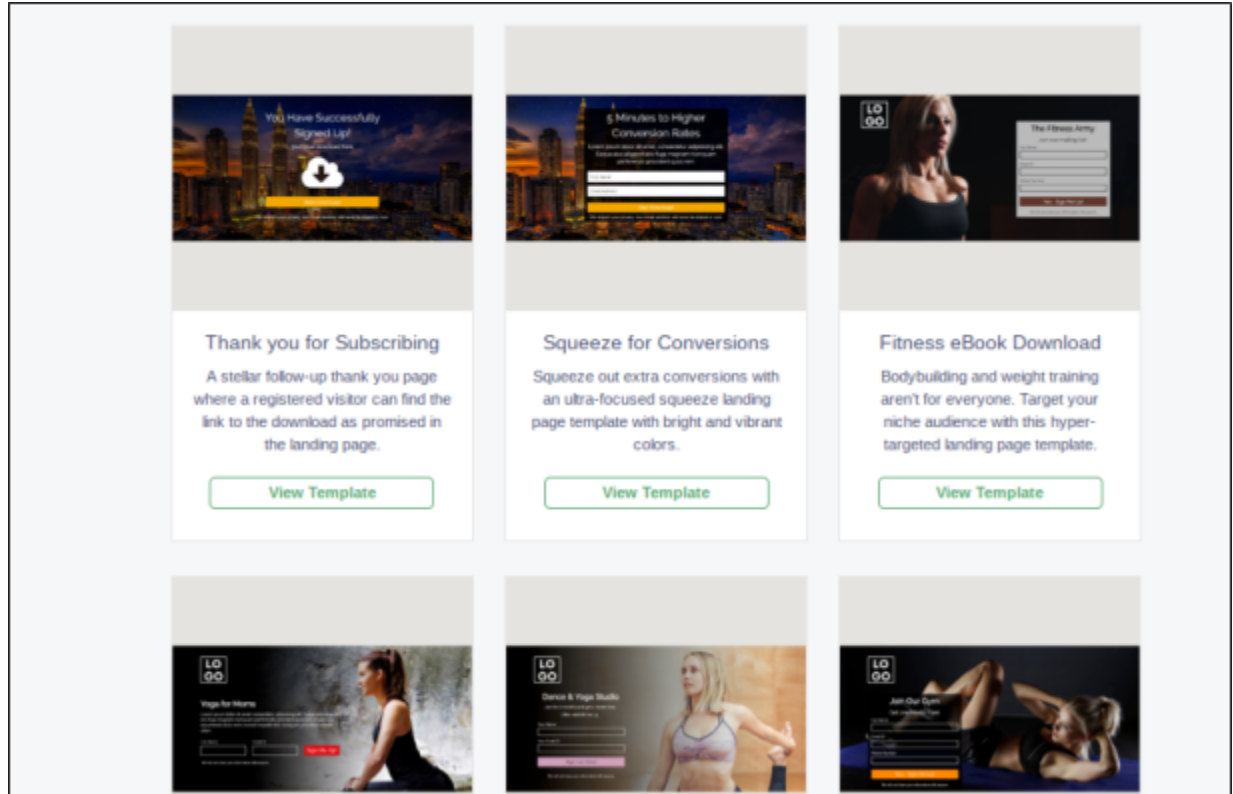


Landing pages with Sunnylandingpages

If you'd prefer a free alternative I'd recommend Sunnylanding pages. Again, this works with Wordpress websites as a plugin.

It's pretty simple. Once you have a Free Wordpress site, you upload a "plugin" onto the domain. This plugin will allow you to create pages much easier than starting from scratch.

They also provide many templates along with the plugin.



There are two parts to setting this up. First your or your clients need a wordpress website (many already have) or you can set one up for them (add on sale).

To do this you need a hosting account. Basically hosting means a place for your site to “live” - where it’s “hosted”. Then you can add the Wordpress application to your “hosting”.

Wordpress allows you to make websites without any knowledge of coding. It’s really cool.

Here’s a video that shows how to setup hosting and your wordpress websites quickly:

<https://youtu.be/1vNGsOGkrDc>

Now it's time to install the "plugin".

Here are the tutorials on how to install the Sunnylandingpages plugin:

<https://youtu.be/Xk2oAURYbsQ>

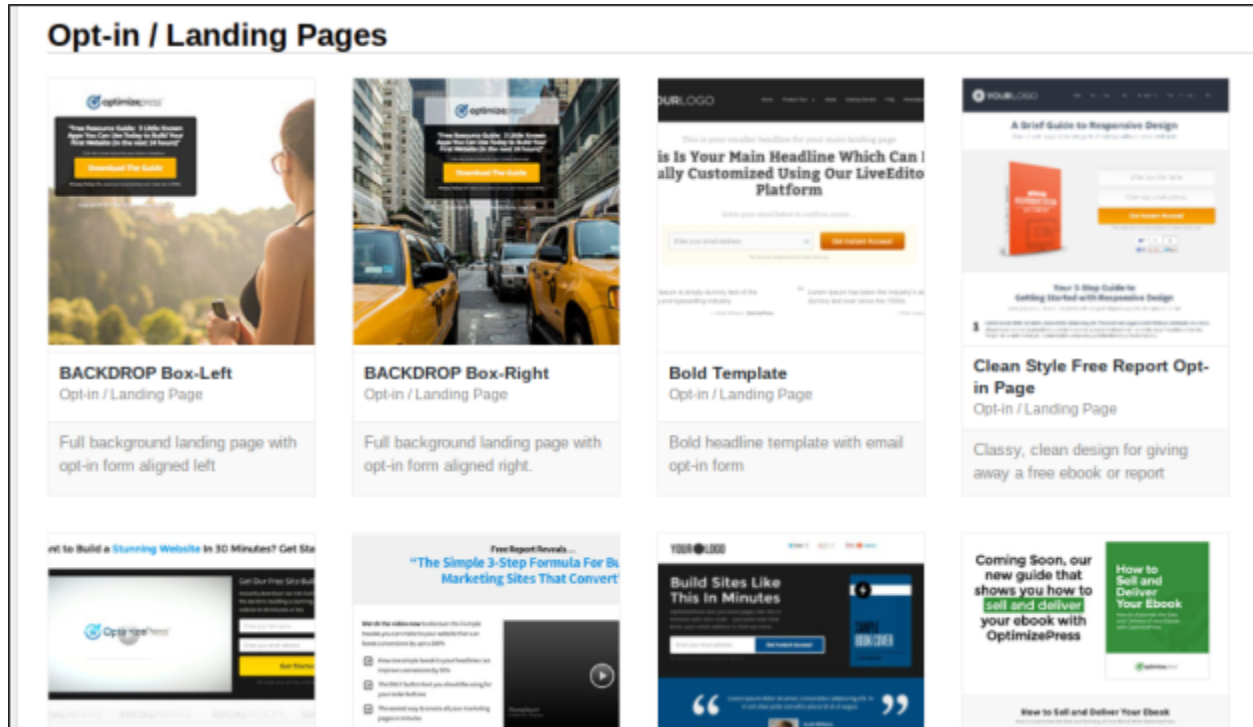
Here's is a quick video that shows how to set up a landing page. Be sure to choose the "real estate" landing page.

<https://youtu.be/Alvku9pKal0>

Landing Pages With OptimizePress

Optimizepress is a drag and drop platform geared toward Wordpress users. This enables one with no coding experience to create landing pages like a pro.

Not only does Optpress have and easy to follow process for creating pages, they also have many different Free templates to choose from. Take a look.



It's easy to learn and use and the investment to get started is very reasonable. Only \$97 - not each month, not per year... only a one time investment!

<https://www.optimizepress.com/pricing/>