

Landing Page or Website

Which one is right for you?

Why do you need an online presence?

- It means you aren't reliant on social media and at the mercy of the regular updates
- Your online presence is totally in your control
- It provides a central point for all your marketing activities to work around
- It builds trust and gives off a better brand appearance
- Better supports customer growth
- Your competitors are most likely also online so you don't want to miss out on that market share
- Offers unlimited opportunities for growth



What is a landing page?

- Landing pages are built to drive traffic for a specific marketing goal
- They are a one-page website with no menu for distractions and strong Calls to Action
- They tend to be for a single campaign such as Facebook or Google Ads
- They often need integrating with other tools such as Calendly, Zoom etc

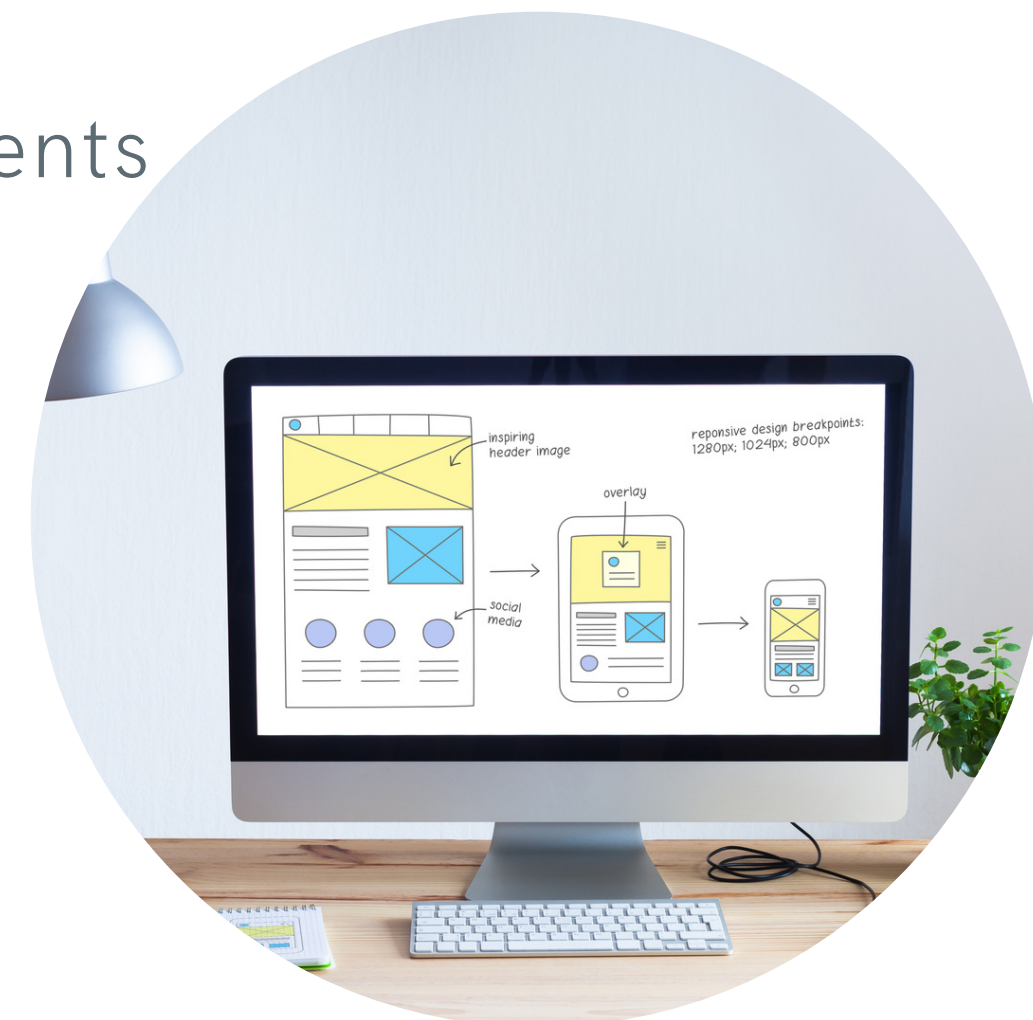


What are they used for?

- To grow your email list by offering a resource as an incentive to sign up such as an eBook or download
- For an event sign up page where users will need to register and/or purchase
- With a coupon or deal offer where users sign up to access the offer
- For a product offering sales page to focus on driving sales to one product

What is a website?

- A website is a collection of pages which has the standard navigation menu at the top
- Websites are a longer term decision and are often built upon for Search Engine Optimisation purposes
- They often include section such as blogs/news which is continually added to
- Websites have the ability for more complex functionality or multiple users
 - Such as an online store or booking facilities
- There are lots of systems to choose from to suit your requirements as best as possible - this is both a pro and a con of websites!



What is/are your goal(s)?

Landing pages are more focused on one-time or specific campaigns that are based on one product or service. Websites have more longevity and are for establishing your brand online.

Depending on what your goal is, depends on which is better for you.

For example:

If you wanted to launch a specific product or target advertise a particular service, then a landing page is great

If you have a wide range of products/services on offer, or want to develop your blog etc then a website would probably be better

Before we look at the pros and cons of Websites vs Landing pages, we want you to ask yourself these questions...

What stage of the marketing 'funnel' are the people you're targeting?

The funnel goes from initial awareness, through to interest, then onto desire/consideration before ending up with action/conversion.

If your ideal customer is at the awareness stage then they would need sending to blog/information pages on a website.

If they are considering your product/service or are ready to convert, a landing page is ideal

Although the stages of a funnel remain the same, what each stage looks like will differ for each business.

The things you do in your marketing strategy should reflect the funnel stages.

At the top of the funnel, think social media posts and blogs
At the bottom of the funnel, think free trials, live demos, Q&A sessions etc



Pros vs Cons

Landing Page



- Easy and quick to set up
- Laser focuses the visitor on one product/service
- A/B testing capabilities
- Usually quite cheap (for example, ours start at £100)
- Easily integrated with other marketing tools



- Limited room for expansion
- Ongoing monthly/yearly costs
- Limited customisation
- Some features are extra cost
- Not easy to transfer data from landing page

Website



- Endless design and capability possibilities
- Good opportunity to build SEO or links to other sites
- Use as a base for all marketing
- Easy access to your information for potential customers
- Open 24/7
- Reach a wider audience



- Requires regular updates
- Strong competition

Where should you go to next?

There's a lot of tools out there to achieve a landing page or website such as Unbounce.

We'd be happy to have a chat about this to point you in the right direction

Book a call: calendly.com/talk-to-drumbeat/free-advice