

The Conversion Marketing Report

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Using Twitter to enhance, promote and measure your landing page campaigns

In our inaugural issue of The Conversion Marketing Report, we explore how you can leverage Twitter to increase the effectiveness of your landing page marketing campaigns.

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Part I

5 ways to improve your landing page conversion rate with Twitter

Twitter is the biggest Social Media phenomenon of the current time, and as such should be leveraged as much as possible, while staying true to your authentic & respectful brand values.

Landing pages are used by marketers to receive traffic from many destinations, including Twitter. The basic theory with landing pages being that you have a single, easily digestible message to deliver, and a single required action you wish your customers to perform.

So how do we tie the two together? Well, one obvious way would be to create landing pages for the product or service you are marketing and send traffic to it via Twitter. But that's not what we're going to discuss today. Instead, I'd like to touch on how you can leverage this uber-trendy social media service to improve your landing page conversions when people arrive via other means (banners, AdWords, organic search etc).

Bounce rate is the arch nemesis of the landing page, so let's explore how we can utilize your Twitter account and network to help reduce the number of customers bugging out.

How can I use Twitter to improve conversions on my next landing page?

What are some tactics for improving your landing pages with Twitter? Let's explore the reasons why it's more than simply a communication tool.

1. In Popularity We Trust - Show Your Follower Count

If you have a significant number of Twitter followers then you can use this to your advantage on your landing pages. What is significant? Ideally you have 1000+ people following you, but anything over 300 can look respectable and puts you in the upper percentile.

To be truly authentic you must show a live count of your following. Consider also showing the standard mini-thumbnail matrix of the latest people to follow you. That way, someone could follow you from the landing page and appear in the photo matrix in real time - which would be effective in building an instant connection with your customer.

Why should you show your followers? To build credibility and trust. It's like adding a social client list to your website or resume, and indicates that you are recognized in your space as someone worth paying attention to. People are heavily influenced by the actions of others, and if they can see that others are showing you support, they

may just be that little more inclined to consider you worthy of their time, money or email address.

2. Use A Safety Net To Provide Future Brand Exposure

Sometimes, a prospective customer will arrive at your landing page and won't be ready to act. They might need to do some more research on your product, figure out if it's affordable or compare it to your competitors offerings. Or it might just be bad timing, and they are there out of pure curiosity.

So how do you get something out of them before they leave?

Some would try interruption marketing tactics and throw up a dialog or pop-up as you leave the page, but that's not something we support here at Unbounce. Instead we recommend that you employ a safety net call to action (CTA) that is a halfway measure designed to illicit a non-committal action from your visitors.

Simply by suggesting that someone "follow you" on Twitter, gives the visitor a sense of achievement and connection (they can come back to you later), while allowing you to issue permission marketing messages to them via Twitter.

Some Simple Math

If you have a bounce rate of 80% (for example), and 10% of those people submit to your secondary safety net – you have just made an 8% increase in your target-able audience.

3. Live Updates & Participation

Landing pages traditionally present a rather static view of marketing messaging. As micro-blogging increases in popularity, people are becoming used to bit-sized chunks of real-time information. Try adding your Twitter timeline to your landing page to give it a "live" and fresh feeling.

By including this content, you are increasing the chance that a visitor will spend more time on your landing page. It stands to reason that if someone is exposed to your message for a longer period of time, that they will be more likely to believe that message.

Twitter, when used correctly, can also provide an increased sense of authenticity as your personality can shine through from your updates.

An Evolving Landing Page

An extra benefit of this approach is that it allows you to actually control the content that appears on the landing page throughout your campaign. By paying close attention to your analytics, you may uncover ways of improving your conversions by discussing certain topics, or offering time sensitive offers within the Twitter component on your page.

Signing up for Offers Live Via Twitter

If you have a good offer on your landing page, get your visitor to sign up for it by re-tweeting about the offer directly from a Twitter box on your landing page. This gets people spreading a link to your landing page for you, extending it's reach.

4. Transparency – Meet The Family

It's becoming increasingly common for Twitter to be used as a communication and customer service tool. By opening a direct communication channel to different functional units of your company, you increase the transparency of your organization which gives you a big trust boost.

To appeal to many potential customer types, consider having different people in your company set up their own personal Twitter account and introduce them on your landing page (probably best presented in the footer or as a "meet the company" sidebar).

Examples of people to introduce to your customers are:

- **Customer Service** – if you openly answer your clients questions, you will help others with the same problem while letting people know you are open about discussing issues.
- **The CEO** – having the figurehead of your company share their vision and provide a glimpse into his/her personal life can make people feel part of the solution.
- **Functional Units** – appoint a vocal representative from important departments such as marketing, IT, design, web development and sales.

You can learn an incredible amount from your clients through an open dialog.

5. Twitter Lead Capture

This is a strategy where the sole purpose is to get more people following you. It shows that you are a contemporary company that's not missing out on what the cool kids are doing. Try including a brief Top 10 list of the best tweets that have gone out on your timeline (like a greatest hits) to let people know the value you will be bringing them.

It's also a simple way to sell your brand rather than directly pushing a product on people. Remember, once you have them following you, you can still market your product to them at a later date, and if you do it right, you will be able to market to them for a long time to come.

Instead of trying to sell a product – try selling your brand.

Throw up a landing page just to gather Twitter followers and use your brand communication to explain why people should care about you and your message.

Simply stating “We’re here, we’re cool, and we’re not interested in hard sales tactics” can buy you a loyal following that you can leverage at a later date.

Part II

How to market your landing page with Twitter

When you are starting a new marketing campaign, you need to leverage as many internet marketing and social media tools as you can to get your message spread around.

Here are some simple steps to promote your landing page on Twitter.

1. Create and share a blog post advertising your landing page

The first step is to create a short blog post that talks about your new offer and sends your existing blog readership to your landing page. It's a nice way to editorialize the landing page content without having to load the actual landing page up with text.

It's also a good idea to provide a Re-Tweet button on your blog post page to allow others to directly get your post spread around Twitter. You can learn more about [Re-Tweeting](#) here. The button can be added to most webpages and is very easy to add to Wordpress via a plugin.

2. Search for people discussing your topic on Twitter

Do a search on search.twitter.com for some terms related to your landing page topic. For instance, we recently released a free eBook entitled "[101 Landing Page Optimization Tips](#)". So for this I would search on twitter for the following phrases:

- landing page
- optimization
- PPC
- Google AdWords
- banner ads
- AIB testing

These are all potential phrases that someone thinking about or discussing landing page optimization might be tweeting about.

Now create a list of about 25-50 of the more interesting people engaged in these conversations. Don't follow them yet, as you want to get something relevant to the topic appearing in your timeline first. For now just keep a list in a text document. We'll use this in step 5.

3. Update your Twitter background design

If it's a really important campaign, make a reference to it in your Twitter background image. That way, when someone visits your page it will be the first thing they see. Be sure to include a URL to the landing page (create a vanity URL for maximum effect as people can't click on the background and you want it to be easy to type).

If you don't have a custom Twitter background yet, stop everything you are doing and go create one. Nothing reeks of unprofessionalism more than a standard Twitter background. Actually, having the default thumbnail instead of a photo or logo for your profile is slightly worse.

4. Create some seed tweets to prime your landing page

Now you want to start priming your timeline with interesting content related to the subject of your landing page. Again, going with the 101 eBook example, you might throw out some comments like this:

Just putting the finishing touches on an eBook about landing page optimization .

Is anyone out there working on a landing page right now?

What we're doing here is getting the keywords out there for others to find and follow us, and we're also trying to drum up some dialog regarding the subject by asking a question.

5. Follow the people your discovered in #2

Now that you have some relevant content at the top of your Twitter timeline, it's time to follow the list of people you recorded in step 2. Visit the Twitter pages of each person you noted and follow them. Now if they come to check you out when they are notified that you are following them, they will see your latest tweets and realize you have something in common.

If you updated your Twitter background in step 3, you will also be able to catch their eye.

6. Tweet the link to your landing page

You may want to wait for a few hours before doing this step, to give people time to follow you. Perhaps watch your follower numbers closely and when you see a spike in numbers it's a good time.

Now you want to send out another tweet that announces your promotion along with a link to your landing page. Try to be as interesting as possible and not appear spammy with hard sales messaging.

7. Engage the people you followed in #4 with some direct communication

Now that you've established a small network of potentially interested parties, followed them and got them following you (hopefully), created some interesting tweets and posted a link to your landing page, you are ready to do some backup legwork.

Send a welcome DM (Direct Message) to the people you just followed (unless you automatically DM them using a service like Social Oomph - in which case don't spam them). You can also do some follow up tweets directly to some of your new followers, enhancing the discussions they were having regarding your topic.

Don't be pushy here, be helpful and interesting and you will attract them into checking you out - at which point they'll see your link/background etc. and hopefully trot off to your landing page.

Part III

Track and measure your campaign using Twitter and Google Analytics

Tracking and measurement are key to the success of your campaigns (or at least knowing how successful they are). Getting regular feedback regarding what is and isn't working will educate you and result in better campaigns down the road - or give you the information needed to modify a campaign as it runs.

Ideally you'll be running A/B or Multivariate (MVT) tests on your landing page campaigns and driving more traffic to your champion page as you uncover which performs better.

How Can You Track Your Campaign Using Twitter and Google?

Obviously Twitter isn't an analytics tool, however there are a few techniques you can employ to gather some data and useful information regarding how the Twittersphere is responding to your campaign.

1. Sign up for a free SocialOomph Account to Receive Activity Alerts

Formerly known as TweetLater, socialoomph.com provides a service similar to Google Alerts where you can be sent a daily digest of any occurrences where your Twitter name is mentioned.

2. Check the @yourname Section Of Twitter and Thank People

When you log in to Twitter, there is a @yourname link in the right-hand sidebar. This provides the same kind of information as #1 above, but lets you check it whenever you want.

When you find people passing along your message (Re-Tweeting it etc.) it's good practice to send them a direct message (DM) or a public message @theirname to thank them and start building relationships.

An example would be: "Thanks for the RT @theirname". This lets people see that you are polite while also getting your name out in front of that user's timeline. Don't abuse this however, perhaps bundling a few together like this: "Thanks for the RT's everyone @name1 @name2 @name3 @name4".

3. Set your landing page up in Google Analytics

If your campaign will be up for any significant length of time, you'll want to create a Google Analytics account and add a tracking code to the footer of your landing page. This will allow you to track many statistics about the visitation to your campaign landing page. You can track:

- the number of unique visitors
- geographic location of visitors
- time on page
- bounce rate
- and many more

For information getting started with Google Analytics, [check out their intro video here](#).

4. Check the count on your Re-Tweet button

If you added a Re-Tweet button as suggested in part II.1, you can see a running total of how many people have re-tweeted the post about your campaign. By clicking on the count portion of the button you will see a timeline showing when it was re-tweeted and by whom (again allowing you to establish worthy relationships).

Sharing This Report

If you found the Conversion Marketing Report useful, please feel free to distribute and share it with your friends and colleagues. You are also welcome to republish excerpts from the report as long as you provide a link back to <http://unbounce.com> for reference.

If you have any additional thoughts or comments, I would welcome your feedback and insight at conversionmarketingreport@unbounce.com.

Cheers

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