



QRC – Branded Landing Pages 101 Overview & Best Practices

MARKETING SUITE KNOWLEDGE GUIDES ON LANDING PAGES:

- [How to Customize Your Landing Page](#) – Customize a landing page with your branding and logo
- [Creating a Landing Page on your Website](#) – How to convert a custom page into a landing page (website-only)
- [Lead Gen Landing Page on your Website](#) – Landing page templates for lead generation (website-only)

Landing Pages - Overview

WHAT IS A LANDING PAGE & WHY DO I NEED ONE?

What is a landing page?

A landing page is a standalone web page, created specifically to help with marketing your practice. It's typically where a visitor "lands" after they click on a link in an email, ad, or social post. Landing pages are designed to have a specific focus or goal, known as a call to action (or CTA, for short).

In the Marketing Suite platform you can [brand your landing page](#) to reflect how you go-to-market and you can also include all your personal contact details within the page. As part of your Marketing Suite subscription, you are provided a landing page with form capture to use in your marketing efforts **for no additional cost**.

Why is having a landing page important?

The goal of a landing page is to convert and build a repository of leads that can be nurtured with more personalized marketing campaigns using email, direct mail, or other types of targeted marketing. Effectively using your landing page will help you generate more leads that could potentially turn into clients in the future.

I have a website today... do I also get a landing page?

If you have a website in the Marketing Suite platform you will *not* see the landing page tab in your dashboard. This is because you can easily [create custom landing pages](#) within your website. The custom landing pages will automatically reflect your website design and branding and can be linked to from within your website's navigation.

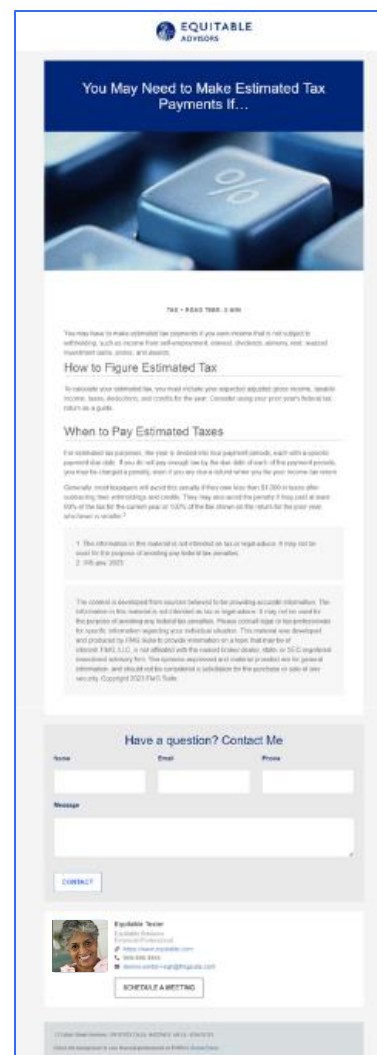
IMPORTANT THINGS TO KNOW ABOUT YOUR LANDING PAGE:

Turning on your landing page

Your landing page is *not* automatically turned on by default. To turn on your landing page navigate to the 'landing page' tab of your Marketing Suite dashboard and click on 'settings'. In the 'Website Live' section click on the toggle button to turn your landing page ON.

Changing your default landing page URL

You are automatically issued a generic URL for your landing page. If you would like to use a custom domain you can do so by following the instructions in the 'Need Website Url Help?' section.





Landing Page Best Practices

HOW DO I LEVERAGE MY LANDING PAGE?

Best ways to use my landing page

Landing pages are intended to drive an action – whether that's getting the web visitor to contact you for a consultation, downloading a helpful resource, or opting-in to your marketing communications.

Example use case:

Goals: Generate leads that could drive potential sales, establish yourself as a thought leader in your niche market.

- Browse the content library to select a piece of compelling website content that you think will resonate with your audience. *Tip – look for content that best aligns with your practice or focus area, or helps showcase you as a thought leader in your industry.*
- Promote that content to your audience via an engaging email or to your social media following. Ensure the email or social copy is linking directly to the web content on your landing page.
- Interested recipients will engage with your email or social post and be sent to your landing page. Once on page, they can consume the content you shared and will see the CTA at the bottom of the content.
- Consistently providing high-value, timely content and educational materials to your audience will keep you top of mind and help establish you as a credible source within the industry.
- When a prospective client is ready to reach out, they can do so by either completing the contact form at the bottom of your landing page or by reaching out to you via the contact information listed on site.
- You'll be notified both in-platform and via email of all form submissions on your landing page, allowing you to follow up in a timely manner with any hot leads.

READY TO LEARN MORE?

Visit our program microsite: <https://micro.fmgsuite.com/equitable/>

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