Value proposition & campaign landing page design

What's in it for me?

Conversion

A process when a **prospect advances** in one stage of marketing / sales funnel.

Lead

A **received contact** (a personal enquiry) of prospect expressing interest for a given product/service.

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CR
Conversion Rate

A percentage of user converted at given stage out of total users.

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LP
Landing Page

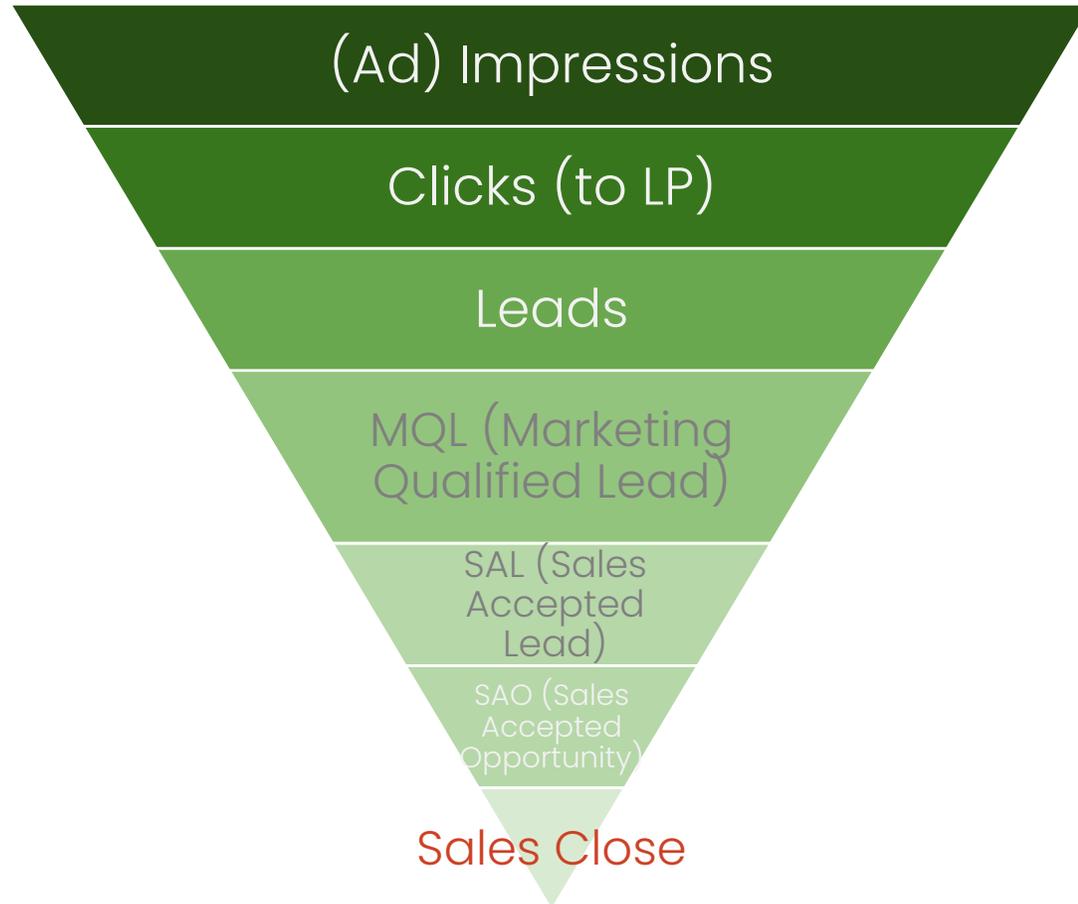(Campaign) landing page is a web page specially designed with **one primary goal: conversion**.

In broader sense a landing page is any entry webpage.

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VP
Value proposition

A value proposition is a **promise of value** to be delivered, communicated and acknowledged.
A value proposition can apply to an entire organization or products or services.
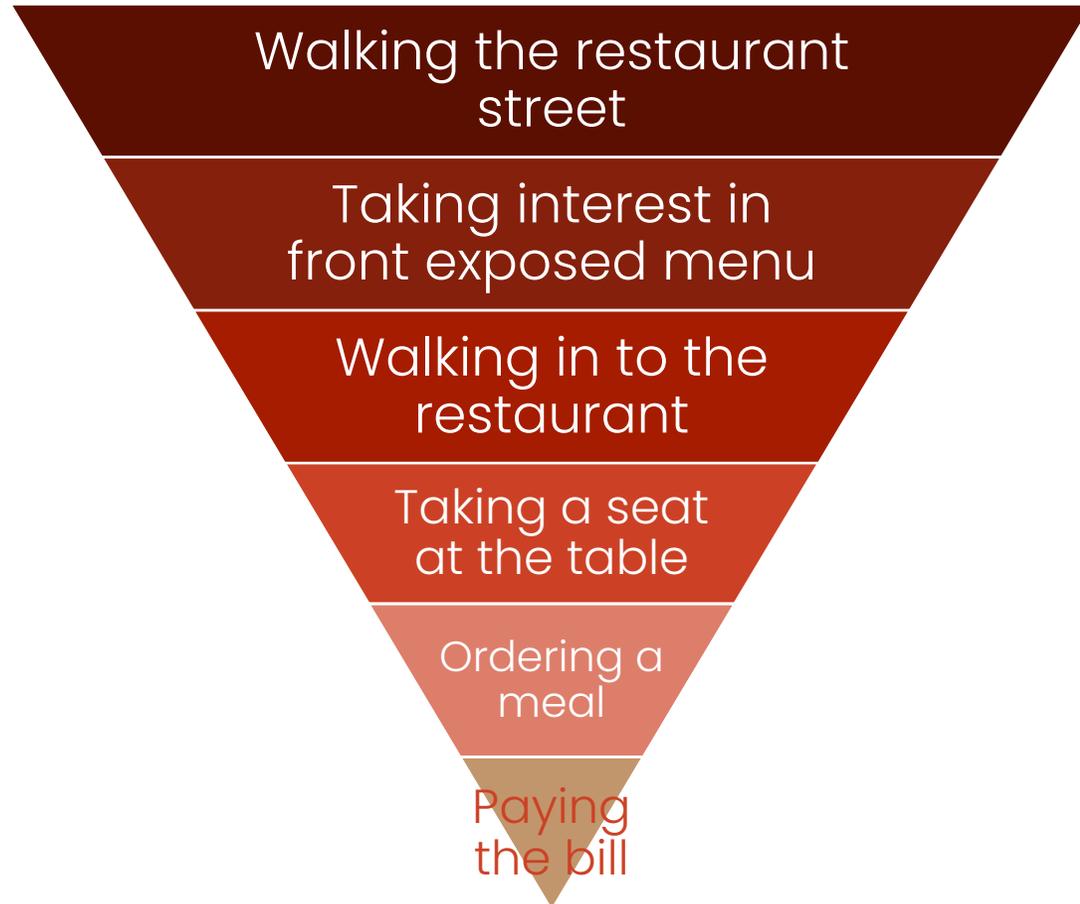
Sales funnel

(Ad) Impressions

Clicks (to LP)

Leads

MQL (Marketing Qualified Lead)

SAL (Sales Accepted Lead)

SAO (Sales Accepted Opportunity)

Sales Close

- Sales funnel is visual representation of customer journey in his sale process
- B2B sales funnel for e.g. software solution (lead generation)
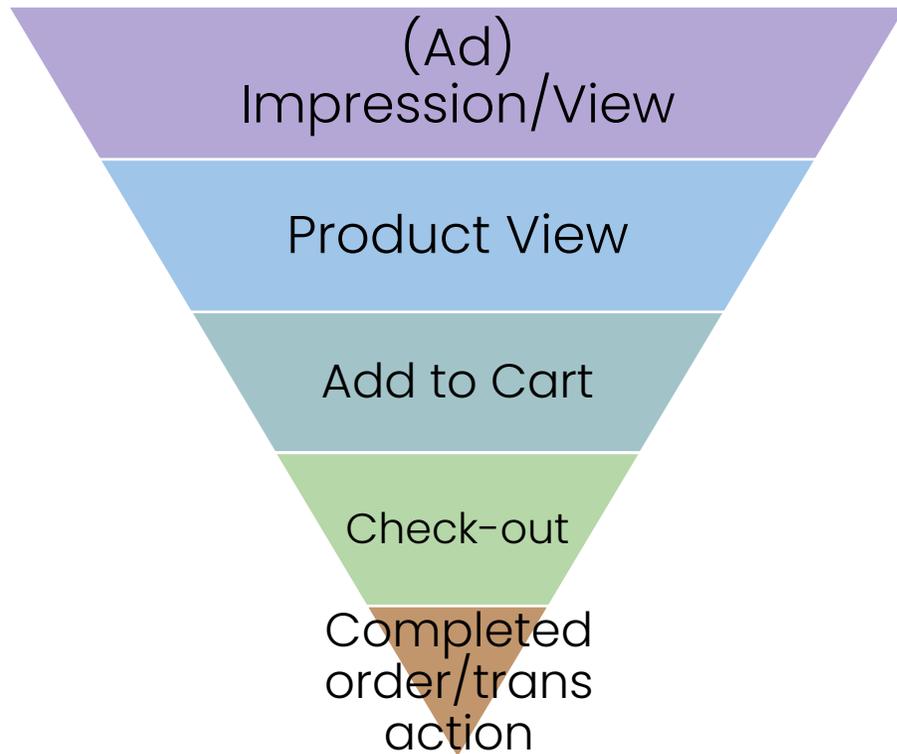- Progression to next step in a funnel is call **conversion**

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What if this sales funnel is just marketer's fantasy?

Sales funnel is everywhere...

Walking the restaurant street

Taking interest in front exposed menu

Walking in to the restaurant

Taking a seat at the table

Ordering a meal

Paying the bill

- Sales funnel is also applicable in case of non-digital environment

- How could sales funnel look like in case of a restaurant?

- It would be extremely hard to measure!

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E-commerce sales funnel...

(Ad) Impression/View

Product View

Add to Cart

Check-out

Completed order/trans action

- There are as many sales funnels as customer journeys
- By observing your customer journey you have to design your sales funnel
- Less steps is always better
- Attrition at each step is inevitable
- Actions to optimize CR at each step leads to optimized ROI

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What's the goal of our marketing?
Positive marketing ROI.

Sales funnel mathematics

Type of campaign (channel):	Planned campaign budget:
Google Paid Search	**€ 3.000,00**

	# Ad Impressions	# (Ad) Clicks	# Leads	# Sales close
	55.556	5.000	**150**	**60**
Conversion rate (%)	⇨ 9,0%	⇨ 3,0%	⇨ 40,0%	
Cost per unit	-	€ 0,60	€ 20,00	€ 50,00

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Average Clickthrough Rate (CTR)

Industry	Google Display Network (GDN)	Search
Advocacy	0.52%	1.72%
Auto	0.41%	2.14%
B2B	0.22%	2.55%
Consumer Services	0.20%	2.40%
Dating and Personals	0.52%	3.40%
Ecommerce	0.45%	1.66%
Education	0.22%	2.20%
Employment Services	0.14%	2.13%
Finance and Insurance	0.33%	2.65%
Health and Medical	0.31%	1.79%
Home Goods	0.37%	1.80%
Industrial Services	0.35%	1.40%
Legal	0.45%	1.35%
Real Estate	0.24%	2.03%
Technology	0.84%	2.38%
Travel and Hospitality	0.47%	2.18%

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So what's campaign landing page?

- Just a marketing mumbo-jumbo term for a fancy web page?

- **Important marketing tool** for providing efficient value proposition presentation in order to have optimal marketing/sales funnel & final positive marketing ROI

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What's a value proposition in most simplest terms?

- What you **offer** (in terms of product/service)

- For **how much** 💰

What really affects conversion rates?

Fogg Behaviour Model

$$B = MAT$$

at the same moment

Fogg Behaviour Model in CRO context

- *Ability*
  - Is it clear what exactly I need to do?
  - How hard is to do it (in a given moment)?
  - Chain ability: time, money, physical effort, cognitive effort, routine
  - Have I encountered additional friction points?
  - Simplicity is golden! 🏆

- *Motivation*
  - Do I know what I want? Am I getting needed help? Can I satisfy my need? Main motivators: sensation, expectations, (group) identity
  - *Value proposition (presentation)*
    - How much do I get?
    - For how much 💰?
  - Do I trust you?

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Real case (campaign) landing page examples

- QualityMindLife
  - https://lab.vindu.dev/qualitymindlife/

- Impuls Consulting
  - https://lab.vindu.dev/esif-zajam/

- Integarativni Tai Chi
  - https://integrativnitaichi.com/

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Campaign LP essential elements

- **Tagline** / title

- Basic **story**

- **CTA** (Call-to-action)

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How to model my value proposition?

- There is no one single methodology to model your VP

- It requires individual approach, research & lots of, lots of testing

- Popular is FAB model

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FAB Statements

- FAB stands for
  - **Features**
  - **Advantages**
  - **Benefits**

- FAB Statement is explaining the **feature**, what it does (the **advantage**), and how that **benefits** the prospective client.

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Sleeping bag
FAB example

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Features

- Durable outer material with a water-repellent finish

- The 750cuin filling volume will keep you warm

- Down to feather ratio 90/10

- Ergonomic shaping - sleeping bag adapted for free movement of hips and knees

- Close-fitting

- V-shaped chamber construction, with hidden seams

- The chambers ensure the perfect distribution of down across the entire sleeping bag

- Advanced mummy shape

- The collar and hood are adapted for one-handed regulation

- Tightening with a drawstring in the neck area

- Inside zip pocket

- Main two-way zipper YKK

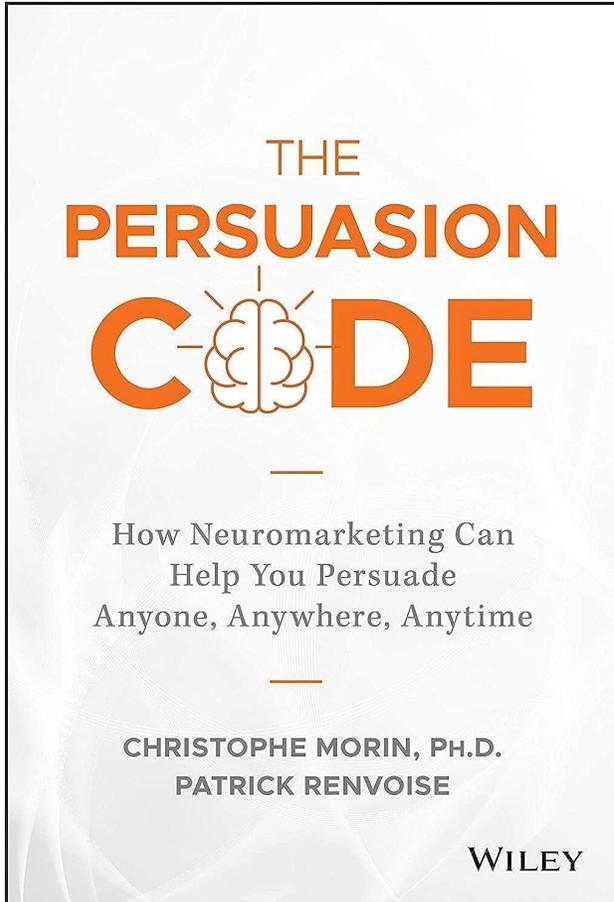|	
SIZE	Medium
MATERIAL	Real Down, YKK®
SLEEPINGBAG WEIGHT	1434 g
FILLWEIGHT	910 g
TEMPERATURE COMFORT	-12 °C
TEMPERATURE LIMIT	-20 °C
TEMPERATURE EXTREM	-42 °C
SHAPE	múmia
ZIP SIDE	left
WEIGHT	1596 g
DIMENSIONS	189 x 79 cm
CONSTRUCTION	V-top + V-bottom
FILLING	100% White goose down FP 90/10 - 750 cuins (EU)
SHELL FABRIC	Toray 100% 20D Nylon + DWR
LINING FABRIC	Toray 100% 20D Nylon + DWR

Advantages

The very light and at the same time extremely durable TORAY Airtastic™ outer material can withstand even demanding tests and reliably retains a warm feeling.

Sophisticated chamber construction enabling the weight of the sleeping bag within just 1500 grams (size L) despite its excellent properties.

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Benefits

When you're camping, you'll have a **nice warm sleep** at night so that when you wake up you'll be **well rested** and ready for **a day of fun activities**.

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The art of persuasion

THE PERSUASION CODE

How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime

CHRISTOPHE MORIN, PH.D.
PATRICK RENVOISE

WILEY

★ **Personal**
- ○ What's in it for me?

★ **Contrastable**
- ○ Before vs after

★ **Tangible**
- ○ Concrete outcomes

★ **Memorable**
- ○ End strong with 3 ideas

★ **Visual**
- ○ Processing faster than words

★ **Emotional**
- ○ Pain & relief

Why logic doesn't persuade

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Do you have your own idea? 💡

- Well, you'll need one...

- But what if someone steels my idea?

- Idea is like a child...

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Your product/service exercise (15–20 min.)

1. What's the **product/service** in question?

2. **Who** is it for?

3. What problem/challenge it **solves**?

4. What's your **tag line**?

5. What's your product/service **features** (2–7)?

6. What's your product/service **advantages** (1–5)?
   Even better if in comparison with competition.

7. What's your product/service **benefit** (1–3)?

8. What's your **pricing model** and how much do you ask?

Thank you for your attention!

Questions?