



You've developed a fabulous piece of content to offer users...

BUT NOW WHAT?

CREATE A LANDING PAGE!



BUT WAIT...LET'S TALK ABOUT THE FORM...

First name *

Last name *

Company Name

Email address *

Submit

What information do you need to collect?
TRY TO KEEP THE FORM AS SHORT AS POSSIBLE

What should the submit button text be?
IT SHOULD BE AN ACTION AND BE RELATED TO WHAT THE OFFER IS (FOR EXAMPLE: DOWNLOAD NOW)

THE USER COMPLETES YOUR FORM. GREAT! DON'T LEAVE 'EM HANGING!

Upon form submission, direct the user to a

THANK YOU PAGE!


Include a title, thank you message and link to download content on this page.

But don't let 'em slip away without...

HITTING 'EM WITH A CORRESPONDING OFFER

Here's your chance to reconvert them and gauge their interest.

Thank you for downloading this guide to creating landing pages



Thank you for your submission. Please use the link below to access your handout.

[Download "Crating Landing Pages: an Overview"](#)

You might also be interested in "Thought Leadership and your business content strategy"

To learn more about what makes a thought leader, how to become one and how to brand yourself as a thought leader, download this guide from Savoir Faire.

[Download the PDF](#)

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ALSO CONSIDER... A FOLLOWUP EMAIL

This can have the same content as the thank you page, and will give the user the ability to save the link for a later download. Other links and reconversion opportunities can also be included.

If sending an email, be sure to include a subject line and content.



2 MORE THINGS

How will people find your content?

What do you do with the user info?

CREATE A CTA

Any Calls-To-Action should clearly state the offer and coordinate with the landing page

CREATE A WORKFLOW

Workflows allow users to be nurtured and targeted for future contact.

CREATE A BLOG POST

Create a post that is topically relevant to the problem/solution and insert the CTA at the end of the post

Users can be moved through workflows based on actions they take and help you identify their lead quality

ONE LAST THING (really)

PROMOTE THE FREAKIN' HELL OUT OF IT!

