

Landing Pages for

Lead- Generation and Landing Sales

By Rhodaline Escala-Phelps
www.rhodaline.us | 2021



What You'll Walk Away With *today*

- A clear understanding of **when** to use **and how** you can use landing pages to **serve your business goals**



What You'll Walk Away With *today*

- Options for **free** and **premium tools** you can use to design your landing pages for your campaigns.



What You'll Walk Away With *today*

- The **best practices** for designing opt-in pages and sales pages so you can **increase your conversion rate**

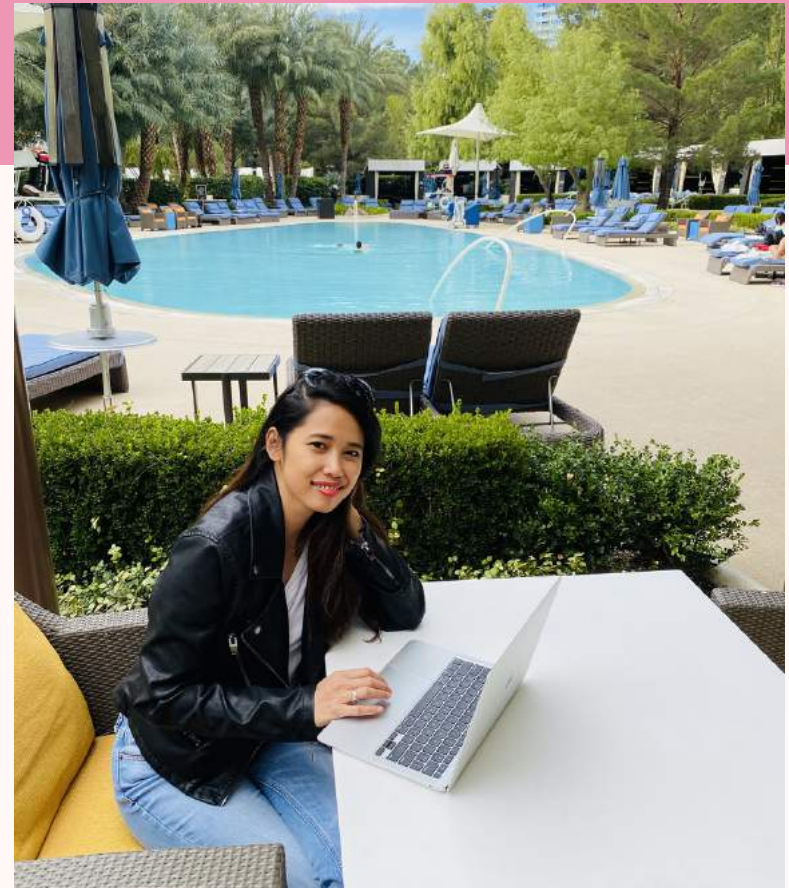


But first...a bit *about me*

I'm Rhodaline

WEB DESIGNER | WIFE | TRAVELER |
LIFELONG LEARNER

- Former **teacher turned** website and landing page **designer**
- I design stunning and strategic **websites and landing pages**
- I've helped clients **increase their conversion rate more than 6x** through our landing pages
- I enjoy **getting to know** my clients!





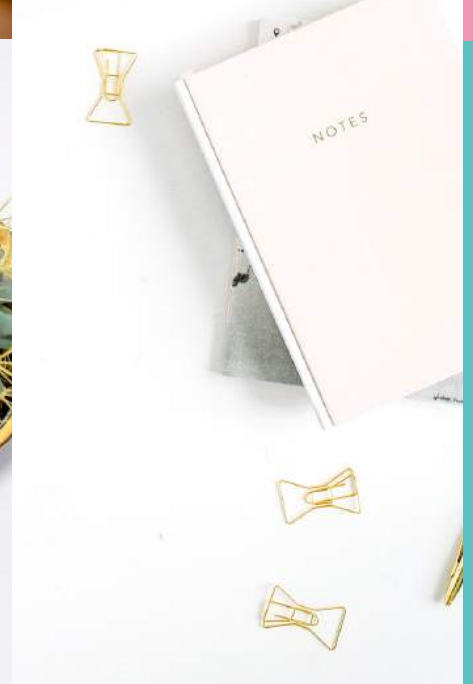
What is a landing page?

"In digital marketing, a landing page is a _____ created specifically for a marketing or advertising campaign."

- UNBOUNCE

QUESTION:

How many calls to action should your landing page have?



How many calls to action should your landing page have?

1

YOUR LANDING PAGE
SHOULD ONLY HAVE **ONE**
GOAL OR CALL TO ACTION

A Call to Action (CTA) is the single action you want your visitor to take when they land on your landing page.

Communicate like a champ on video!

Are you cringing when you have to appear on video? Let's fix that!

LEARN MORE

On-Camera C

My coaching covers the following areas, so it will be a breeze whether you're



Building Trust

Build trust with your audience through authenticity and consistency.



Creating an Impact

Strike the right tone with choice of words, expressions and body language to powerfully impact your audience.



Soundbites

Understand the media market and how to provide them with straight-forward soundbites.

WEBSITES

VS

LANDING PAGES

what's the difference?

Let's Talk!

CONTACT ME

FEEL MORE CONFIDENT IN YOUR VIDEOS!

100% guarantee of the next 30 days. No questions asked. Just your best in front of the camera through my free course (and it's completely free!).

Wanna check out my free mini course?

Where shall I send it?

Email address

First Name

START DOING VIDEO NOW!

VIEW MY FREE COURSE THAT WILL HELP YOU!

Get the course for only \$599, instead of \$1000 on 1/11 and 1/17! No more discounts are available after these dates.

ENROLL NOW

Machine Hair Stroke Course

Become confident in your machine hair stroke technique by practicing with Beauty Star!

ENROLL NOW

Kind words from my happy students

Teray thank you for eating this classing so much out specially since I'm new! 🥰👏

Like Karagje

10 I AM SO HAPPY TO HEAR

Ester Wolff - Intense Eyebrow Mapping Online Course 2.0 BeautyStar

Good morning. I am so sorry I can't send my own mapping. In Israel now a country closure and all business are close, because of Covid 19. But I am learning a lot. I am sitting in front of the computer and study, drinking every word from you, your steps and movements. I am so happy I decided to join your course. Big shaps and bigger hugs. I am looking all members on every work and all the effort they are giving. Till now we are 3 weeks in the close and waiting 3 weeks more. Kisses to all of you, go on and wish you all the best in success. Love Est!

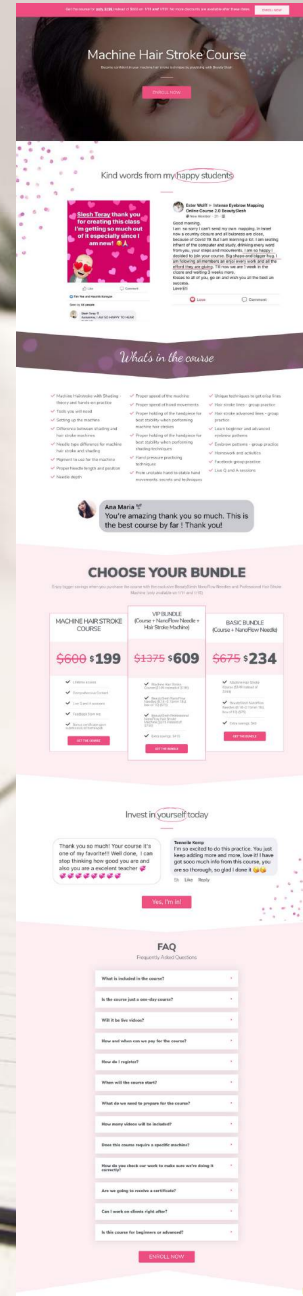
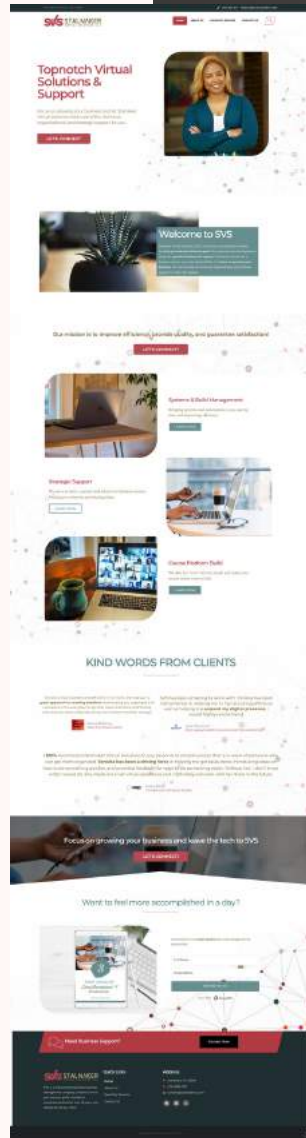
Love

Comment

What's in the course

- ✓ Machine Hairstroke with Shading - theory and hands-on practice
- ✓ Proper speed of the machine
- ✓ Unique techniques to get crisp lines
- ✓ Tools you will need
- ✓ Proper speed of hand movements
- ✓ Hair stroke lines - group practice
- ✓ Setting up the machine
- ✓ Proper holding of the handpiece for best stability when performing machine hair strokes
- ✓ Hair stroke advanced lines - group practice
- ✓ Difference between shading and hair stroke machines
- ✓ Proper holding of the handpiece for best stability when performing
- ✓ Learn beginner and advanced eyebrow patterns
- ✓ Needle type difference for machine
- ✓ Eyebrow patterns - group practice

WEBSITES



LANDING PAGES





When should you
use *landing pages?*



When to use landing pages

- Typically use opt-in landing pages
- **Great for:**
 1. building an email list
 2. filling webinars as part of a sales funnel

- Typically use detailed sales pages with long-form copy
- **Great for:**
 1. pushing a specific product/offer
 2. specific campaigns





What offer/campaign for
your business can benefit
from a *landing page?*

Brainstorm here:

LANDING PAGE *Tools*

THERE'S ONE FOR
EVERY BUDGET!



A photograph of a workspace. On the left, a teal vertical bar is partially visible. In the center, a laptop is open. In the foreground, a white cup of coffee sits on a pink saucer. To the left of the cup, a pair of glasses with gold frames and black temples lies on a light-colored surface. A small sprig of green leaves is also visible on the surface.

LANDING PAGE

Tools

- **W**

- **STAND-ALONE LANDING PAGE BUILDERS**

- **ALL-IN-ONE PLATFORMS**

- **EMAIL MARKETING SOFTWARE**

LANDING PAGE *Tools*

Based on their pros and cons, which of the landing page tools we covered **suit your goals & budget best?**

Brainstorm here:





Landing Pages for *Lead Generation*

- BEST PRACTICES
- KEY ELEMENTS FOR
CONVERSION RATE
OPTIMIZATION

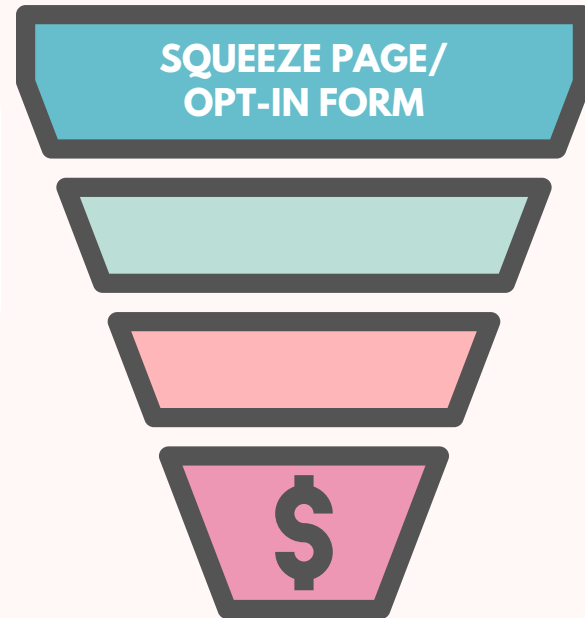


LANDING PAGE:
lead generation

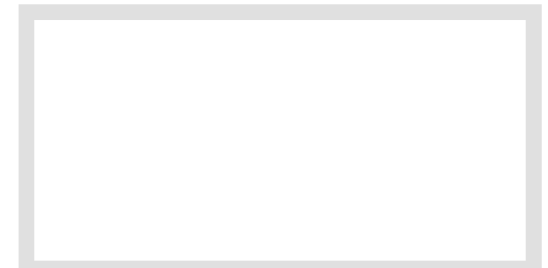
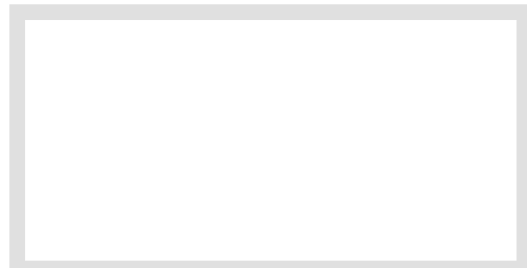
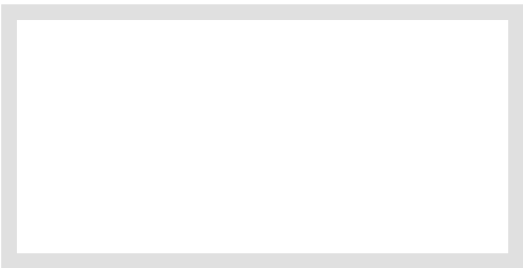


GOAL:

C

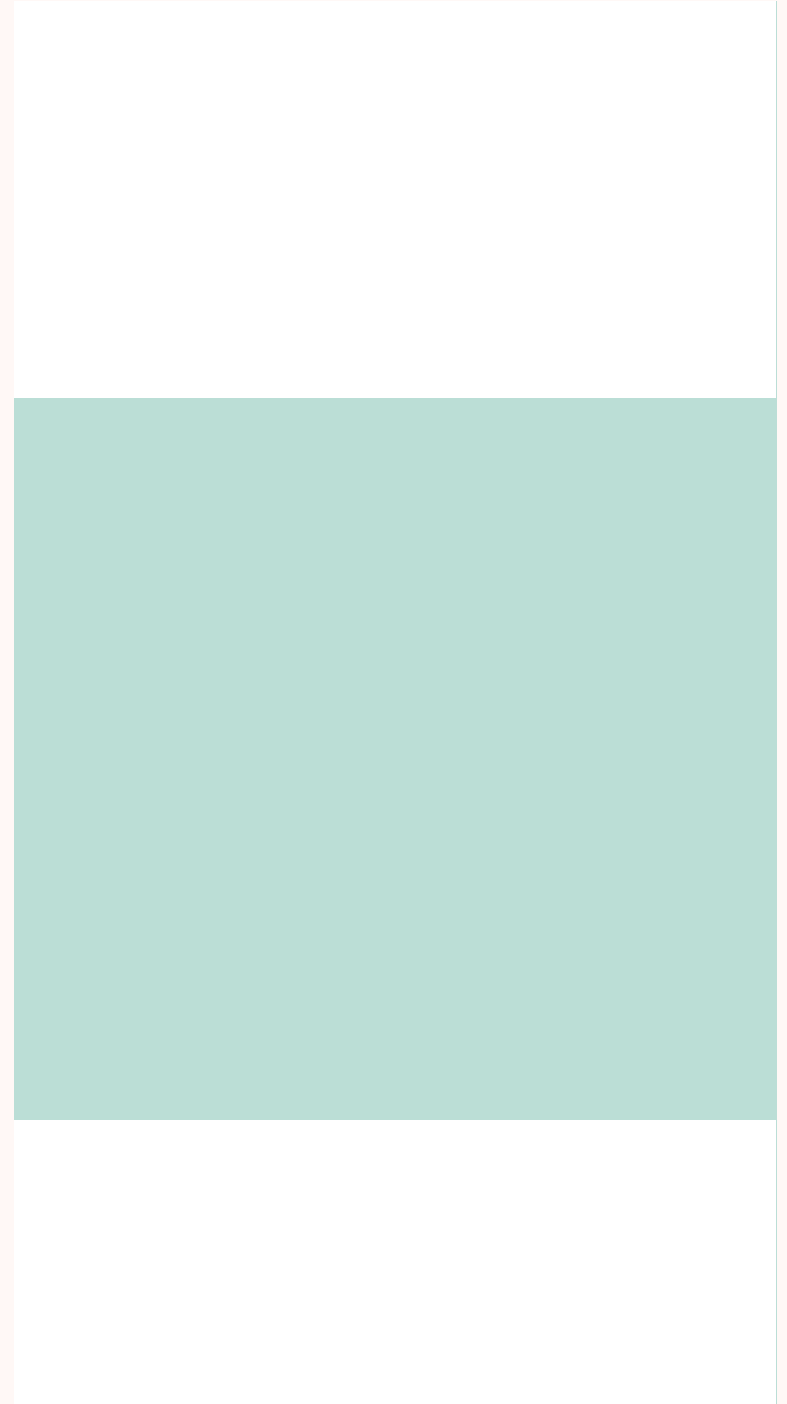


Best Practices for Squeeze Pages/Opt-In Landing Pages



Squeeze Page/ Opt-In Landing Page for *lead generation*

Above the Fold





Brainstorm:

What lead magnet
can your audience
benefit from?

Brainstorm here:



And you probably read this last

**You will read
this first**

And then you will read this

And then this one

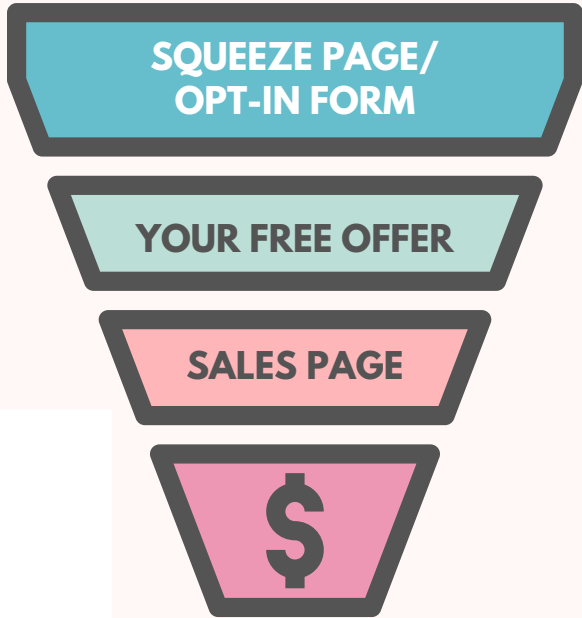


Landing Pages for *Landing Sales*

- BEST PRACTICES
- KEY ELEMENTS FOR
CONVERSION RATE
OPTIMIZATION



Sales Page for
landing sales

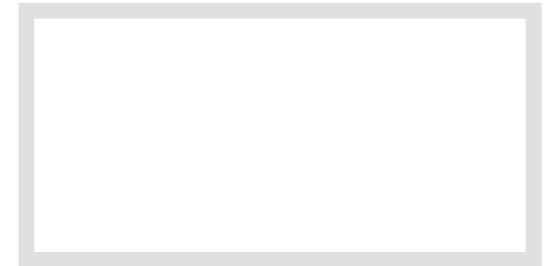
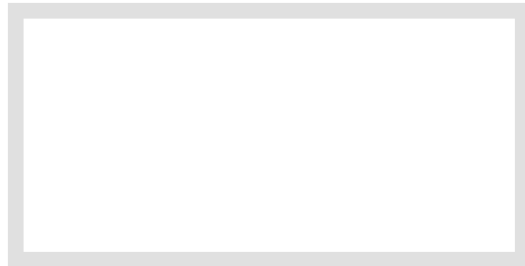
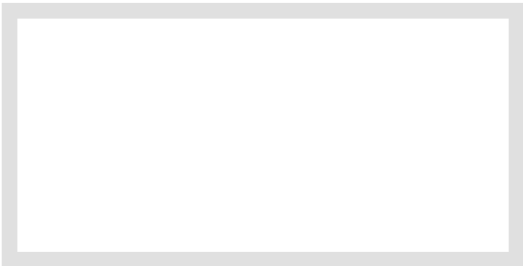


GOAL:



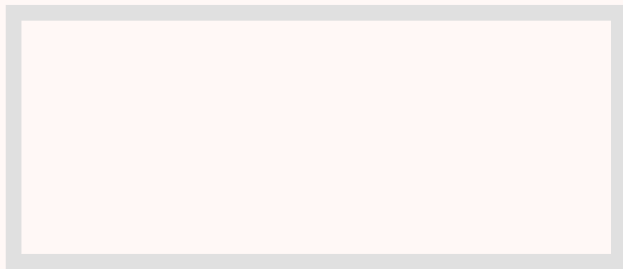
Best Practices for Sales Pages

*ALL THE BEST PRACTICES FOR SQUEEZE PAGES PLUS THE
FOLLOWING:*

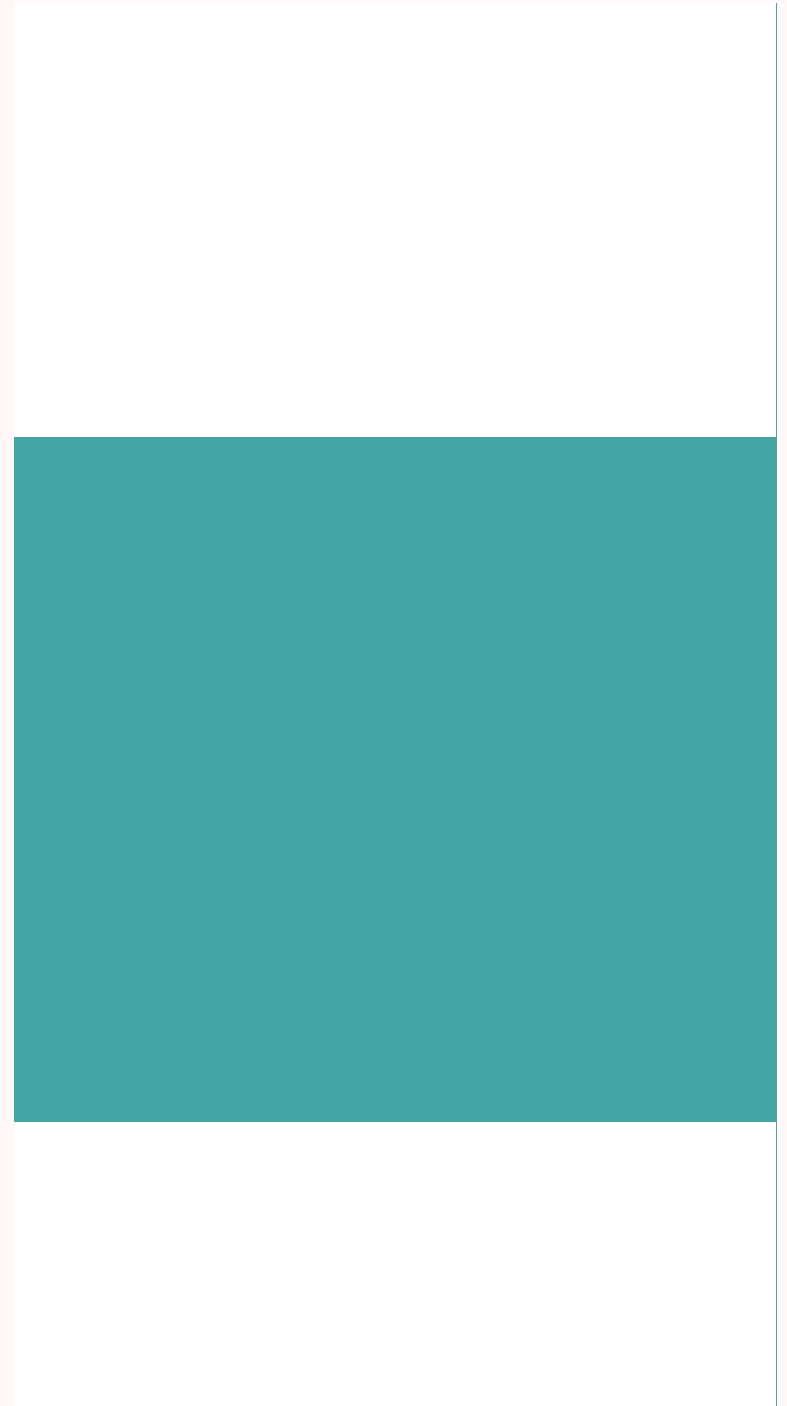


SALES PAGES for *landing sales*

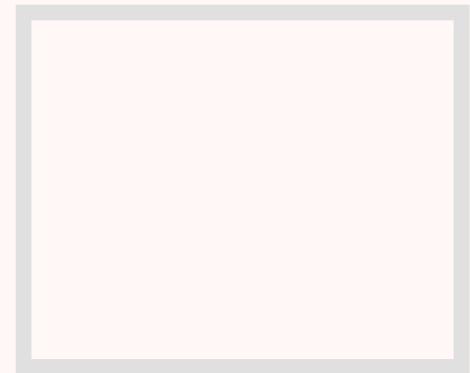
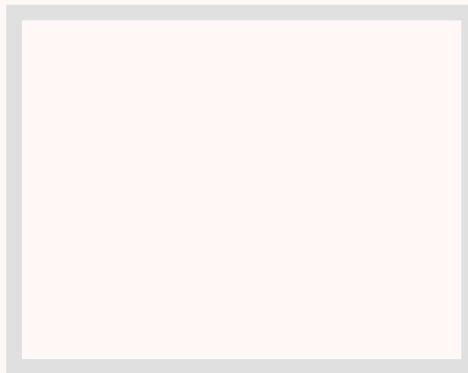
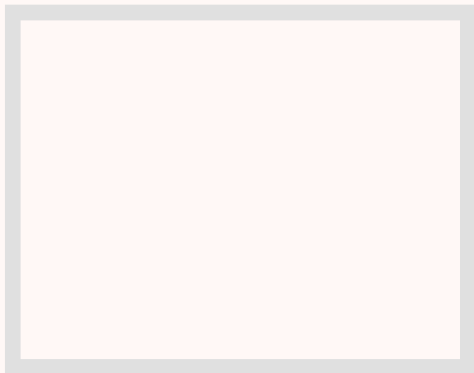
Strategically Sprinkle throughout the landing page:



Above the Fold



Best Practices for Designing Landing Pages





Action Step:

If you haven't taken screenshots of your raving reviews, do it after our session!



Bonus tip!

Use [Colors.co](https://www.colors.co) to generate your landing page's color palette.



LINKS TO
landing pages

LINKS TO SAMPLE SQUEEZE PAGES:

- [HUBSPOT INFOGRAPHICS](#)
- [GEEKPACK FREE WORKSHOP ON CODING](#)
- [WIX LANDING PAGE](#)

LINKS TO SAMPLE SALES PAGES:

- MEDIUM-LENGTH: [BEAUTYSLESH MACHINE HAIR STROKE COURSE](#)
- LONG-FORM: [WP ROCKSTAR](#)
- LONG FORM: [OFFER CURE](#)

Salamat!



www.rhodaline.us



hello@rhodaline.us



[@rhodaline](https://www.instagram.com/rhodaline)