

# THE *Creative* TOURIST

An Introduction to Landing Pages for Arts Marketing Professionals



An introduction to the design and development of Landing Pages

**THEATRE FORUM IRELAND**  
The Voice of the Performing Arts

 **Fáilte Ireland**

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## Introduction

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### The Aim of this Guide

This guide an introduction to the design and development of Landing Pages as part of your overall Internet marketing strategy. It is a resource developed as part of the Tickets for Tourists project funded by Fáilte Ireland, and managed by Theatre Forum. As an arts marketing professional, you will find this guide useful if you are just beginning to plan or develop new landing pages. Or, if you have more experience with landing pages then it can provide clarification and support.

This guide is designed to be used with other high quality online resources, and this document will signpost you to high quality online resources you can use in developing your landing pages.

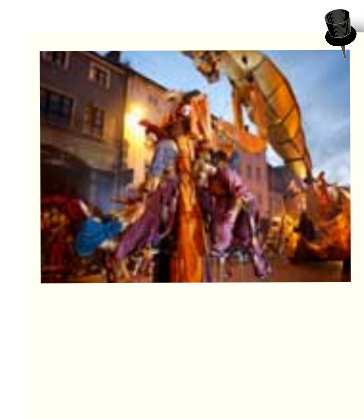
#### This guide aims to:

- Introduce how landing pages can be used by arts organisations
- Explore the needs and behaviours of visitors to your website
- Provide a framework for developing landing pages
- Identify tools your organisation can use to test
- Develop a method of evaluating the effectiveness of your landing pages

There are 4 resource packs available as part of the Tickets for Tourists project from [www.theatreforumireland.com](http://www.theatreforumireland.com) and from Fáilte Ireland, Cultural Tourism & Festival and Cultural Events Unit.

1. An Introduction to Landing Pages for Arts Marketing Professionals (plus workbook)
2. An Introduction to Web Analytics for Arts Marketing Professionals
3. An Introduction to Pay Per Click Advertising for Arts Marketing Professionals
4. An Internet Marketing Cornucopia for Arts Marketing Professionals

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## Section 1: Introducing landing pages

Starting with a quick definition, *Landing pages* are:

*Specific pages on your website that have been created for visitors who have been referred from a marketing campaign which are designed to achieve a marketing outcome.*

In other words, it is the first page a visitor views when they come to your website. It is also commonly known as an “entrance page.”

Landing pages are used to support a marketing initiative, and are created to meet the specific needs of the campaign. The idea is to give the visitor the best possible experience of your website by taking them to a page that matches their specific needs.

Most importantly, landing pages encourage *conversions*: those actions that mean success for your organisation. Conversions might be buying a ticket, joining your mailing list, liking you on Facebook, downloading your programme. Different landing pages might have different conversions in mind.

### A landing page might be::

- An existing page on your website, for example a particular production or event
- A new page that you create that uses a template similar to other pages already on your site
- A new page that is “bespoke” with a completely different design
- Your home page that you update
- A “microsite”- or a small website that you create

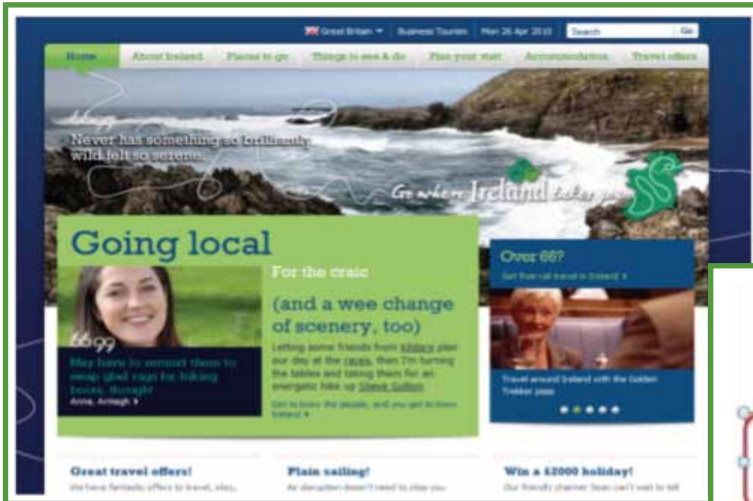
There are a number of typical types of landing pages for you to consider:

*Landing pages are designed to encourage a conversion, or your most desired response.*



**Pay Per Click landing pages** are created to be used as part of an online advertising campaign. Discover Ireland used Google AdWords pay per click advertisements for searchers looking for “festivals in Ireland,” and sent visitors who clicked on the advert to a specific page on their website highly relevant to their search phrase. They didn’t send visitors to the Discover Ireland home page, but rather to a specific page tailored to a visitor interested in festivals.

*Don't forget we have also written Pay Per Click (PPC) guide for you to use!*



**Search Engine Optimisation landing pages** are pages that have been deliberately created and crafted to rank well in the search engines as part of a search engine optimisation (SEO) campaign.

When a searcher types in a very specific phrase like “festival Ireland”, then a highly optimised page festivals themed page from www.irishtourism.com ranks in the on the first page in Google:



*See our Search Engine Optimisation guide to learn how to improve your rankings in the search engines.*

**Social Media landing pages** on your website are designed to greet visitors when they click through from your organisation’s Facebook or Twitter page. Rather than sending visitors to your home page, your direct them to a page on your site where they are encourage to join in your community, and reach out to your other social platforms.

In this example, AT&T (<http://www.att.com/gen/press-room?pid=5000>) have created a landing page providing a single point of access to their Facebook, Twitter, YouTube Videos, User Reviews



There are many types of landing pages you can create to match the specific needs of your marketing campaigns:

- Email marketing landing pages
- Direct mail landing pages
- Online advertising landing pages
- Pay Per Click advertising landing pages
- Social media landing pages
- Search Engine Optimisation landing pages

## Section 2 : Exploring the needs and behaviours of visitors to your site

Planning a successful landing page requires you to understand the needs and behaviours of the visitors coming to your website.

- **Get your timing right:** you need to fit in with your audience's decision making journey, not your programme planning or normal launch arrangements. Visitors to your festival or organisation will be planning their summer holiday plans way back in January. Get a landing page created that gives them a taste of what they can be looking forward to, let them know dates, let them see your previous success.
- **Recognise the broader appeal:** the Irish experience: for overseas visitors, participation in your event may be part of the larger experience of visiting Ireland. Visitors are looking for inspiration, planning advice, accommodation, special offers.
- **Make it easier for people:** if details of your events are not yet finalised, then make it obvious and easy to sign up for your email newsletter, join you on Facebook, or request a copy of your programme when it comes available. If you are ready to sell tickets, then create a big, strong, compelling "Book Now" button. Make it easy for visitors to find special packages and offers that you are putting together to make planning their trip easier.
- **Sell the concept, not just the listings:** Visitors to your website will decide within just a few seconds whether this is the right event for them or not. First impressions aren't about detailed listings, but more importantly confirming that this is going to be a great experience.
- **It isn't about preaching to the converted:** First time visitors to your website don't know you and don't love you (yet!) and so you need to put yourself in your new visitors' shoes. What do they need to know? What is really important? What makes your organisation wonderful?



## Section 3 : A framework for developing landing pages

There is no such thing as the “perfect landing page”, but we have created a simplified 5 step framework for you to work through when planning your landing pages.

We call these the Five S’s, and have identified 5 characteristics of new visitors to your website for you to consider. These are deliberately tongue in cheek, but we hope will be memorable as you start to plan your landing pages! Visitors to your website are:

1. **Stupid:** they don’t know anything about your organisation, what you do, or who you are
2. **Selfish:** they are primarily interested in what your event will do for me.
3. **Stubborn:** they might not want to buy a ticket right now, but they might later.
4. **Sceptical:** just how good is your event? Why should I trust you?
5. **Stuck:** even keen visitors sometimes just need to be given a gentle push

*Kilkenny Arts Festival updated their web Home Page with next year's dates virtually immediately after the end of the festival.*

### Assumption 1 : Your Visitors Are Stupid, Silly!

No, of course they’re not really stupid, but they are often overwhelmed with information on the web, and so you need to ensure that you are using simple, clear and compelling language.

Overseas visitors might not know how far you are from Dublin , or how accessible is your location.

Visitors can get confused by message mismatch, which means, for example, the offer you give in your email newsletter doesn’t directly correspond to the landing page you send them to.

More importantly, visitors will only give you a very few seconds of their precious time, and if they don’t immediately find what they want, they will leave your site.

#### Step 1:

- ★ Simplify your message.
- ★ Write short headlines
- ★ Read your text out loud
- ★ Answer the question “What is this page offering?”
- ★ Arrange your message hierarchy, with most important messages at the top



## Assumption 2 : Your Visitors are Selfish

You may be familiar with the WIIFM marketing principle: What's In It For Me? You will already know the key drivers are for your audience development, and you need to translate these into your landing page design.

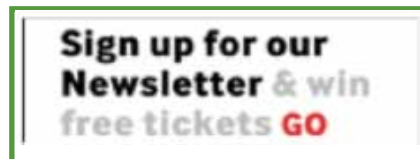
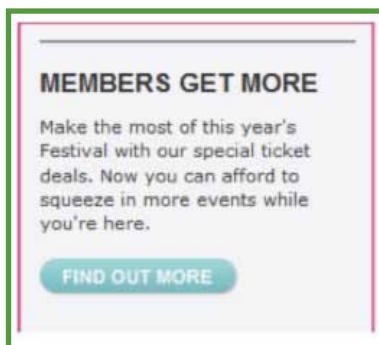
Try to imagine the inner voice of visitors to your website, what they are thinking when they visit your page. What do they want?

How will this make me happy / entertain me / enlighten me / keep my family happy?

Is it different to what I've already experienced? Who else will be there?

### Step 2:

- ★ Focus on benefits of your events, not the features
- ★ Emphasis on what is unique or special about your event
- ★ Write copy that will trigger the need or want to participate
- ★ WIIFM: what's in it for me if I give you my email address?



## Assumption 3 : Your Visitor is Stubborn

Visitors to your website might not want to take the plunge of buying a ticket right now, so what else can you do that isn't such a big commitment? A ticket sale may be the most desired conversion, but there are many small conversions you can encourage that will help to build relationship and engagement with prospective members of your audience.

### Step 3:

- ★ Subscribe to your email newsletter
- ★ Follow you on Twitter or Like you on Facebook
- ★ Set up an email Reminder
- ★ Takeaway



### Assumption 4 : Your Visitor is Sceptical

If I haven't been to one of your productions before, I may have a number of questions and worries. Who else is liking this event, or attending this event? What kind of reviews is it getting? With regards to payment, will my credit card be safe with you?

#### Step 4:

- ★ Provide reviews and testimonials
- ★ Make it clear and easy to get in touch with you via multiple contact methods
- ★ Reassure email subscribers: "We'll never sell your email address"
- ★ Professional design
- ★ Co-branding: leverage the trusted brands of your sponsors, your artists,



**Let us help you  
pick the shows  
you're going to  
rave about  
afterwards.**

*Assume your users will  
not scroll, put essential  
components above the  
fold*

## Assumption 5 : Your Visitors are Stuck

Even keen visitors sometimes need a push to help them to do what you want them to do. There are design tactics your web developer can use that might increase the proportion of visitors buying a ticket, for example, or becoming a Patron.

### Step 5:

- ★ Use a Great Big Button: the bigger and more button-looking your call to action is, then the more likely folk will click on it.
- ★ Increase the contrast of your Call to Action.
- ★ Use Active Voice: have the text on your button read “Buy Your Tickets Now” rather than “Submit”
- ★ Photo Directional Cues: photos of people looking at your call to action
- ★ Graphic Directional Cues: arrows pointing at the call to action
- ★ Use a last minute trust indicator (privacy, terms and conditions)



*A clear and compelling call to action makes it easier for people to take action.*

## Section 4 : Landing Page Checklist

<p>Planning</p>	<ul style="list-style-type: none"> <li>★ Clarify your objective for the landing page</li> <li>★ Study other organisation's landing pages</li> <li>★ Budget time and money to create the landing page</li> <li>★ Define your marketing value proposition</li> </ul>
<p>Copy</p>	<ul style="list-style-type: none"> <li>★ Write a strong headline on every page</li> <li>★ Keep your copy brief and to the point. No more than 3 lines of text in a paragraph, and only 1 idea per paragraph</li> <li>★ Make important words stand out using Bold, Italics, or hand drawn text</li> <li>★ Write a caption for your pictures</li> <li>★ Use bullet points to help people skim through your copy</li> <li>★ Don't assume visitors will know what RTE is, or any arts jargon</li> </ul>
<p>Design</p>	<ul style="list-style-type: none"> <li>★ Include critical elements above the fold, so people don't have to scroll down</li> <li>★ Use imagery that reinforces your proposition</li> <li>★ Make your most important image (the "hero shot") clickable</li> <li>★ Use Big Buttons with clear Call to Action</li> <li>★ Larger fonts generate a higher response rate</li> <li>★ Reduce the amount clutter, including number of navigational choices</li> <li>★ Quick to load, even on a slow or mobile connection</li> </ul>
<p>Credibility</p>	<ul style="list-style-type: none"> <li>★ Incorporate reviews and testimonials</li> <li>★ Include badges from trusted partners, such as hotel chains</li> <li>★ Build trust</li> <li>★ Provide Privacy Policy information at point of newsletter sign up</li> </ul>
<p>Conversion</p>	<ul style="list-style-type: none"> <li>★ Make it easy for people to fill in your forms; don't ask for too much information</li> <li>★ Limit the navigation as customers get into the buying process</li> </ul>