

LeadPages.net

Set-up

RETAIL MARKETING
ACADEMY

LeadPages.net Set-up

1. Go to leadpages.net.
2. Click Get Leadpages in the upper right corner of the page.
3. Select your plan and click Get Started. (The Standard Monthly Plan is adequate for most small businesses).
4. Click the checkbox beside, "I have read and agree with the Terms of Service."
5. Enter your contact and payment information and select Create Account.
6. Click the My Account drop down in the upper right corner.
7. Select Integrations.
8. Select the email marketing system you currently use to send emails to your customers. This will allow you to add any emails you collect from your LeadPages landing pages to your existing email lists.
9. I selected to turn-off my double-opt in. This prevents the systems from forcing my clients to confirm their email address via email before they are subscribed to my list. Many leads slip through the cracks because of double-opt ins, but it's up to you if you'd like the added assurance of having subscribers confirm their email address.

Thank You Page Set-up

1. After logging in to your Lead Pages account, click Templates in the top navigation.
2. Click Thank You Pages (This sounds counter-intuitive, but it's important to create your Thank You page first.)
3. Select the Invite a Friend page, because it helps build awareness.
4. Start from the top and work your way down.
5. Click Your Logo, and upload your store's logo.
6. Insert the desired copy for your headline.
7. Insert the desired copy for your subheading!
8. Click Facebook and copy and Paste your Facebook URL.
9. Click Twitter and copy and Paste your Twitter URL.
10. Click the first photo and add a photo of yourself as the owner or manager. Leave a note.
11. If you don't have a partner, delete the second photo and comment section.
12. At the bottom, again click on Twitter, add your Twitter URL.
13. Click on Facebook, add your Facebook URL.
14. Click Save and enter the desired file name.
15. Click Publish.
16. Click the X to exit.

Email Collector Set-up

1. Before you build your Email Collector page, be sure to set up a new email list with your email service provider (MailChimp, Constant Contact, Aweber, etc.). This list should be separate from your other email lists, because these subscribers will receive automated emails and offers that we'll set-up in Lesson 4.
2. Navigate to leadpages.net and click Create New Page.



3. Select Opt-In Page.
4. Sort by conversion rate to see which pages are converting best – this means that the more people will submit their email addresses and not leave your page without giving you their contact information.
5. For most retailers, I recommend the Made for Facebook Template, so click on that template and we'll get started customizing.
6. Start from the top and begin customizing - so first, click My Logo and upload your logo.
7. You don't want to distract people from the goal of this page, so hide the section that asks the lead to Like our Facebook page.
8. Customize the computer monitor section to one of your product images. Images of people typically help with conversion rates, so perhaps a photo of someone wearing or holding your product, or someone enjoying one of your services.
9. Enter your headline – this is where you sell the benefit. Your lead will be asking herself, "what's in it for me?" So this is the area where you tell them why they should give up their email address. Something like, "sign up to receive your 20% off coupon code."
10. Enter Offer Details.
11. Customize the line above the call to action.
12. Customize the call to action.
13. Click on the button to set-up the actual email capture form.
 - a. Select Integration Settings
 - b. Select your email provider to make sure the emails are added to the correct list. You will want to set-up a new list with your email provider. Toggle over to your email service provider and create a new list.
 - c. Toggle back to LeadPages and set up the integration settings to connect to mail chimp and send the email addresses to my new list.
 - d. Go down to the Thank You Page link on the left side and copy and paste the URL for the thank you page we created when we started.
 - e. Back on the email collector form, click the call to action button and select First Name and Email Address. The more information you ask for, the fewer people will sign up. You want to make the sign-up process fast and easy so people don't get put-out and leave the page without signing up.
 - f. Customize the Headline, and call to action.
 - g. X out of the opt-in box.
14. Add your logo.
15. Add YOUR photo – this is crucial for your branding and it's what helps this page convert so well.
16. Click Save and give the page a name you will recognize.
17. Publish – if you're not super web savvy, you can just publish to LeadPages.
18. Copy this URL and paste it somewhere, like a Word Doc, or email it to yourself, because we'll need it in when you set-up your ads and posts that link to this email collector form.

