



# Lead Generation 101: **Landing Page**

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# Landing Page

Before you can embark on your journey of generating leads and making revenue, you need to capture people's attention in order to gather their contact information. What good will all these lead generation strategies do if you funnel people to a website but have no means to capture lead data?

Landing Pages are especially important for SEO, CPC, and Social Media Lead Generation Campaigns. All the content you generate should follow a trail back to your landing pages so people can give you their information. That's what lead generation is all about.

## *How To Setup A Successful Landing Page?*

But it's up to you to make it creative and stand out among the millions of landing pages on the net. If you're uncomfortable creating your own landing page, here are four steps to get the job done.

- Step 1:* Hire a designer to create a professional look for your landing page.
- Step 2:* Convert the .psd file to html via a service like PSD2HTML.com
- Step 3:* Build in a contact form using WuFoo or Formstack.
- Step 4:* Post the landing page on your website, or host it as a separate domain.
- Step 5:* Direct traffic to your landing page using SEO, CPC, and Social Media

Make sure your landing page looks both modern and simple with a large Call To Action visible on the page. Don't just throw up a rushed looking contact form hoping people will fill it out. If you want to generate quality leads, your landing pages must look professional.

Here are a few examples of great landing pages:

The Newsletter Guru's **Ultimate No Hassle Newsletter!**

# GET YOUR **FREE** NEWSLETTER TEMPLATE!

From the internationally known and best selling author Jim Palmer aka "The Newsletter Guru"

## CLAIM YOUR FREE NEWSLETTER TEMPLATE!

ENTER FULL NAME

ENTER EMAIL ADDRESS

**GET IT NOW**

**GET A FREE TEMPLATE NOW!!**

THE TEMPLATE CAN BE CUSTOMIZED WITH MOST DESKTOP PUBLISHING SOFTWARE.

**BUT THAT'S NOT ALL! YOU'LL ALSO GET:**

- Free five-part, special course, "The Awesome Power of Newsletter Marketing"
- A copy of my wildly popular special report, **Use Newsletters and Grow Rich, aka, Don't Be a Newsletter Pansy**
- A **FREE** subscription to my weekly multi-media newsletter, **More Profits and Customers for Life!**

<http://blazingmultimedia.com/nohassle/coded/>

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## About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses – increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

## Want to learn more?

The Team at ClickPoint Software has created this series, Lead Generation 101, to provide marketing and sales professionals more detailed information on the best practices for generating more leads. Download the entire series at [www.clickpointsoftware.com](http://www.clickpointsoftware.com)

Schedule a LIVE Demo of our software solutions and receive a Lead Generation ROI Report at no cost.

