



Landing Pages for

# C CONTENT

# MARKETING

Idea Book for Turning Content into Conversions

# Content is clearly king.

Across markets and personas, people have an insatiable appetite to consume information.



That passion to learn is the fuel of content marketing. Valuable content spreads like wildfire—providing opportunities for the brands behind the content to capitalize on their blogs, white papers, infographics, webinars and slide decks.

This guide to Landing Pages for Content Marketing takes a practical look at exactly how to deliver measurable, significant conversions for each of the major categories of content. Beyond the narrow view of dumping your content, behind a lead capture form (often called “gating the assets”), there exists creative ways to up-sell and cross-sell content to convert your audience’s attention into business results.

This approach preserves the social and organic viability of content, while improving its business value. It also adds a new ROI layer of measurement and comparison to content marketing initiatives.

For each category of content, we give you a couple of tactics—letting you get your feet wet with one before jumping into another. Everything here is designed to deepen engagement and participation with your brand while providing you with

measurable results from your content marketing initiatives—driving qualified leads & sales for your organization.

## **The Fair Exchange of Content**

All of the concepts in this guide are predicated on content having perceived value. Value is established and communicated with relevance, design and substance. Value to your organization doesn’t always translate to value from your audience’s perspective.

The fair exchange of content means that the perceived value of the content is proportional to the effort required to acquire it. Blogs have a very low bar in this regard—reading them usually requires nothing in exchange. White papers may have a higher bar—where getting the white paper may depend on a person’s willingness to exchange their name, email address and more.

What’s important is that the fair value never gets compromised. The perception of what’s required can never be greater than the perception of what’s offered. More accurately, content marketing fails—especially if it’s conversion-focused—when the fair exchange is imbalanced.

# Blogs

## Concept 1: Upsell

### Objective: Lead-gen

Blogs attract loyal readers who are likely to subscribe, but far less likely to engage beyond the blog. They come to read—often to surgically read a specific post. They're highly focused visitors on a mission.

In order to turn some of that focused attention toward something else, the distraction must be highly relevant to what they came to read. Rule #1: Related content must be highly relevant.



# Blogs

## Concept 2: Nurture Subscription

### Objective: Lead-gen

Most blogs encourage readers to subscribe to a feed or email stream of new-content notifications. That's great, but once you have a blog subscriber, why not go for a broader nurture subscriber? The promise of deeper, topic-specific content—beyond

only the blog—is enough to encourage some percentage of your blog subscribers to add themselves to your lead database and opt-in to your nurture program.

**incentive: More great Content**

**testing idea**  
Test an inline form against a button CTA-to-lightbox with form

**Simple form**

**Subscribe**  
to this blog and you'll receive:

- ✓ Access to live cooking webinars
- ✓ FREE Restaurant Review Guide
- ✓ FREE weekly recipe newsletters

Name

Email

Subscribe now

# White Papers

White papers are interesting in that they have been traditionally gated assets. The opportunities outlined below assume that the original white paper was distributed freely—putting it in as many hands as possible. But that's something that should be tested.

## Concept 1: Contextual Content Cross-Sell

### Objective: Lead-gen

Most white papers—like this one—present their information and make no additional requests of the reader. Relevant content cross-sells offer readers more of what already interests them. For example, in this white paper, readers can opt-in to receive the infographic companion to this guide. It's a visual reference that may be valuable enough to compel additional engagement.

### Speaking of cross-sell...

Get the infographic and learn more about Landing Pages for Content Marketing, please visit:

<http://meet.ioninteractive.com/ContentMarketingIdeas>



The infographic is titled "Landing Pages for CONTENT MARKETING" and features the i-on interactive.com logo. It includes a callout box: "Ideas for Turning Content into Conversions" with a lightbulb icon. A section titled "Content is King" states: "Valuable content spreads like wildfire — providing measurable results and potentially driving qualified leads & sales for your organization." and "The perceived value of what's being offered on your pages can never be greater than what's required to acquire your content. Content marketing succeeds when this exchange is fair and balanced." Below this is a "BLOGS" section titled "Concept 1: Upsell • Objective: Lead-gen" with the text: "In order to turn your blog reader's attention toward something else, the distraction must be highly relevant to what they came to read. Rule #1: Related content must be highly relevant." It shows a blog post titled "Weekly Restaurant Reviews" with a "Get the Guide" button. A callout "headline tie-in" points to the article title. Another callout "gated asset" points to a "Get the FREE Guide" form with fields for Name and Email, and a "Download Now" button. A third callout "easy lightbox form" points to the form.

# White Paper



## To Gate or Not to Gate?

White paper distribution is an enlightening test waiting to happen. Only by experimenting can a marketer know whether a gated or ungated white paper is more effective with their audience.

For example, test an ungated, public, socially-shared white paper against a gated version. Inside the ungated white paper, upsell to additional relevant content—infographic, webinar, slide deck—to generate leads. Then compare the leads you generate from the upsells in the ungated version, with the leads you get when gating the other version. Which version gives you more leads? Which one gives you better leads?

Clearly define your objectives up front—is it number of leads, pass-along or social distribution, number of downloads, revenue? Measure which one is more effective. The ungated version will spread into many more hands, but will its cross-sells generate enough interest?

# White Paper

## Concept 2: White Paper Teaser

### Objective: Reach + Lead-gen

Lists have been shown to work very well as hot content pieces spreading rapidly. Top 10s, checklists and step-by-steps are all examples of list formats that keep the message simple and the social shares flowing. Tying a list to a white paper is a good method to convert free distribution into deeper engagement.



#### EXTRACT

Extract a top-10 list from a full-length white paper.



#### MARKET

Market the top-10 list socially and organically—ungated.



#### UPSELL

Up-sell from the freely distributed top-10 list page to get the complete white paper.

*highlight benefits*

**Get the Top 10 White Paper** **TOP 10**

- ✓ Get the complete list
- ✓ Over 25 pages
- ✓ A must read

Name

Email

**Download now**

*a fair trade*

**Top 10**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

**Get the Top 10 White Paper** **TOP 10**

Name

Email

**Download now**

*testing idea*

Test an inline form versus CTA button-to-lightbox or hidden form in accordion.

# Infographics

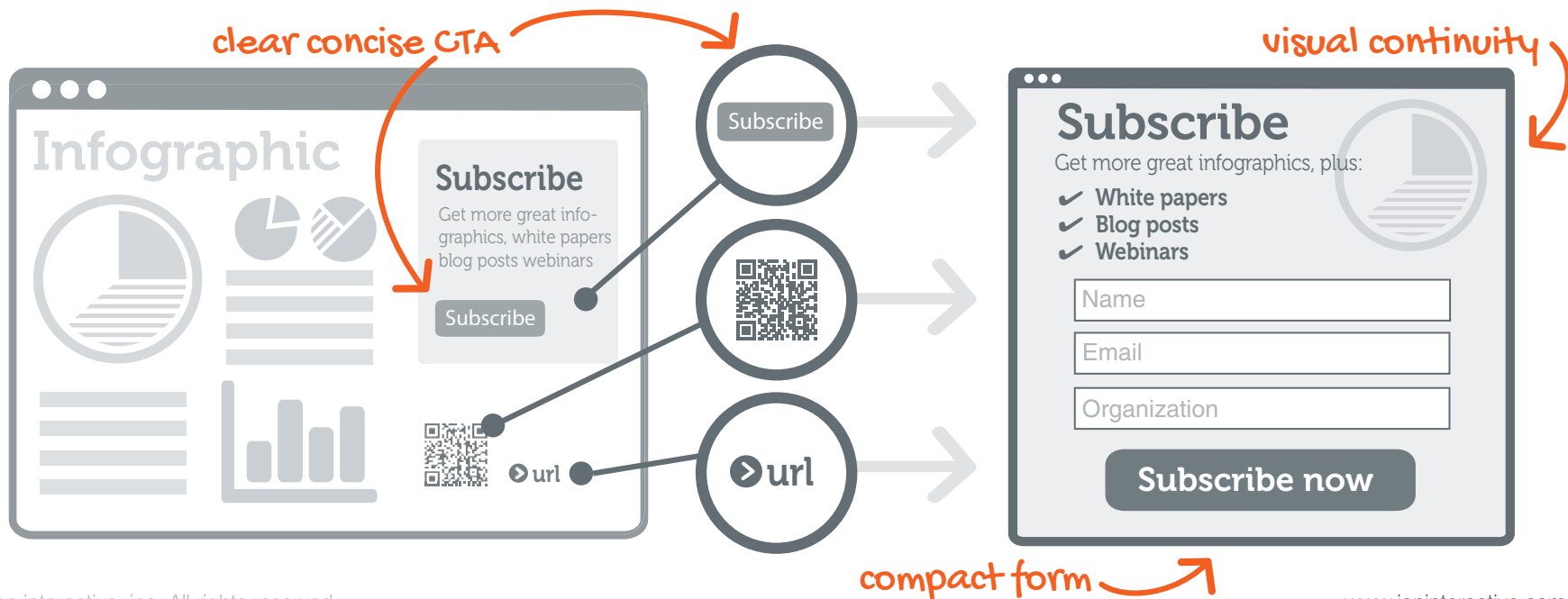
Infographics are highly effective because they can spread a message via so many channels. They're both visual and substance-filled—compact and meaty. Since they attract so many eyeballs, they have huge potential to generate deeper engagement.

When infographics are distributed as PDF files, there are further opportunities to build in button/link calls to action. When they are distributed as web-native graphics—PNG, GIF, JPG—they can include QR and URL calls to action.

## Concept 1: Subscribe

### Objective: Lead-gen

Weave a subscription call to action into the infographic to extend the interaction and turn a one-off into a relationship.



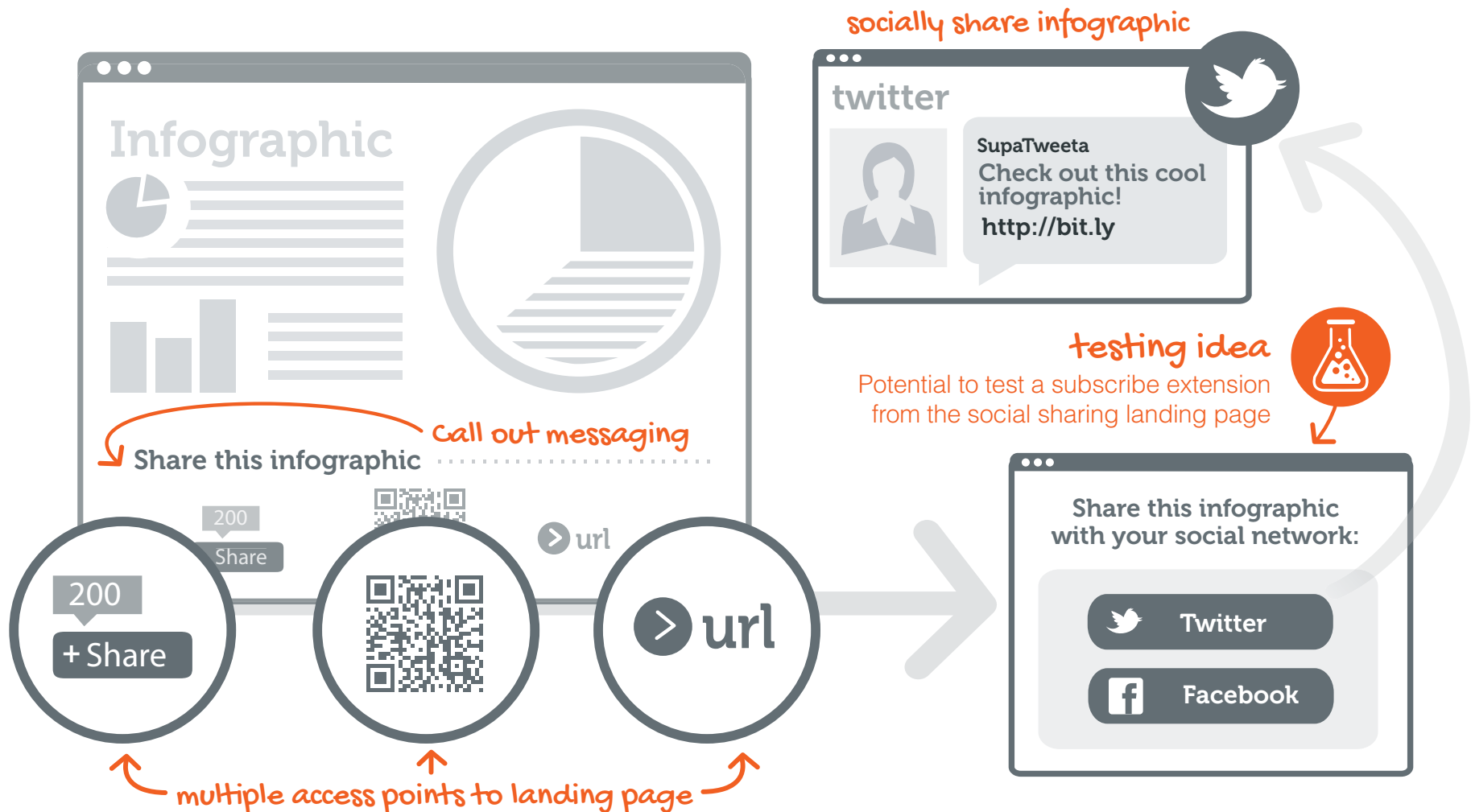


# Infographics

## Concept 2: Share

### Objective: Reach

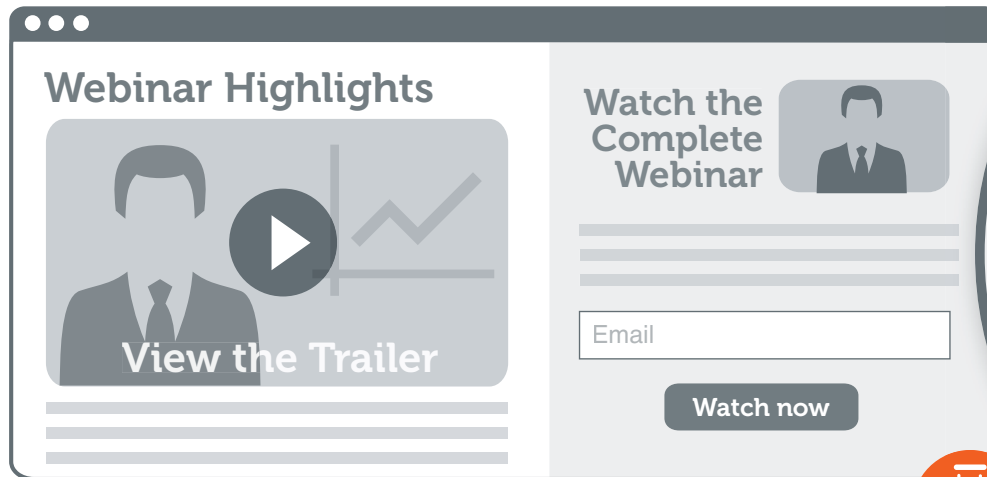
Weave a social conversion call to action into the infographic to stimulate social sharing and extend the impact to more people.



# Webinars

Webinars are typically gated when delivered live—people register to attend. The content marketing opportunity is what happens after the live webinar. It's likely that a recorded version of the webinar—along with its slides—is made publicly available. Even though it's not live, this content remains highly valuable—especially within the near term.

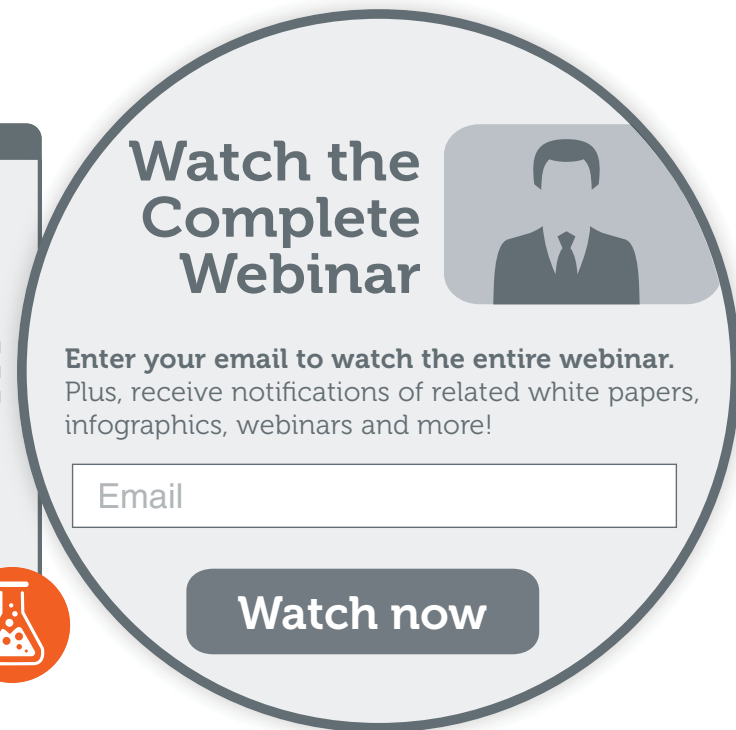
## Concept 1: Trailer



testing idea



Test an inline form versus a simple button that opens a lightbox form.



### Objective: Reach + Lead-gen

Unlike pre-webinar promotion, there's a lot to work with after the webinar. Extract a highlight reel trailer of key moments from the recording and use that for public pass along/social sharing. In the rail of the trailer playback page, add a CTA to watch the

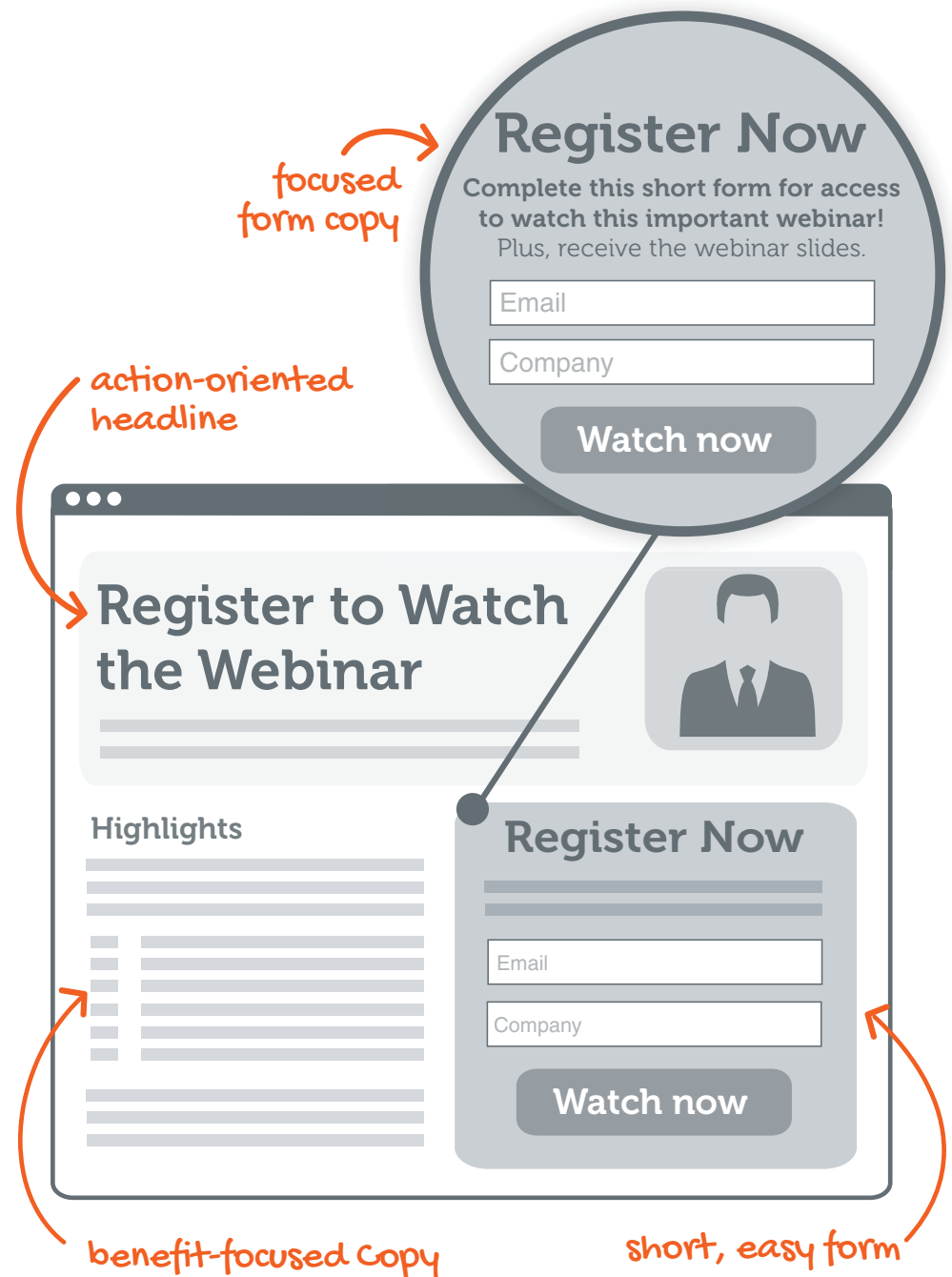
entire webinar or to download the companion slides or white paper. Pull that traffic back to a dedicated landing experience that includes the promised asset and upsell to subscribe.

# Webinars

## Gated or Ungated Playback

Webinars are often highly desirable content. They are resource intensive to produce and can be significant lead-gen or demand-generation drivers—especially in B2B markets. Wringing additional, post-webinar value from the recordings can be tempting. But, just like white papers, testing is required to know if it's more effective to gate the recording for lead-gen or to open up the recording for additional sharing. If the content has viral potential, the latter would seem prudent. In that case, a balance must be struck between organizational goals—branding, led-gen, demand-gen, social upside—and potential distribution.

Testing a lead-gen playback versus a freely distributed one—with embedded calls to action—is the only way to learn which approach better satisfies organizational goals and objectives.



# Webinars

responsive landing page  
elegant on every device

clear expectations  
set in email

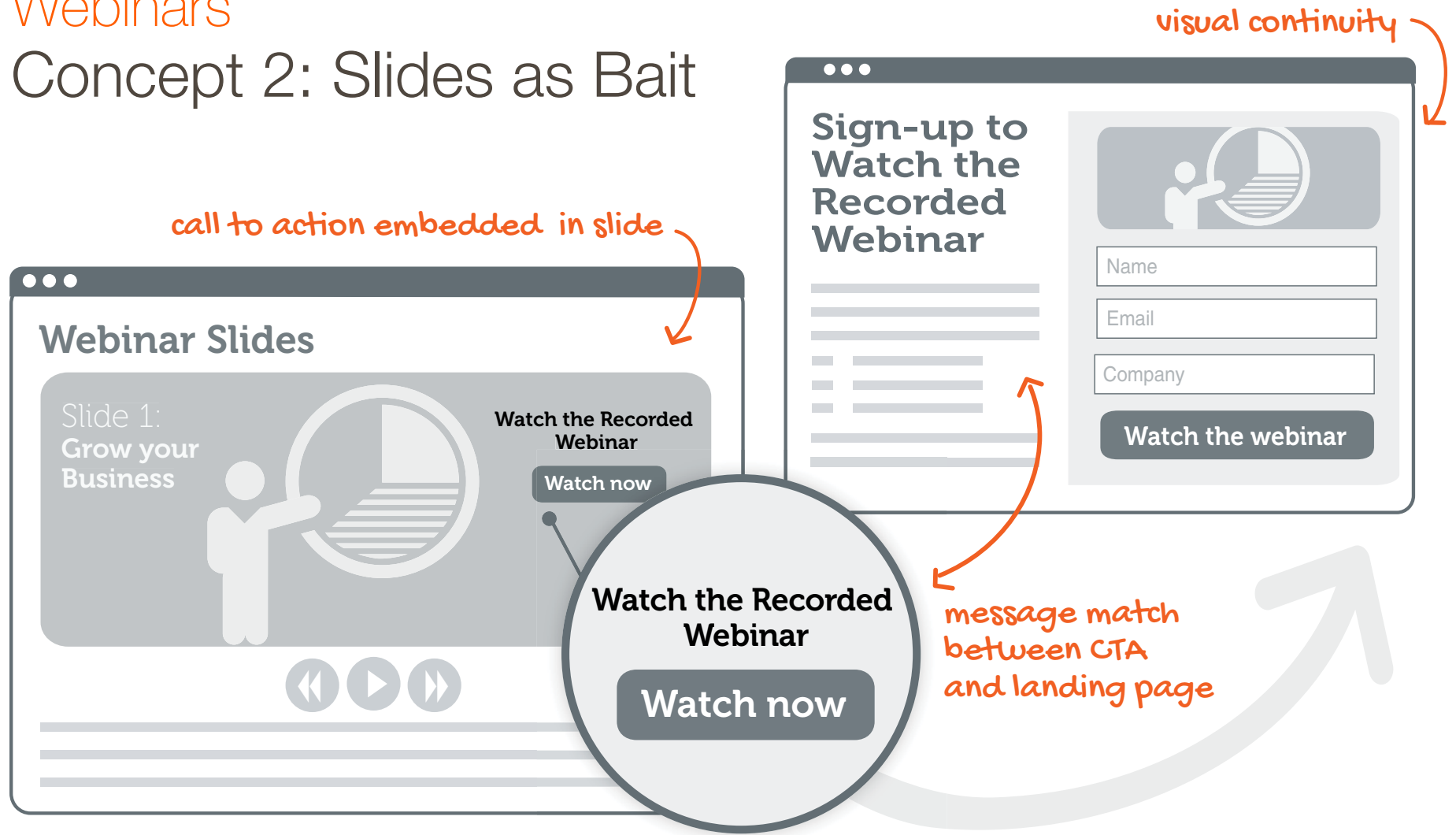


## Gates That Work

Gating an asset doesn't have to be an impediment to a good relationship and pleasant user experience. A quality landing experience can make registration smooth and friendly—making the visitor far more likely to complete the form to acquire the asset.

# Webinars

## Concept 2: Slides as Bait



### Objective: Reach + Lead-gen

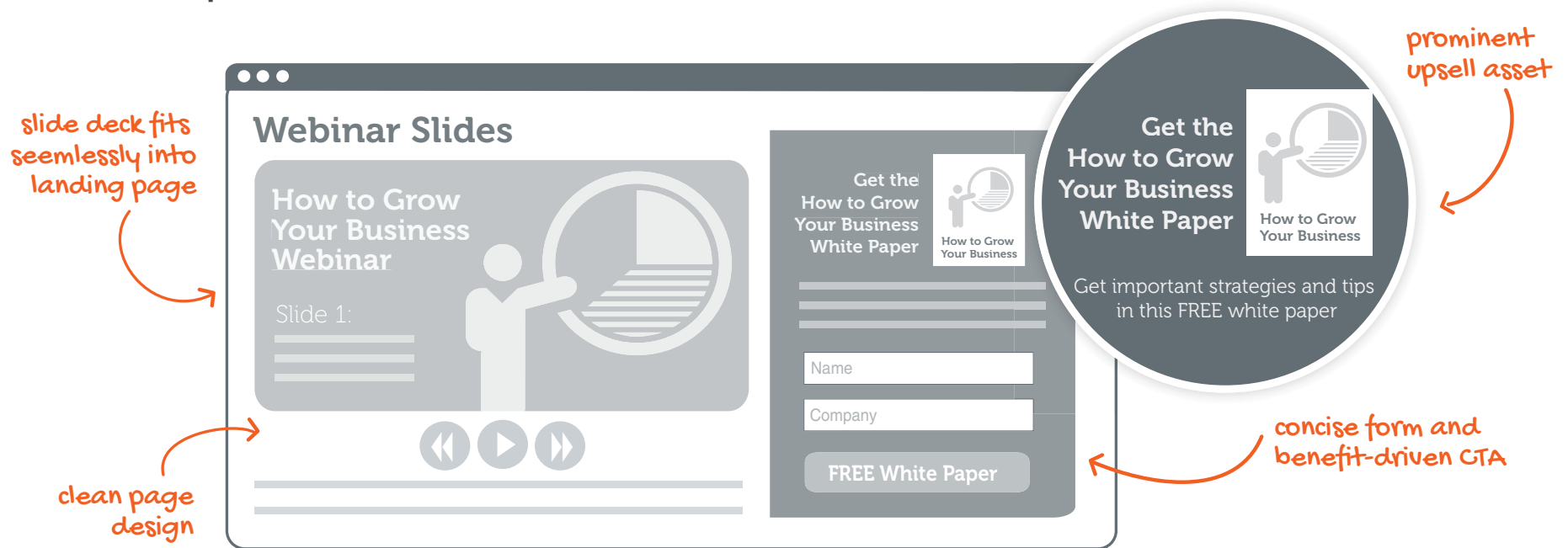
When a webinar's slides are retooled for public consumption— independent from the webinar itself—they become an enticing standalone asset. Sites like LinkedIn's SlideShare provide sizable

distribution for presentations. Combined with gated playback, slides become viral bait to register and watch the recording of the webinar.

# Slide Decks

Slide decks make great adaptations of webinars, white papers and even infographic content. They are great for original content too. They are easily distributed and consumed—especially in B2B markets. Slide decks can be leveraged to generate leads as well as for social sharing to generate traffic for other assets. If there is a holy trinity of content marketing assets—it may well be the 1-2-3 punch of a webinar, slide deck and infographic—all on the same topic, but each marketed for distinct purposes.

## Concept 1: Slide Deck as a Destination



Slide decks have a certain magnetism that can be used to attract valuable traffic. Embedding slide decks into purposeful landing pages can be a powerful way to leverage the deck

for attraction and the complementary asset—white paper or webinar—for upsell/lead-gen.

# Meet the software that creates, tests and analyzes the web's most effective pages.



**WYSIWYG Editing**  
I make it easy to see and style fonts, colors, sizes.

**Image Editing**  
I crop, resize, and add transparency with my quick, easy image editor.

**Drag & Drop**  
I make the world's best pages using these 16 drag & drop elements.

- Text
- Images
- Links
- Widgets
- HTML
- iFrame
- Flash
- Interactive Layers
- Interactive Rotators
- Interactive Tabs
- Interactive Accordions
- Interactive Lightboxes
- Interactive Videos
- Facebook
- Twitter
- Social Share

**Mobile Simulation**  
I instantly simulate smartphones and tablets—and rotate them too!

**Multi-page Experiences**  
I have microsites, wizards, progressive forms—almost anything imaginable—all part of one user experience within my workbench.

**Social Content**  
I have Twitter, Facebook, LinkedIn, Pinterest and other social sharing widgets built right in. And I can customize buttons, styles, functionality and conversion metrics for each one!

**Interactive Content**  
I include conversion rock stars like sliders, rotators, tabs, accordions, lightboxes and more. All are drag & drop easy.

**Freedom to Style**  
I can include background images and colors, transparency, borders, spacing. No code. No sweat.

**Instant Swapping**  
I'll swap the position of two elements—like this image and headline—simply by dragging one over the other.

**Hi, I'm Creative Studio**  
The heart and soul of ion's software

**Step 1 2**

First Name  
Email  
Next >

**My Job** | My Results | My Calling

- ✓ I create highly interactive web, mobile, even responsive user experiences—without code, extra time or other obstacles.
- ✓ My interface is intuitive and fast. Drag, drop and swap elements, point and click to make changes. Updates are instantaneous.
- ✓ And I easily create conversion-focused multi-page experiences—microsites, wizards, progressive forms—if you can think it, I can make it.

Sure, ion includes 80+ standard templates, but with me, the possibilities are limitless. I can make anything—and everything—amazing.

