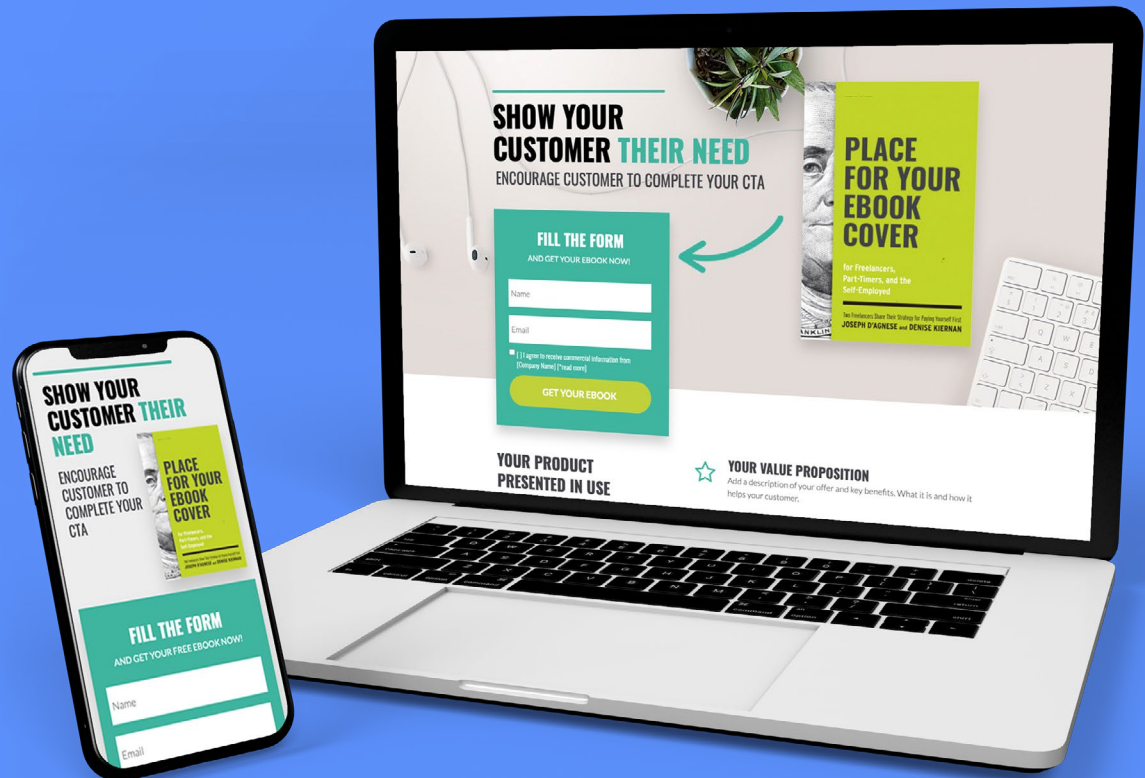




111 Landing Page Examples – The Ultimate Guide

Part 1: Use Cases

Author: Jerzy Żurawiecki



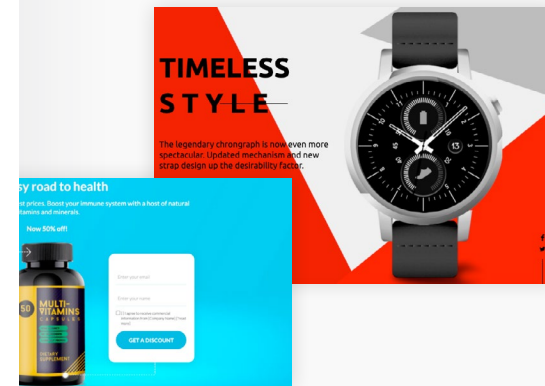
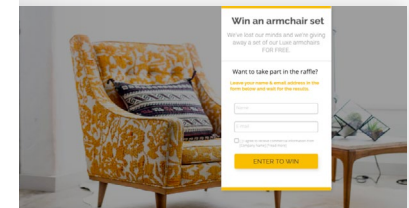


I'm quite certain that you already know what landing pages are all about, but if you don't remember, let's recap. **A standalone page that has a single goal, with all the parts that are supposed to lead the viewer to fulfill it. As such, their conversion rate is much higher than the one of a website.**

You may have seen them, or even used them yourself. But in order to get the most out of them, it's important to consider their differences in terms of the specific applications. Whether it's the goal you wish to achieve or the industry you operate in, there are certain elements you must include if you want your conversion rate to be high. This ebook is precisely about that.

It's divided into two parts: covers 10 of the most popular use cases, and the other focuses on 19 industries that use landing pages most frequently. All the examples you see here have been created in our own landing page builder.

Don't worry, you won't have to go through full list, no one is willing to scroll that much. I'm going to show you particular sections and shortly discuss each of them. So, without further ado, let's delve into the best landing page examples for each use case.

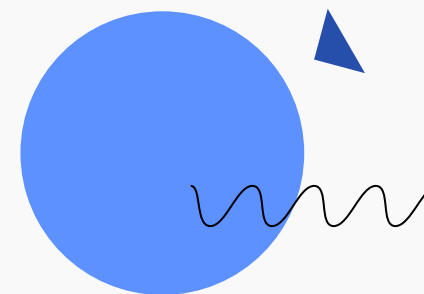




Use Cases

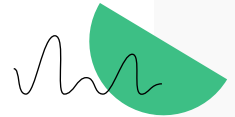
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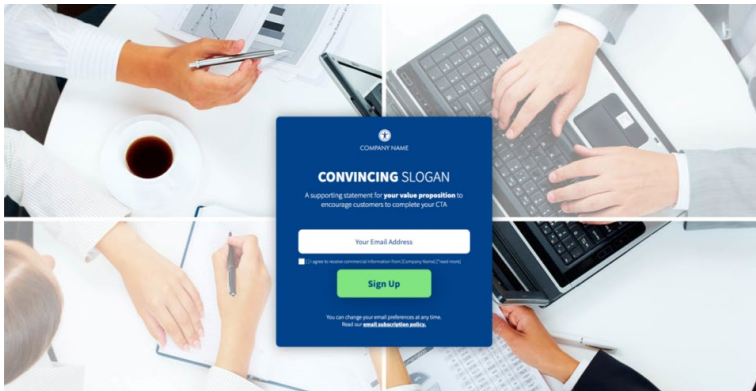




Newsletter signup

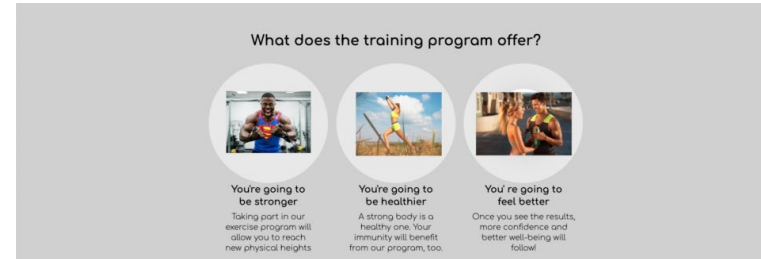


Lead acquisition through newsletter signups is the bread and butter of landing pages. In this case, it's all about simplicity. Take a look at this landing page blueprint:

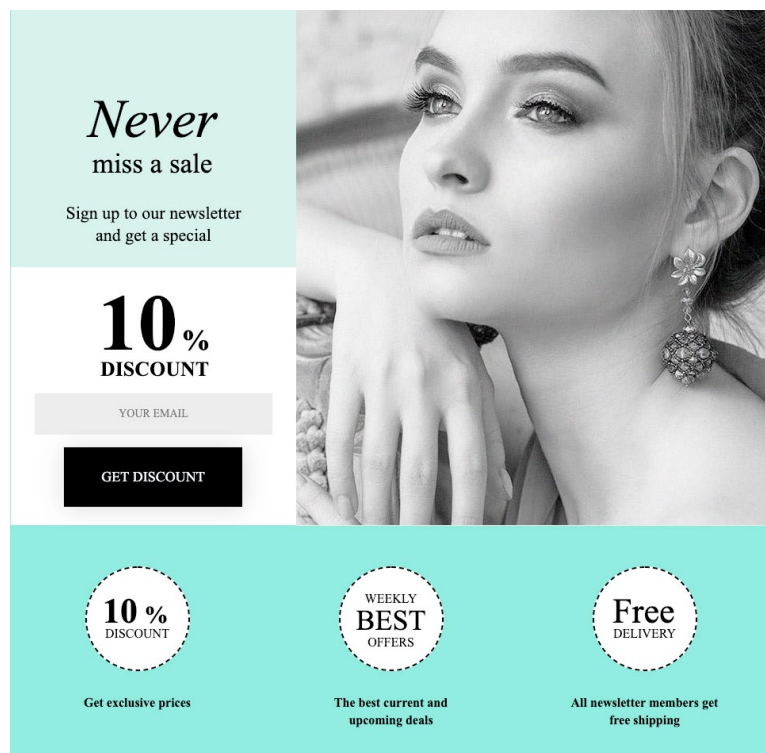


You don't need multiple sections here. Your selling point can definitely fit in the heading and the subheading. Add a smooth background and form, with the contrasting CTA button to draw attention and you're good to go.

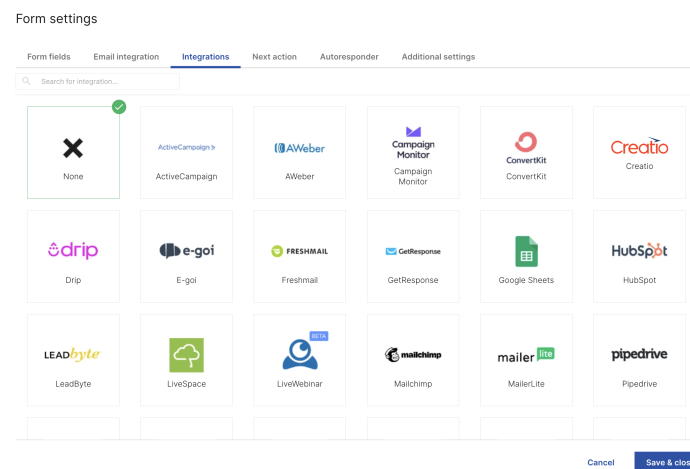
Sometimes, you might need to support your CTA box with some sort of incentive. What is the visitor going to get after signing up to the newsletter? Show that your offer is worth the visitor's time, and the leads will come flying in. Just make sure it's readable and pleasant to look at. An example? There you go:



Of course, you can take this approach even further. Offer a discount or a free gift in exchange for signing up to the newsletter. You can put it anywhere on the page, but it will make the biggest impact if it's somewhere in the beginning.



Now that you've got your leads, what's next? Their point is not to just be there, somewhere in the internet limbo. Having them sent out to the email marketing software you use is a nifty feature. Here's what integration options look like in the Landingi platform:





Webinar signup

Landing pages work very well in the context of a webinar. They are short enough to keep the attention, but long enough to include the most important information.

In fact, that is one of the elements you need to make sure is taken care of. It's a fine line between being informative and

wordy, but treading it is going to help you get more signups. The visitors of your landing page should have a feeling like they know everything about the event after a minute or less.

Another thing that is bound to keep your visitors on the page and encourage to give the webinar a shot is a video. You could write the most beautiful summary of the previous year's event and most people wouldn't look at it twice. **Show it instead of describing it.**

Remember to keep it short – you can upload the highlight reel or go quickly through the event in total, but don't test the viewer's patience. Here is an example of a video embedded in the landing page:

Free Webinar, 20.02.18, 21.00

THE BEST ANNUAL UX DESIGN WEBINAR

Three-day conference focused on music and technology. This Event is inconspicuously simple but downright beautiful.

DURATION:
2 HOURS 30 MINUTES

CONFERENCE DATE:
20.02.18, 21.00

MAIN TUTOR
JOHN JONSON
Web Editor in Chief MGN

Do Not Hesitate!
Join The Best Webinar

Add a description of your offer and key benefits. What it is and how it helps your customer.

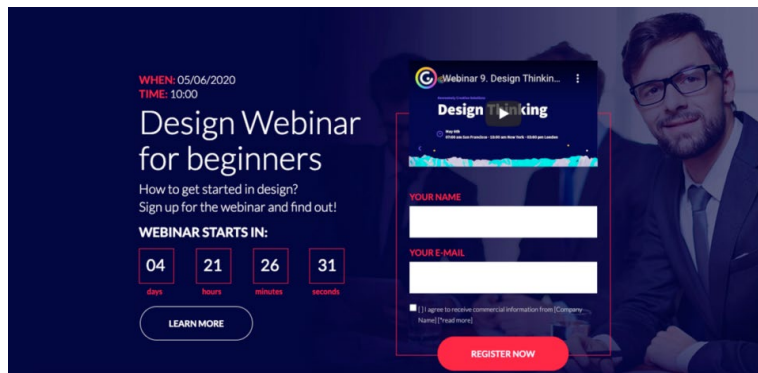
NAME

E-MAIL

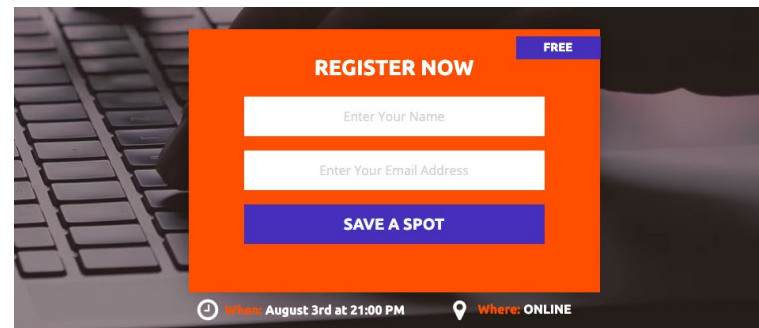
PHONE

☐ I agree to receive commercial information from (Company Name) ([read more](#))

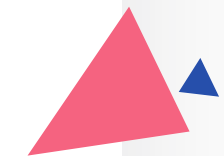
JOIN IT NOW

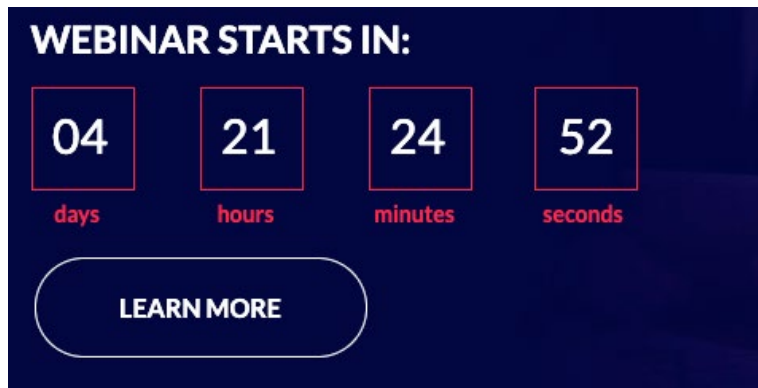


It might be obvious to most, but you simply cannot forget about the form. Not just to include it in your landing page but also to make sure it is configured correctly. Be sure not to overwhelm the visitor with a large number of fields to complete. In this case, the viewer only has two fields to fill out, which is quick, easy and gets the job done. The more time it takes to complete a form, the less likely it is to happen.

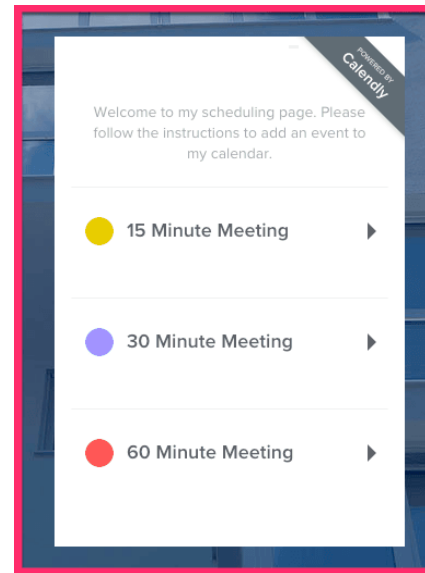


When you're done with these two elements, there is one more trick you can use to convince the visitors to register. Add a timer that lets them know how much time they have to make a decision. **Seeing a countdown provokes a reaction.** Alternatively, you can use the timer to include a special offer. Not only are the visitors going to react to the time pressure, but they will also feel special, and therefore, appreciated.





The organization of webinars tends to be supported by external software. Setting up the dates or the number of available seats in a given day can be done automatically. Why would you break that workflow on landing pages? Connect them with the right software (**Calendly** or **HubSpot** come to mind) and you can manage the event more effectively.



How to connect these two apps to the Landingi? Glad you asked. [Here's](#) a guide for Calendly, and [here](#) is one for HubSpot.

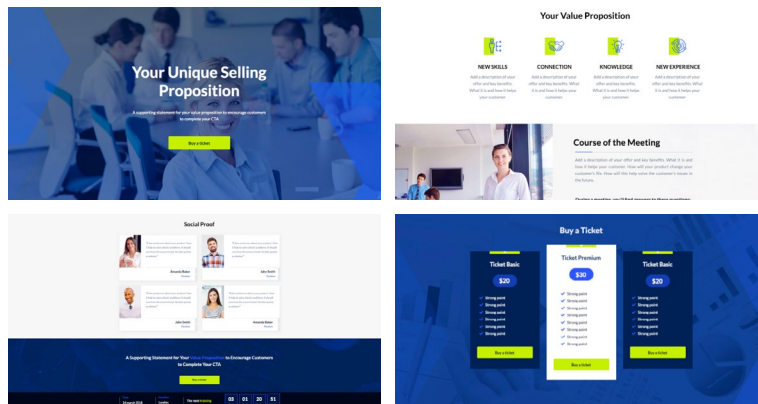
With these elements done right, your webinar should have no problem getting more leads than ever before without causing disarray in your planning.



Sale of product or service

It doesn't matter if what you're selling is a product or a service, buyers tend to make a decision based on what they see. Of course, the copy plays a huge part in this process, but we simply **cannot forget about the visuals**.

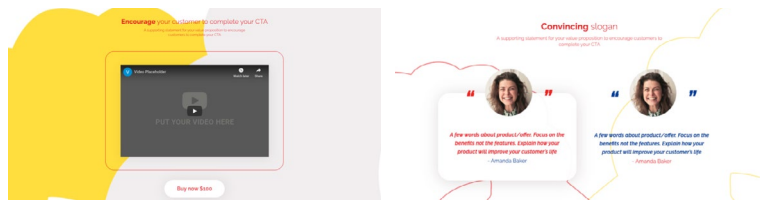
What does that entail? First of all, the right **landing page template**. It needs to fit your offer, both in terms of the colors, as well as the overall look of the sections.



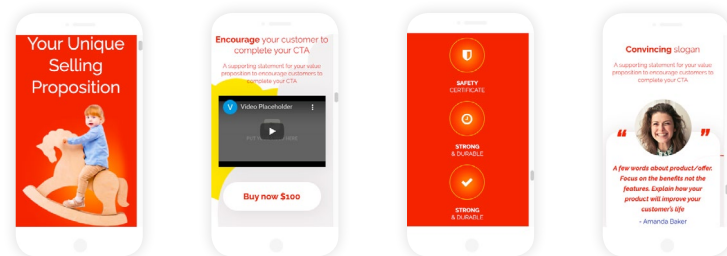
Secondly, the images you are going to include in your product landing page need to accurately represent the item. Think about it the way your potential customer would. What is it that they want to see? What is going to appeal to them the most?

From the technical standpoint, it would be wise to have the page optimized for desktop and mobile. The size and placement of sections is going to differ, and some of them may not be crucial to include on mobile devices. Saving space is one of the cornerstones of landing pages, but the ones made for smartphones and tablets take it a step further. I'll show you the difference on a random landing page template:

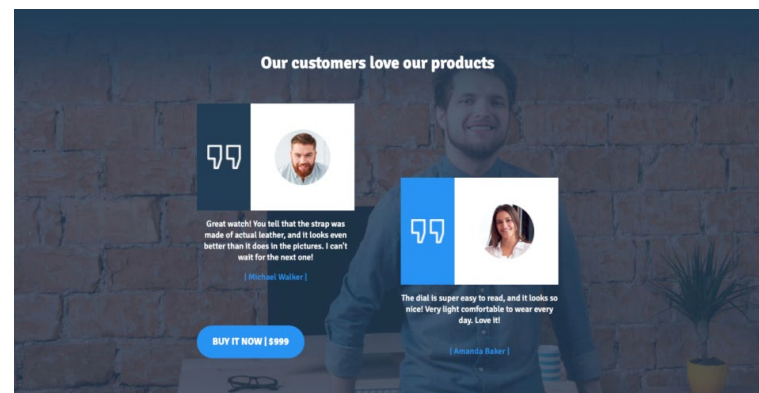




Now, look at the mobile version of the page. The size of the sections is completely different because of the display rules for desktop and mobile devices. If you feel like you don't need certain sections on mobile, you can disable them in the platform. That way, your mobile landing page is shorter and easier to digest. Be careful with the selection of sections, though.



One section that often gets overlooked is the testimonials. There have been a lot of good examples that could have been a lot more effective, but they were missing an honest opinion of satisfied customers. Of course, managing space is very important here. Take a look at this example:



What makes it work is the right use of space in conjunction





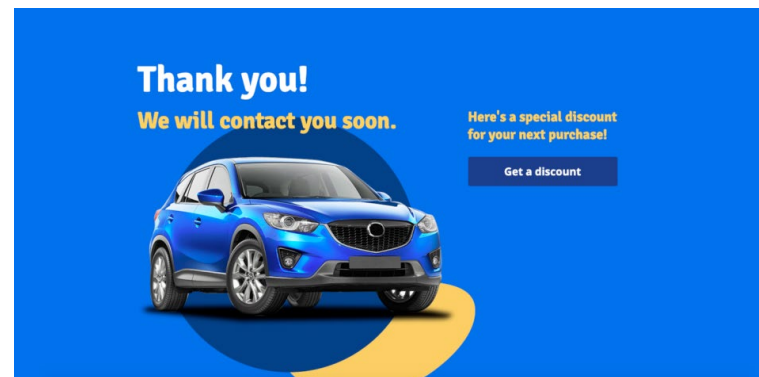
with the background image. Two short testimonials and a CTA button – you don't need more than that here.

Landing pages serve as a diversification of your promotional activities. But what about the online marketplaces where your products actually get sold? You can [integrate your landing pages with shopping platforms](#), such as Shopify.

What does that do? It gives you the option to sell products directly on a landing page. [Check out how to do that here.](#) The button takes you to a payment window. The smoother the process, the better, both for the customer and for you.



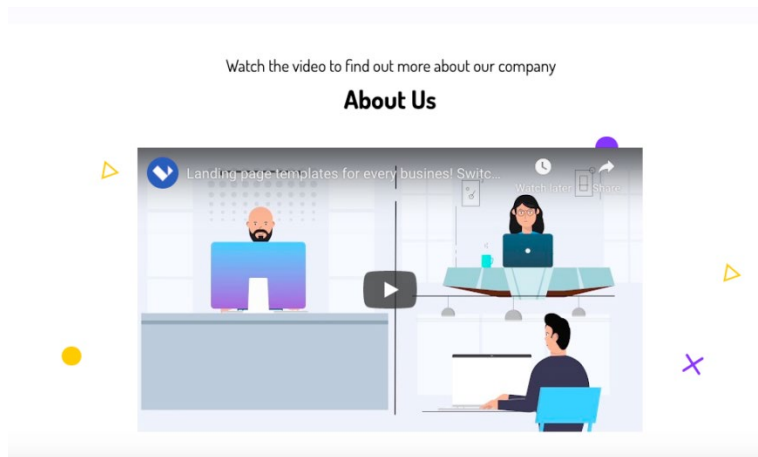
When you do get a lead, don't stop there. Strengthen your relationship with a newly-acquired contact. For instance, when you add a special discount for other products on a thank you page. **Being proactive is much more likely to pay off than doing nothing.**





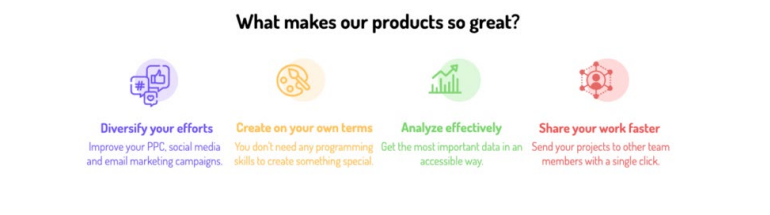
Company presentation

Start-ups and companies with short reach should definitely consider this case if they are after getting more exposure and, ultimately, more customers. The question is: how do you convey a lot of information in an engaging way and without taking up too much space? Just include a video. Visitors are more likely to watch a short video than read a description of a company.

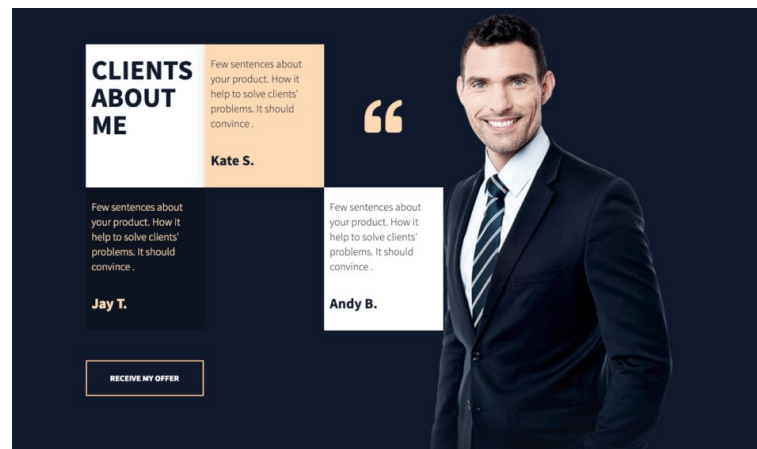


Once you've shown your visitors what you are about, it's time to drive a different point home. What is it about your company that makes it a wise choice? A good landing page in this context simply has to include a **Unique Selling Proposition**. If you've used a video in the previous section, it is wise to stick to text here, so as not to overload the visitors with multiple videos and make sure the page is light.





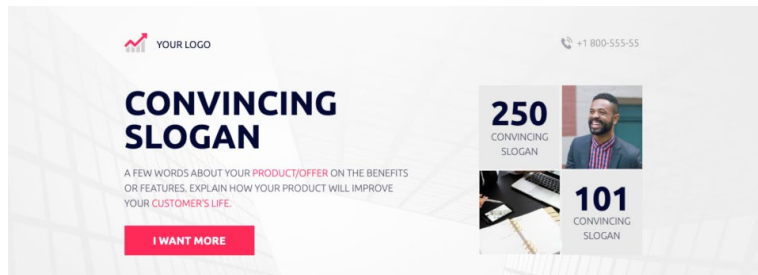
As the old adage goes, the proof is in the pudding. For your company, the pudding would be the reviews of your current customers. That is why you should devote an entire section to testimonials. The rule of three works in writing and it should work here, too.





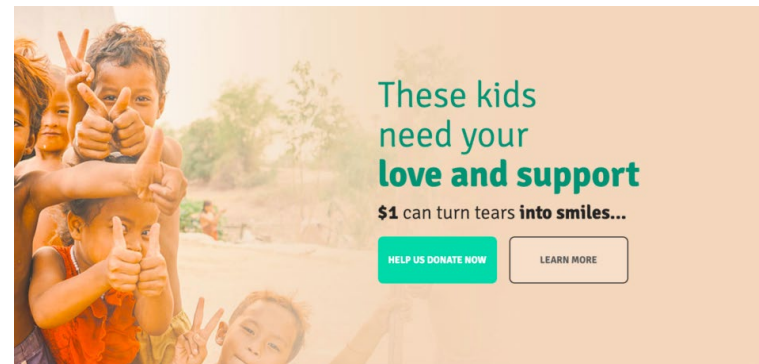
Click-through

The goal of this landing page is to take the visitors somewhere else. As such, it needs to be short, and the CTA box has to be polished to perfection, along with the heading. Here is a handy blueprint you can follow when making your own sections.



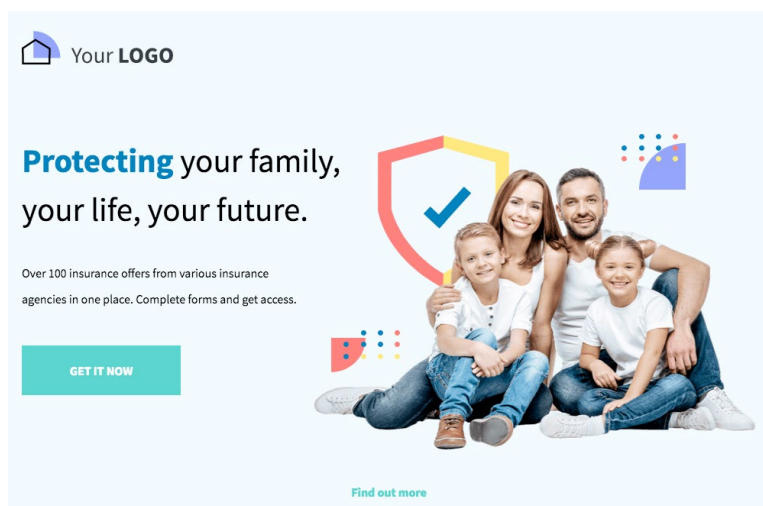
Aside from the CTA box, the heading also plays an important role. It gets the user's attention, so it must make a great first impression. That is where your unique selling point is going to excel. Furthermore, consider the placement of this section.

Having it in the center of the screen or slightly above is a good rule of thumb.

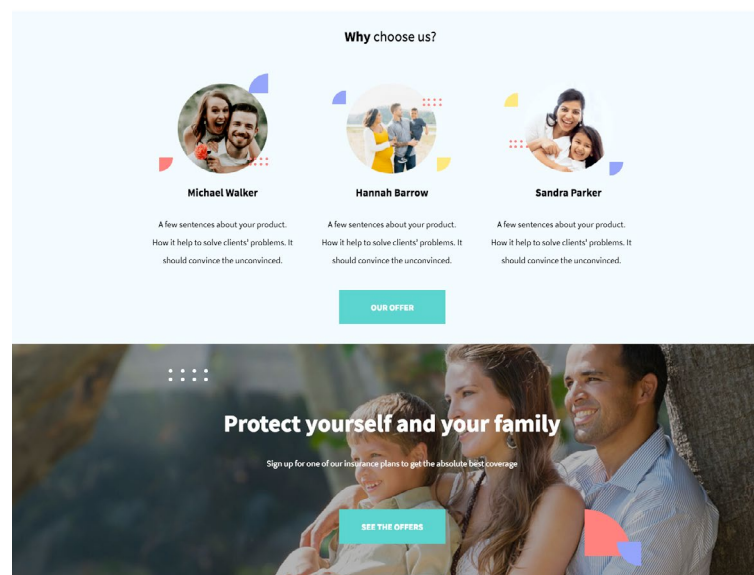




It's worth mentioning that a click-through landing page can be a beginning of a sales or marketing funnel. In fact, the whole idea behind a funnel is to take the visitors through a journey of sorts. It entails going through various stages, with each one being clicked through to the next one.



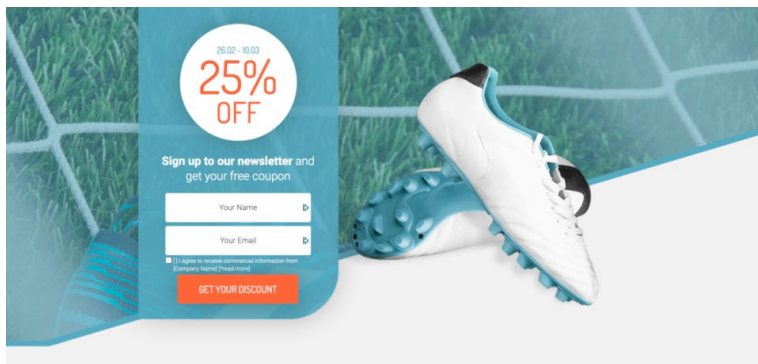
Benefit No. 2	100\$	450\$	970\$
Benefit No. 3			
Benefit No. 4			
TOTAL	100\$	450\$	970\$
	BUY IT	BUY IT	BUY IT





Coupon download

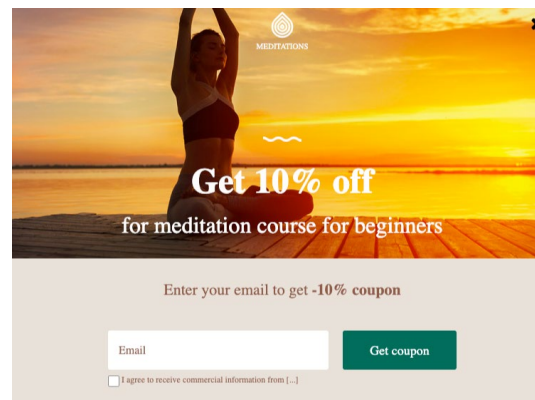
Every time you offer a discount, the customers know exactly what they get. But what do you get for doing so? Adding a coupon on a landing page or a popup can be done in many ways. You could release it for everyone who sees the landing page, but you could also do it in the form of **gated content**. This example can serve as an inspiration:



The only way for the viewer to get the coupon is by entering the email address. Not only have you just received a new lead,

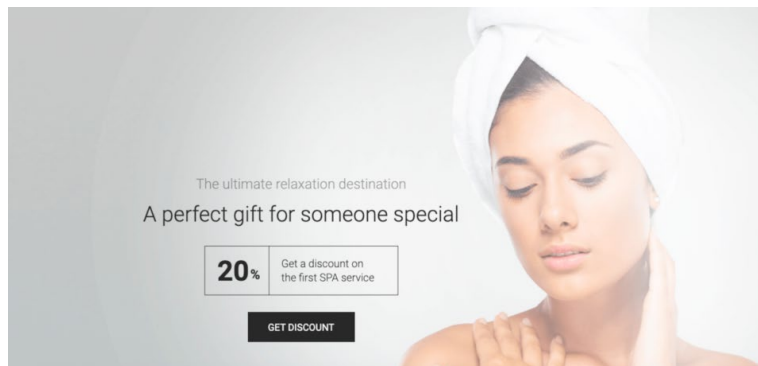
you can surmise that this viewer is serious about making a purchase. Win-win.

The thing about coupons is that they can be added on the landing page as well as on a popup. The latter choice is usually implemented when the coupon is treated as a last-resort option to get the viewers to convert, as seen in the following example:



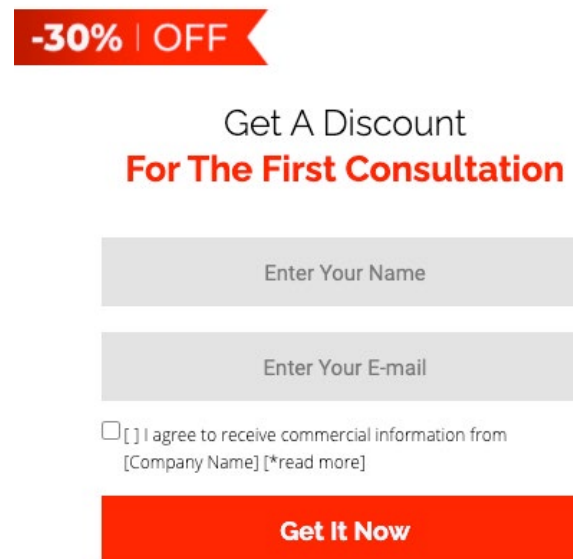


There are certain elements you need to address in the process of making a coupon landing page. First of all, the discount must be the center of attention as soon as the viewer opens the page.



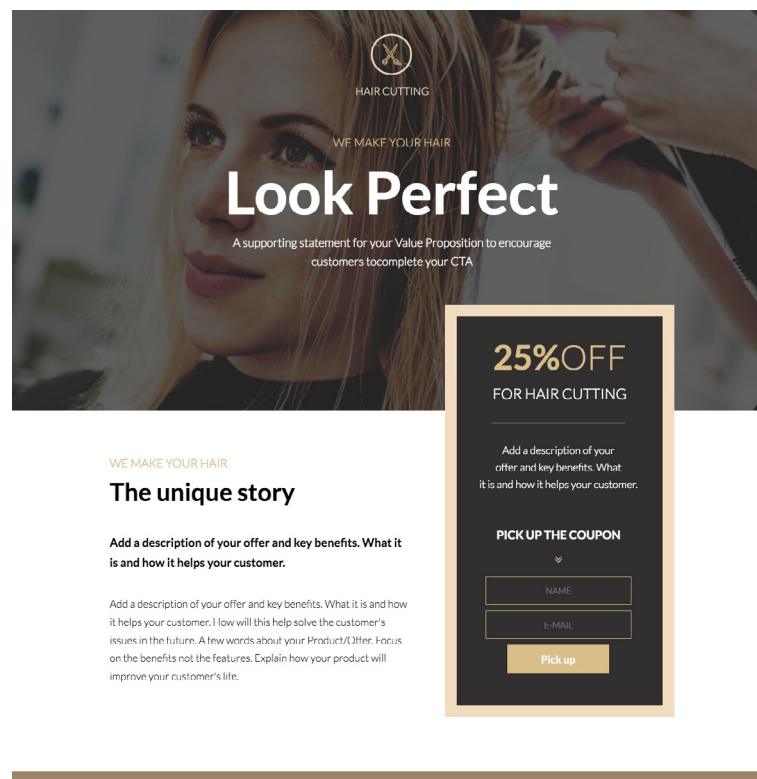
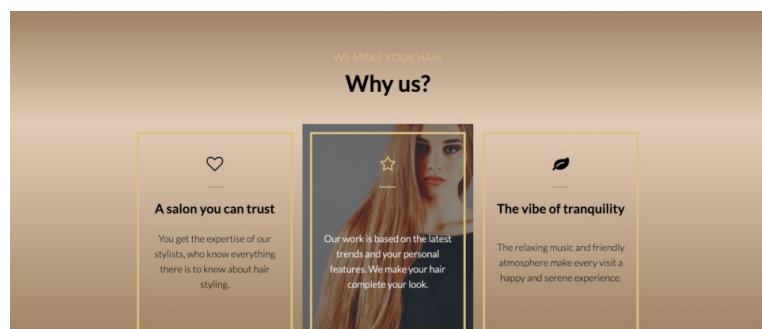
However, a discount itself may not be enough. The most important conditions should also be visible on the page. The point is for the viewer to be informed, but without the page

being verbose. Just like in this case here:





Aside from the two elements mentioned above, your viewers should also be able to see **why your offer is worth their time**. A benefits section is going to feel right at home in this case:



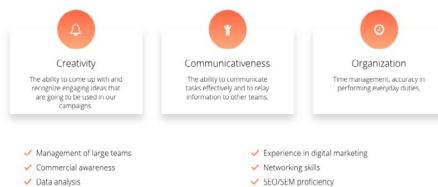


Recruitment

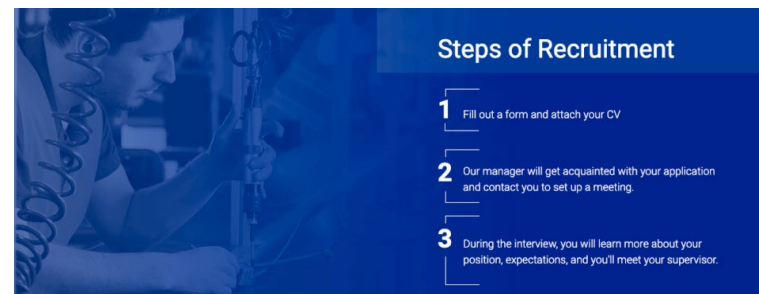
A well-built recruitment landing page may work much better than the “careers” section, if it contains **everything the potential candidate needs to know**. The job title and description, requirements, and benefits, with each having its own dedicated section on the page.

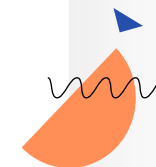


Digital Marketing Manager REQUIRED SKILLS



A solution that works extremely well in terms of user experience is to show the whole recruitment path on the page. That way, the potential candidates know exactly what to expect in the next stages if they decide to apply for your job listing.





PRODUCTION ENGINEER
\$ 8.500 - 10.000 total wage
Workplace: Main Street, NY


☐ I agree to receive commercial information from
[Company Name] [[*read more](#)]

APPLY NOW

Make the page interactive and purposeful by adding the option to attach CV in the form.


Ideally, a recruitment landing page should be a creation that involves current employees as well. A couple of testimonials can show the company from a perspective that the HR department is not privy to.

What our colleagues think about working with us




John Smith
SEO Specialist

"Working in this company is a great experience. The whole team is amazing. I love these people!"



Amanda Baker
Marketing Specialist

"I get to take part in awesome projects and I learn something new almost every day. And the coffee is delicious."



Michael Walker
Sales Coordinator

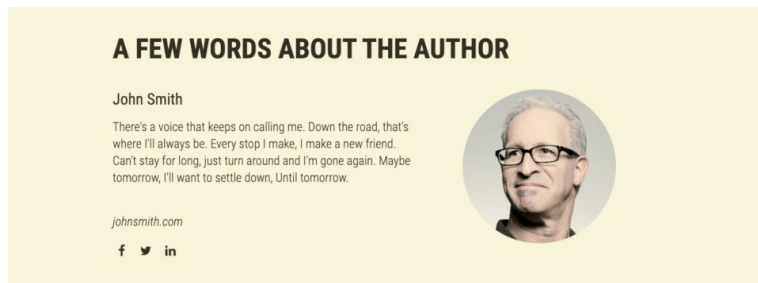
"The culture of cooperation is what really makes this job worthwhile. I feel like I'm doing something meaningful here."



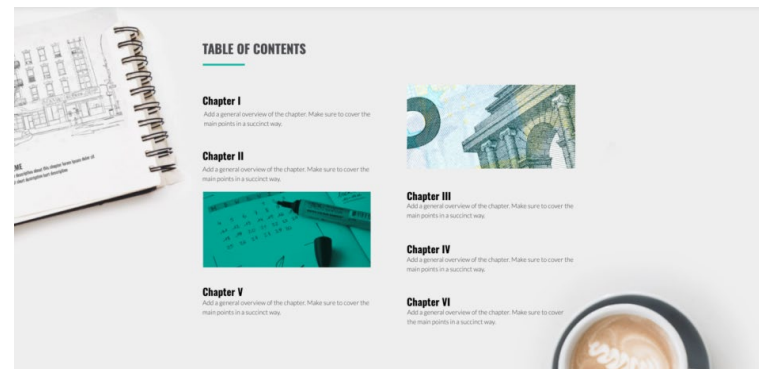
Ebook download

The distribution of ebooks, whether it's free or gated, has been done on landing pages countless times. What do you need to know about ebook landing pages? Let me tell (and show) you.

The book is only as good as its author. A large group of readers is going to be drawn by the author's name. And if they aren't familiar with the writer, it's up to you to change that.



Now it's time to put the ebook in the limelight. A short table of contents provides the outline, which might be one of the make or break moments for the reader.

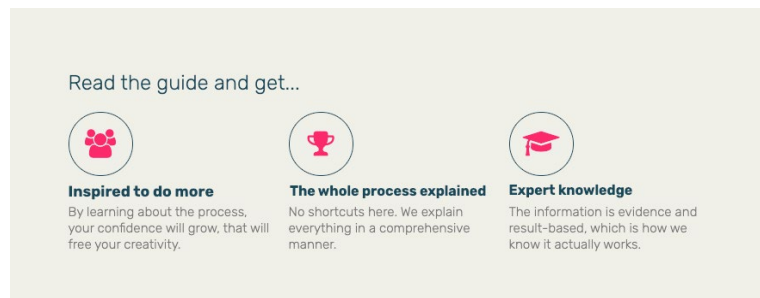


Your landing page needs to answer a seemingly simple question: why? Why should the reader download it? What is the page's visitor going to learn from it? Create a separate benefits section to provide answers. Take a gander at this

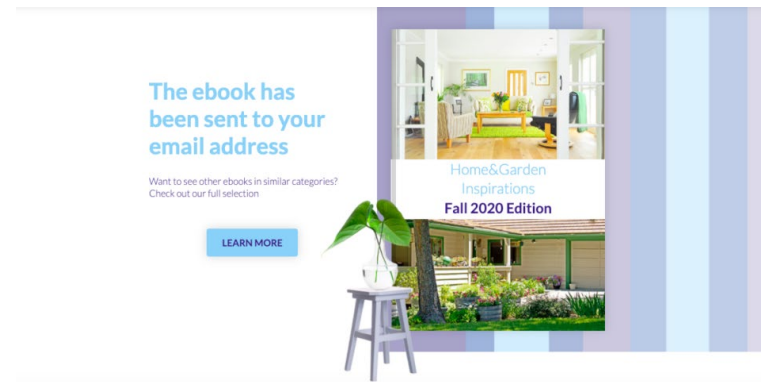




landing page example:



The final step is what happens after the CTA button is clicked. Here are some of your options in the Landingi platform. It can lead to a thank you page with the download link. You can have the button redirect to a URL of your choice, or send it in an email set up in the autoresponder.



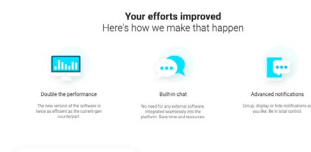
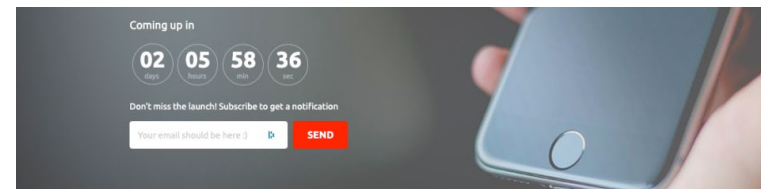


Coming soon

Landing pages also serve a purpose in situations when your offer is not yet on the market. Here, the point would be to inform of the upcoming product/service/promotion/whatever and generate interest in advance. What's the bonus? The ability to grow your newsletter list. These are some of the great landing page examples for the “coming soon” products and services.

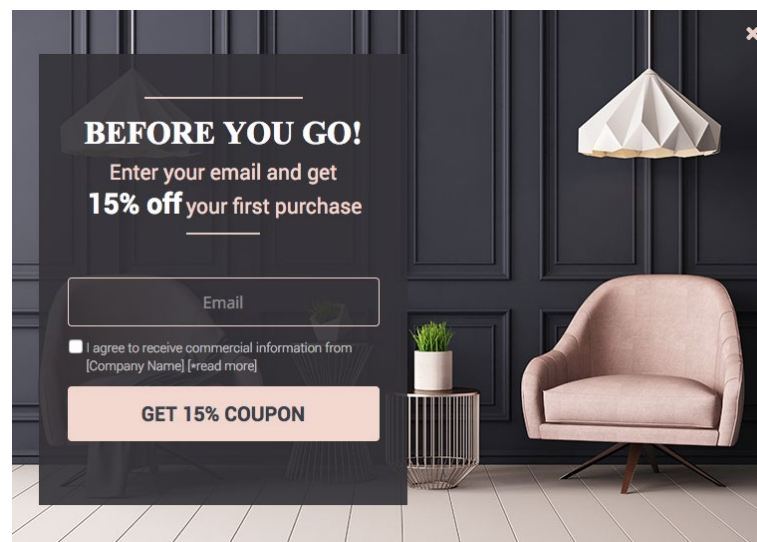
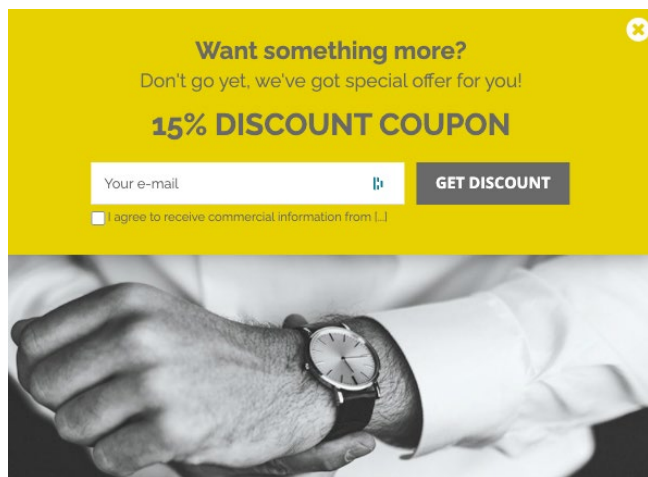
First of all, **what is it?** You need to put a lot of thought into a concise introduction of your soon-to-be-released offer. Outline the key features and benefits so that the viewers know what to expect in the near future.

Once the “what” part is done, focus on the next one. **When** is it going to drop? Oh, and don't go the basic route of just typing up the release date in the subheading, that's not enough. The fact that it is upcoming must be permeating through the page. Like here, for example:





A coming soon landing page is an opportunity to show something new to both your existing customers and the potential ones. In order to capture the latter, you might need to bring out a special incentive. One of the more effective practices is to include a special discount coupon in the exit-intent popup. I'll show you how it works:



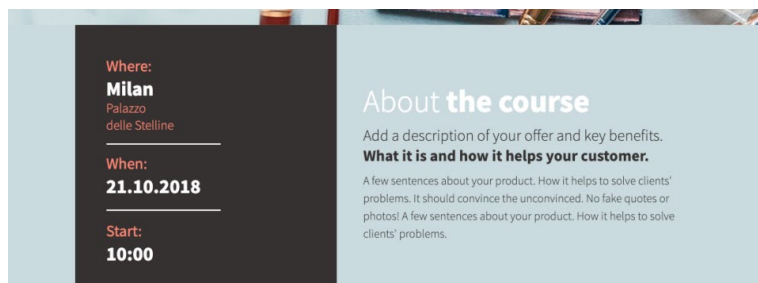


Event signup

When you plan the content of the event signup landing page, you should follow what I like to call “the triple W rule”. It stands for “the what”, “the where” and “the who”.

The “what”

Obviously, the key info regarding your event will find its way on the landing page. However, it's the placement that matters. Get started right away with the short, but informative description of the event in the heading and add a CTA box with a convincing button.



Your visitors want to know more before signing up? Add another section with vital information about the event below the fold. You might want to mention the agenda while you're at it.

Event agenda	
15:00	Opening gates
15:00 - 15:30	Welcome and introduction Add a description of your offer and key benefits. What it is and how it helps your customer. How will this help solve the customer's issues in the future.
15:30 - 17:30	Welcome and introduction Add a description of your offer and key benefits. What it is and how it helps your customer. How will this help solve the customer's issues in the future.
17:30 - 20:00	Welcome and introduction Add a description of your offer and key benefits. What it is and how it helps your customer. How will this help solve the customer's issues in the future.
20:00 - 20:30	Closing gates

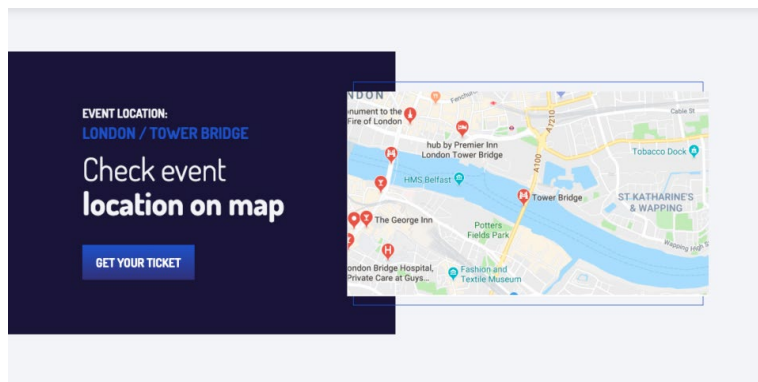
[GET YOUR TICKET](#)





The “where”

The assumption is that the visitors of the landing page have no idea where the event is held. Create a section with the address and, to make things even easier, a map of the location. Embed a Google Map for maximum impact:



The “who”

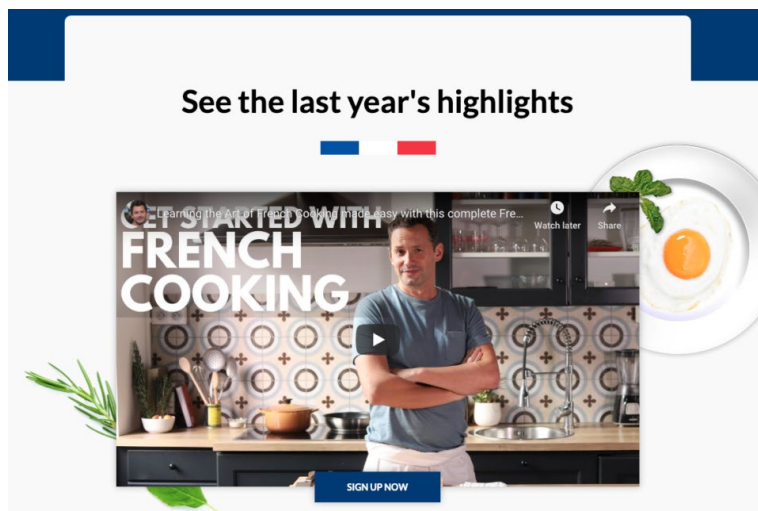
No, not the music band. When it comes to events, big names tend to bring out people in droves. The most notable guest speakers simply have to be mentioned in the landing page.

The Course Chef





How else can you convince your visitors that your event is worth attending? By showing how successful the previous iterations were. Remember – showing is always going to work more effectively than telling. In this case, use a photo gallery or a video.



We're almost done with the key features of event landing pages, but I would be remiss if I failed to mention the form here. Make it short and visible right away:

FILL OUT REGISTRATION FORM

☐ I agree to receive commercial information from [Company Name] [*read more]

REGISTER NOW



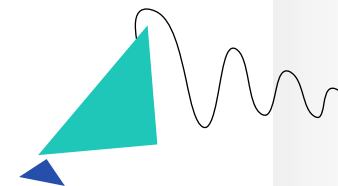
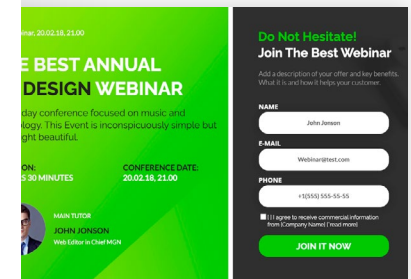
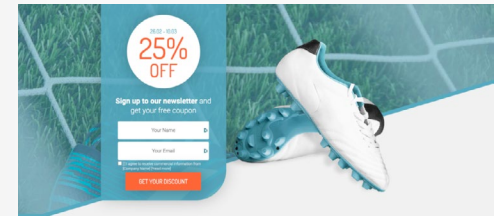


Use Cases – Summary

As you can see, each use case has its own set of unique qualities that require your attention. That is precisely why a case-by-case approach is strongly recommended. Not to mention the right template. Sure, there are certain common denominators, such as a CTA button, the copy or, in most cases, a form. But just like each business follows different rules, do the use cases. Once you analyze the specific instance where your landing page is needed, you should have a lot more clarity in this regard.

That concludes part one of the ebook. The second one is much more extensive in terms of the number of examples and solutions. If you want to know all there is to know about the application of landing pages in business, you have to read that one, too.

...or you could apply your newly-found knowledge in your own landing pages by **building them in the Landingi platform.**



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