



Sell Your Product Before It Exists

Entrepreneurship 101

By

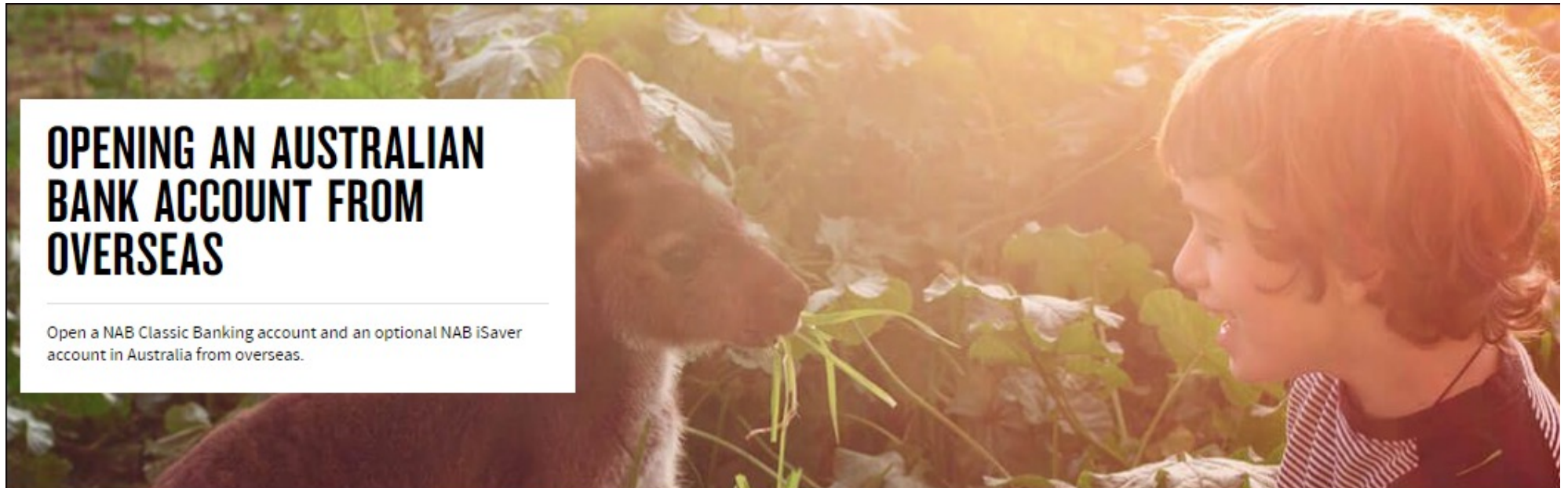
Shayan Yar



Landing page

- A standalone web page, created specifically for the purpose of a marketing or advertising campaign.
- It is where the visitor “lands” when they click on a Google Adwords or similar.
- Landing pages are designed with a single focused objective – Call to Action, to convert customers or generate leads.

Landing page



OPENING AN AUSTRALIAN BANK ACCOUNT FROM OVERSEAS

Open a NAB Classic Banking account and an optional NAB iSaver account in Australia from overseas.

[Apply now](#) [Features and Eligibility](#) [Rates and fees](#) [How to apply](#) [FAQs](#)

FEATURES AND ELIGIBILITY

Here's how you start

- ✔ Open accounts to send money up to 12 months before your arrival
- ✔ Get a NAB Classic Banking account for all your everyday transactions
- ✔ Add an NAB iSaver account when you apply

What you need to open an account

- 1 Be at least 18 years of age
- 2 Your passport number, email address and Visa information
- 3 The date and city you'll arrive in

Homepage vs. landing page

	Homepage	Landing Page
Objective	Direct visitor to relevant content	Deliver request content
Visitor intent	Broad range	Specific
Traffic sources	Varied	Specific Campaign
Navigation	Full range of options	None (or minimal)
Content	Overall business category and positioning copy	Specific to benefits of the desired action
Desired action	Draw visitor deeper into the website	Click a single call to action

How to use landing pages for
startup experiments?

Your full stack of brand building tools

 Publish

 Reply

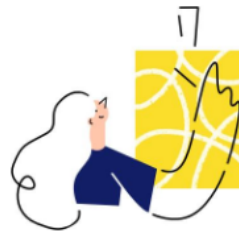
 Analyze

monthly billing annual billing
save up to 20%

Pro



Premium



Business



Example: Buffer

Tweet more consistently with  **buffer**

1

Ch

For e

2

Ad

Man


3

bu

We t

© 2010 buffer. All rights reserved.



Tweet more consistently with  **buffer**

Hello! You caught us before we're ready.

We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:

© 2010 buffer. All rights reserved.

Key Metric

Conversion rate: number of conversions / total visitor



How to design an
effective landing
page?



Search



Products & Services > Credit Cards

News & Stories

Log In or Enroll

Credit Card Services

WE HAVE THE RIGHT CREDIT CARD FOR YOU

FROM CREDIT CARDS THAT OFFER CASH BACK TO SAVINGS ON INTEREST, **WE HAVE THE RIGHT CARD TO FIT YOUR NEEDS.**

Get Started



Log in

User ID

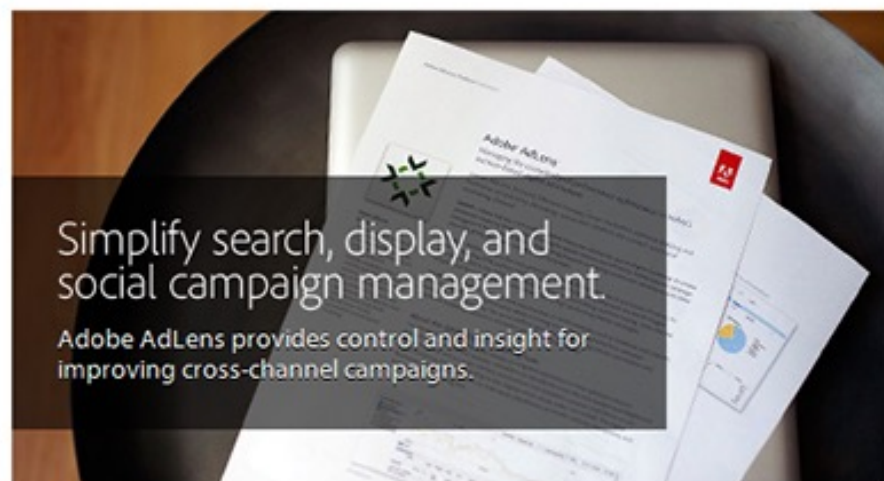
Password

Forgot User ID/Password?

Log In to Accounts

Remember Me





Adobe AdLens lends insight and understanding to multichannel campaigns.

Marketing conditions change quickly, and you need an enterprise-level solution that can help you update strategies, targets, and budgets in real time — and in an intuitive way.

Adobe® AdLens™, formerly Efficient Frontier, delivers the results you need for successful digital marketing campaigns. Unlike rule-based approaches that are inherently inaccurate and labor intensive, AdLens uses mathematical models to weigh risk and return across numerous events and scenarios. It analyzes data and ad performance immediately, offering insight and understanding into how an ad campaign performs. Plus, AdLens provides scalability and actionable choices, helping you manage large, complex digital advertising campaigns.

Fill out the form to download the Adobe AdLens datasheet.

First name

Last name

Email

Phone

Organization name

Website

Country

State/Province

Zip or Postal Code

Industry

Functional area/department

Job title or role

Contact me to schedule a product demonstration

Submit

Show/Hide pre-populated information



1.877.556.9993



Quick Implementation & Training With RoomKeyPMS

Starting from
\$ 3.00
/Room

More Features

Get Started Now!



Discover & Book the Right Restaurant

The right restaurant for every occasion



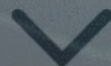
You only have to know one thing:
You can learn anything

For free. For everyone. Forever.

Start learning now

Teachers, start here

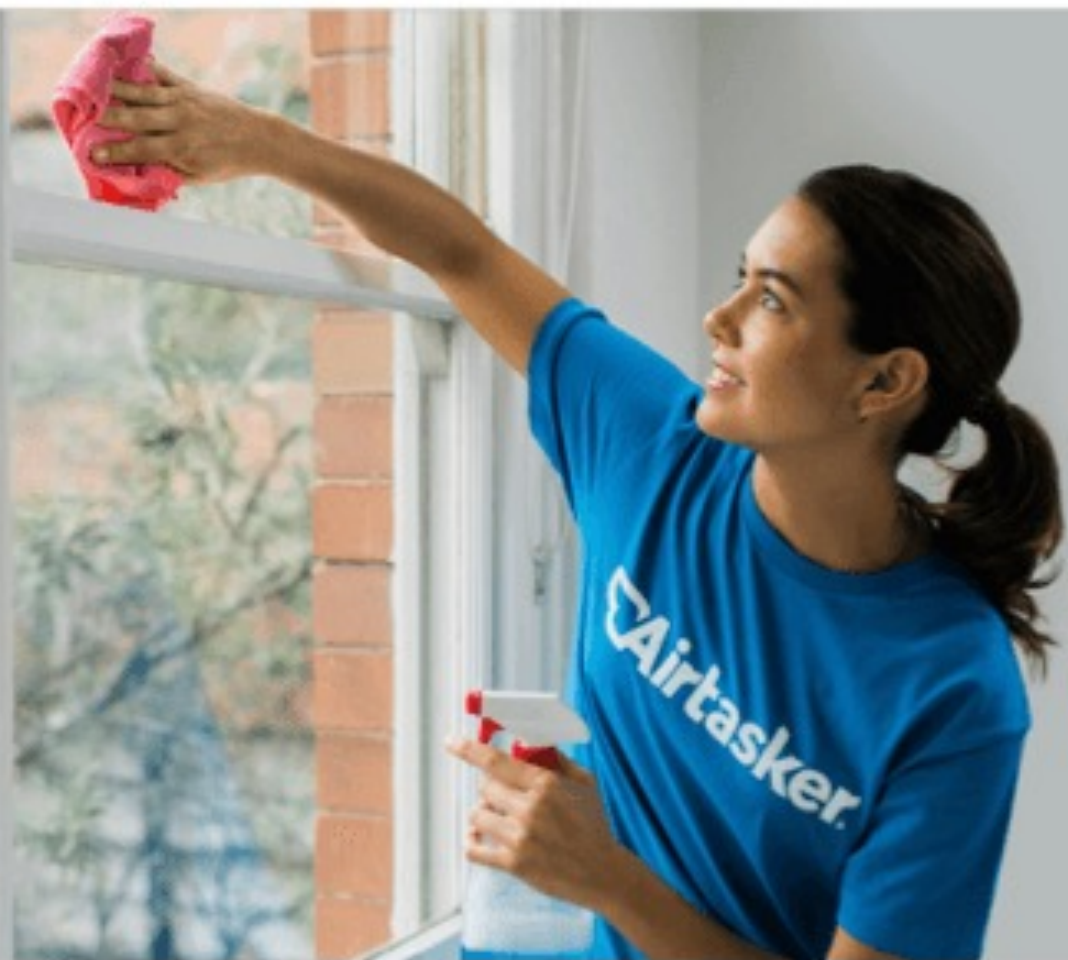
Parents, start here



Learn more about *#YouCanLearnAnything*

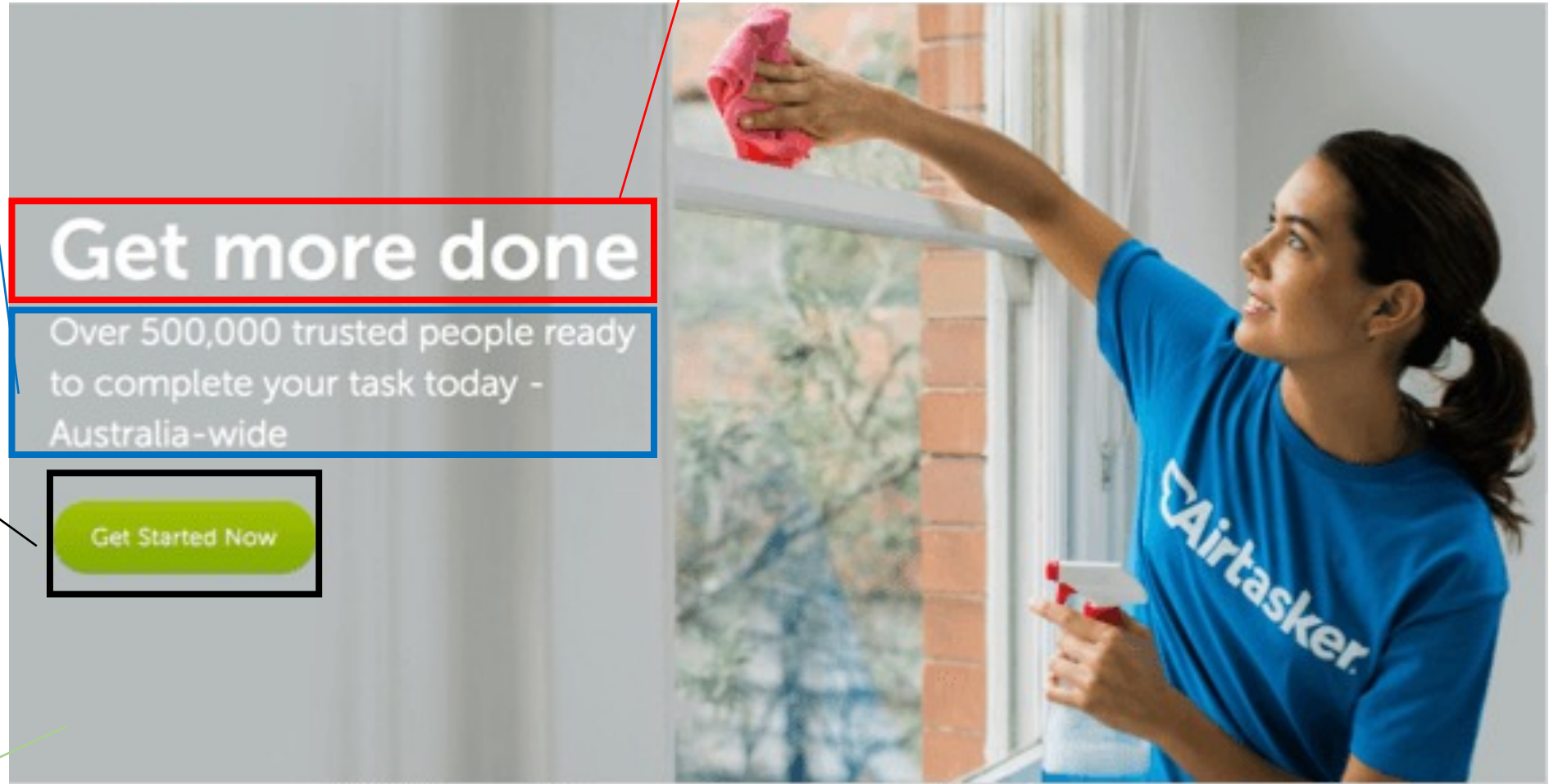
Get more done

Over 500,000 trusted people ready
to complete your task today -
Australia-wide

[Get Started Now](#)

Subheading /
Solution description

The headline /
one sentence



Get more done

Over 500,000 trusted people ready to complete your task today - Australia-wide

Get Started Now

Call to Action

The photo



Sign up now

Get exclusive invites to our events, product testing and latest updates!

First Name

Last Name

Email Address

Landing page assignment marking criteria

Graded Items	Weight	Expectations for a High Distinction
One sentence	30%	<ul style="list-style-type: none">• Short, precise and catchy version of your value proposition.• A single sentence that captures the essence of the solution• Targets a specific audience (customer segment)

Get in the driver's seat and get paid

Drive on the largest network of active riders.

[Sign up to drive](#)

[Learn more about driving and delivering](#)



Landing page assignment marking criteria

Graded Items	Weight	Expectations for a High Distinction
Solution Description	20%	<ul style="list-style-type: none">• Provides an easily understandable and jargon-free description of how you deliver your solution.• The description is framed from your users' point of view.

Get in the driver's seat and get paid

Drive on the largest network of active riders.

[Sign up to drive](#)

[Learn more about driving and delivering](#)



Landing page assignment marking criteria

Graded Items	Weight	Expectations for a High Distinction
Photo	20%	<ul style="list-style-type: none">• Shows the solution. Showing a photo of your technology or your product is not enough.• The photo should be an emotional projection of value proposition• Targeted specifically to your customer segment.• Shows how your solution will change people's lives, e.g., making them happy, healthy etc.

Get in the driver's seat and get paid

Drive on the largest network of active riders.

[Sign up to drive](#)

[Learn more about driving and delivering](#)



Landing page assignment marking criteria

Graded Items	Weight	Expectations for a High Distinction
Call to action	30%	<ul style="list-style-type: none">• Catchy and specific.• Action-oriented and makes you want to engage.• Short phrases that go back to your value proposition.

Get in the driver's seat and get paid

Drive on the largest network of active riders.

[Sign up to drive](#)

[Learn more about driving and delivering](#)



Tips for building good landing page



Simplicity: specific & catchy



Targeted audience



Projects the value proposition: make your offering so compelling that your customers cannot refuse



Inspires a specifically relevant action



Thank You!