



◆ Landingi

# Marketing Booster Pack

**5 Ways**  
to Use Landing Pages  
By a **Startup**

**Hi!**

**If you are interested in startup ideas, you plan to begin  
your small business,  
or you just need to boost your startup...**

**...this short ebook is the tool for you!**

It consists of five articles describing landing page possibilities for:

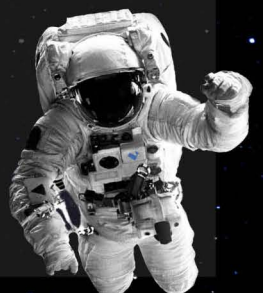
- **presentation of your startup product or brand (p.2)**
- **finding new investors (p.8)**
- **getting webinar participants (p.13)**
- **succeeding in crowdfunding campaigns (p.18)**
- **carrying coming soon campaigns (p.22)**

**These are goals that make startups successful.  
Of course, there is much more to achieve with landing pages  
but we have focused on most popular and profitable goals.**

**Feel free to use our expertise!**

**Good luck, startupper! And enjoy reading!**

**Team Landingi**





# Landing page possibilities for presentation of your startup product or brand

So you are running a startup or thinking about having one? Brilliant! Our StartUP Booster templates are made to help you make your presence in the digital world vibrant and effective.

This short ebook will guide you through possibilities of landing pages for startups and highlight some useful marketing methods.

With such knowledge you will be able to carry **successful advertising campaigns** for your startup, **get new potential customers** and **build your brand recognition**.

## Table of contents:

- **First move**
- **Four goals**
- **Customize to express yourself**
- **Go further**
- **Next chapters**



## First move

There is no doubt that as a startup first move is up to you. Since your approach is to present your startup product, brand or service, you need a dedicated page to be interesting, intriguing, eye-catching. Moreover, it should tell users why your idea is game-changing and worth buying.

Landing pages for startups should not only present your business. Convincing content should lead them smoothly through the page and make them complete an action – a goal you want to achieve.

Best practice for startups as yours is to encourage users to buy your product or to join a waiting queue to know about the launch of your product. In both cases you get their contact data which gives you the opportunity to stay in touch with them.

## Four goals

StartUP Booster set made for presentation of a startup product or brand has been prepared to achieve four goals:

- **sale of one product**
- **sale of a product in three variants**
- **getting subscribers for coming soon sale of one product**
- **getting subscribers for coming soon sale of a product in three variants**

With every goal there has been associated different version of landing page templates, therefore you are able to use the one the most well-aligned with your startup.

Choosing an ideal landing page for presentation of your product or service depends on:

- **a stage of your business or development (are you already selling or just introducing a beta version of your product?);**
- **or whether you plan to finalize the payment on an external page (e.g. ecommerce or registration panel) or directly on a landing page.**



Templates made to finalize the purchase can be integrated with the PayPal system. With that, the process of sale is easy and reliable both for you and your clients. When proposing one product or few of them, be sure to emphasize values and highlight the best price.

It is a good practice to give users a chance to ask questions about your product. Use a form section to create this opportunity. You will be able to resolve doubts and maybe upsell some products by mailing.

### **'Coming soon' templates can be used before:**

- **the official start of your business**
- **the launch of next products**
- **implementing new feature or update**
- **special sales**



Ahead planning and informing your customers about such events or actions will give them time to prepare and to learn about your offer. Take advantage of that moment and warm them with proper mailing, display and remarketing campaigns.

## **Customize to express yourself**

Our templates are complete and ready to form a consistent marketing campaign. However, to increase interest level in users and to reach your target group, it is necessary to express YOUR values and characteristics.

Every part of StartUP Booster templates is fully customizable. Regardless of what platform you are working on, you can edit any element in your package. It is not only possible, but highly recommended: original content is much better perceived by users as well as Google bots.

### **Remember about:**

- **social proof**
- **form**
- **prices**
- **colors**
- **images**
- **logo**
- **slogan**
- **company/product name**
- **description**
- **benefits**

But frankly speaking, remember about every detail. Create custom texts, basing on values and your offer advantages. Ask yourself how your startup can improve others' lives and write about it! When implementing any text or images, don't forget to take care about their quality.

Section prepared for direct sale should be short and summarizing. Emphasize distinguishing features regardless you are speaking about one product or its variants. If you are getting subscribers for the coming soon launch and sale of your product tell users why it is worth waiting for it. Propose something unrejectable like a \$900 discount.

Pop up window is a great opportunity to intrigue those who haven't completed your goal yet. Convincing, short message with an interesting proposal will give you more leads and more contacts to potential customers.



## Go further

Landing pages fit superbly well in marketing funnels. They give you leads a.k.a. potential customers' contacts.

The package created for presentation of your startup product or brand can be your main tool in the whole campaign, but it should not limit your activity. Acquired contact data should be used in following actions.

**StartUP Booster** is the very beginning of a journey in digital marketing for your business. Treat it as a base. Adjust it wisely and in detail. Such foundation will help you create any stage of your marketing: **banner advertising, Google campaigns, social media campaigns, newsletters, remarketing.**

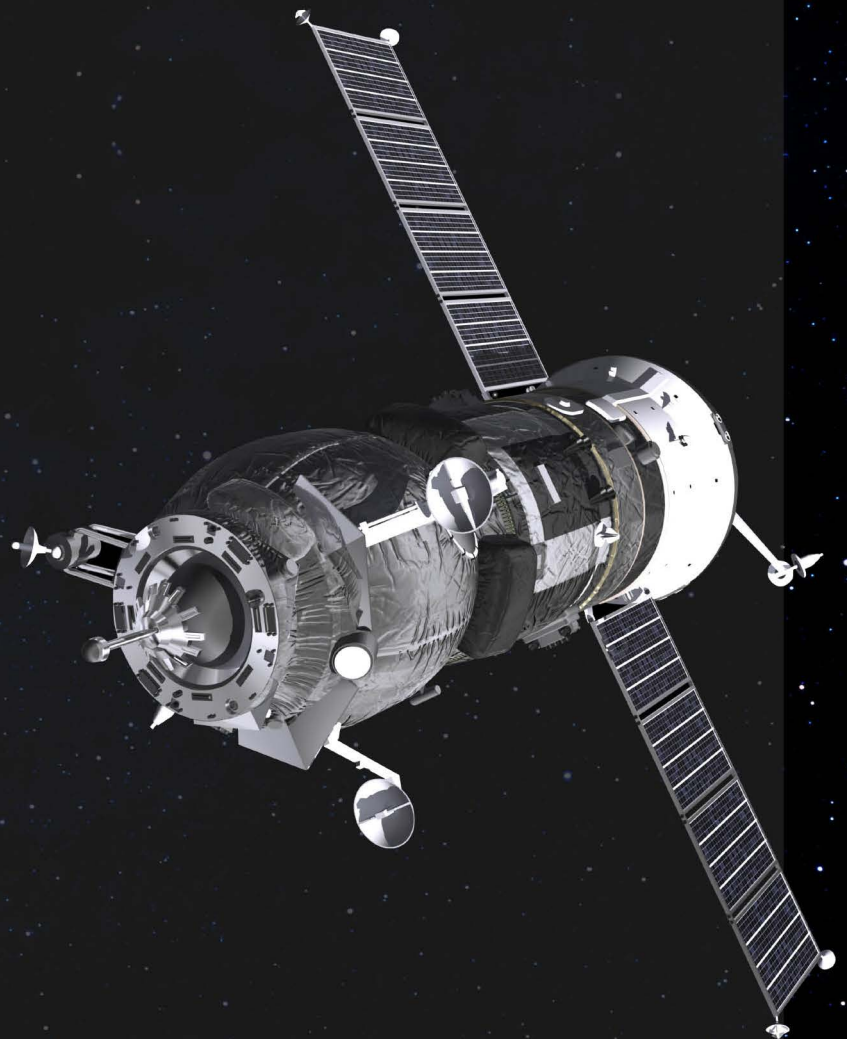
Newsletter templates included in your **StartUP Booster** set are – as everything – editable. It is possible to create a whole mailing campaign with them to keep interest in your potential customers or even increase it gradually. Firstly, create a message with some words of thanks for subscribing or buying one of your products. Then, from time to time, remind about you and offer some extras, discounts, write about updates or just come by to say hello. It will create a relationship and, moreover, a loyalty.

## Next chapter is up to you

This is the very simple introduction of possibilities of **StartUP Booster** for presentation of your startup product or brand.

The main advantage of this is to get leads so you can contact your potential customers any time. But it can transfer to so much more than that! It is up to you – you have the perfect base, so go and create the best digital marketing for your startup!

Remember that if you have any struggles with using **StartUP Booster**, you can contact Landingi experts.





## Landing page possibilities for finding new investors

Startups need investors not only for the money, but also for their networks and business experience. With such a background small businesses can do great things.

When you present your startup product or service, it is usually focused on reaching the target group who is interested in buying. Such users, a.k.a. potential customers, look for different value propositions than investors. Thus, when you plan to find new investors, think about what other startup features may convince potential investors to get in touch with you and consider financial support. Highlight those perspectives, advantages and values which make your product interesting for business partners. A landing page designed to attract investors gives you such a possibility, that is why it is so worth having one for your startup.

There are a few things making startups attractive for investors. Most important is your product – it should be well described and supported by valuable metrics, data, prognosis. It is also worth introducing your team. The people behind a startup will define its future.

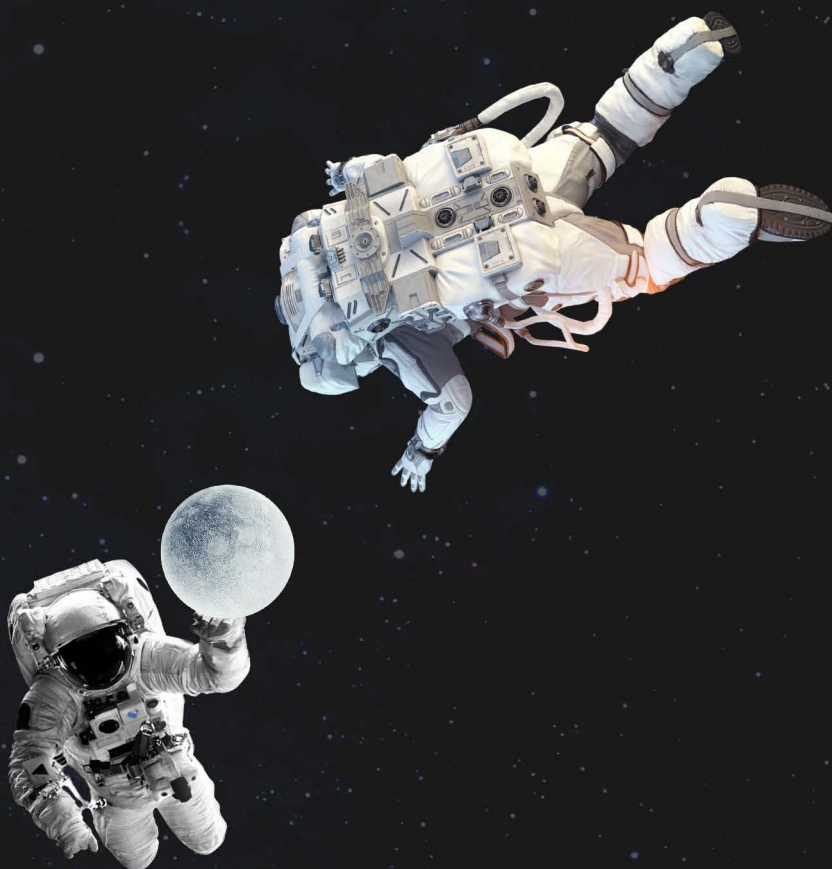
They are responsible for making the decisions that will push a company forward. A page leading users through all these subjects and making them land at scheduling a call with you is your perfect start for getting investors' interest.



Landing page, pop up and newsletter templates prepared for finding new investors are the tools you need to achieve this goal. Let's see how else you can succeed.

### **Table of contents:**

- **Starting point**
- **Show yourself**
- **Comprehensive campaigns**





## Starting point

Importance of finding investors is obvious. The easiest way to do this is to look for them on the internet. Or making them find you. Superbly useful tool, letting you express yourself, highlight your advantages and your startup business goals, is a landing page.

Let's talk about three reasons why using a landing page is so recommended and how to use it for finding new investors.

- **You can broadcast dedicated advertisements and lead people who are perceived as people interested in investing to your page.**  
Online ads are one of the most often used marketing methods nowadays being highly effective. When properly optimized, may bring to you investors ready to make business with you straight away. Connect those ads with a creative, interesting and comprehensive landing page. Make investors land there, follow your flow and complete the action you have prepared for them.
- **Every landing page has its own URL address. It means that it is super easy to find a way to your offer. Include it on your business cards, leaflets, roll-ups, any marketing materials you want to show and distribute on trade fairs, industry events, meetings. That way, investors will be able to come back to you even days after meeting you.**
- **When your whole offer is in one place, it is perceived as coherent and reliable. It has its own place, just for this particular offer, what makes it worth sharing also on forums, internet groups, etc. It is easy to read and understand. Due to that, internet users (preferably investors, of course) will not be disappointed when viewing your page. And meeting their expectations increases your chances of getting interest and more money.**

## Show yourself

Your landing page created to intrigue new investors should be a little bit different than the one you could prepare just for the presentation of your startup. Investors are interested in other data than your potential customers.

As it is easy to edit texts and graphics in **StartUP Booster** templates, you are able to make your content adjusted exactly for your audience – that is to say, investors looking for values and advantages which will earn money.

To enhance your chances of getting new investors, it is highly recommended to give them access to downloadable materials, such as **financial prognosis, pitch deck, business plan**, etc. You can do it by adding to your landing page a section with a button redirecting to external page, cloud disc or PDF files.

With customized, high-quality content and interesting data you will be able to attract investors and achieve a goal prepared for this landing page: convince them to schedule a call with your startup.

## Comprehensive campaigns

As already mentioned above, landing pages make great teams with digital advertising. Depending on what is your focus, you can choose one place to broadcast your ads, or extend it to all possible systems.





You can reach potential investors by fitting your advertising to systems: LinkedIn, Facebook, Google, YouTube. Every one of them gives you slightly different possibilities of adjusting your campaign work:

### Table of contents:

- **LinkedIn Ads** – broadcast your message directly to people who are investors or to those who have similar profile;
- **Facebook Ads** – present your message to your target group by choosing characteristics like: startups, investments, being an investor, and narrowing it to interests connected with your startup's business activity, e.g. security systems;
- **Google Ads Search** – focus on keywords which may be used by investors to search for startups worth investing in;
- **Google Ads Display** – present yourself throughout the internet with creative banners, improving your brand recognition and telling about your reliability and potential;
- **Google Ads Youtube** – use video advertising focused on keywords important for your business, and broadcasted to a group of people with investor features, or broadcasted on chosen channels and videos.

Landing page almost unnoticeably encourages users to leave their contact data. This way, you are able to build your lead base and to use it in further marketing processes. Even when users don't react to your offer immediately, you possess their email addresses or phone numbers. You are able to run an extra campaign, focused on mailing and newsletters, creating effective marketing funnel. You can integrate your lead base with any email marketing system or CRM to stay in touch with people interested in your business and to gradually make them perceive your offer as unrejectable.

## Landing page possibilities for getting webinar participants

Webinars are considered as a fantastic educational tool. For businesses they are a great opportunity to provide support to customers who have bought their products or services. The purpose of webinars is also to convert prospects into customers.

Webinars themselves may start contributing revenue, and in that case they can also be turned into a product.

For startups the webinar purposes can be exactly the same or slightly different. It all depends on the stage of your business, product development and the end goal. Nevertheless, when you start your business, you probably do not have any loyal customers yet, so you need to present yourself. A landing page created for getting webinar participants is a great way to encourage users to become your viewers and maybe potential customers.

All you need are two landing pages: first one to get subscribers for your webinar and (optional) second one with your video iframe for live streaming (for example by YouTube).

Webinars are super important in startup lives. They are the best way to engage an audience, announce next features, or attract viewers with a special offer presented during the meeting.

### Table of contents:

- **Design to convert**
- **Three purposes**
- **It's not over**





## Design to convert

It may not be obvious but what you want to say during the webinar is not the only crucial thing. Equal importance applies to the design. It decides on the first impression and as your viewers meet you through screens they rely on the look.

But, a good-looking webinar is also not enough. You need participants. Therefore, for webinar hosts the whole event should start well before live streaming begins.

First step to organize a webinar is attracting potential recipients and encouraging them to participate. It is a crucial step – webinar recipients base preparation, stimulating their interest, informing them about a coming event, and showing why their time will be well-spent. Then, your potential participants will be eagerly waiting for the webinar start.

The key to get participants is to create a campaign informing about the upcoming event. A great tool to promote webinars is a dedicated landing page. Prepared to encourage to sign up, such a page allows presenting the speaker, subject of the event, its benefits and webinar agenda. And most importantly, it leads recipients right to the form, so they are added to the participant list. This is the easiest way to get people to your webinar.

Editable landing pages allow you to take into account different recipients' needs. After all, the landing page for a product webinar would be different from the one dedicated to training for any occupational group.

To make an effective landing page, do not forget about polished content and visuals. Successful content can not be made in a rush. Texts should express the subject clearly and highlight how participants can benefit. It is worth underlining what are speaker's competencies and to-date activity. Content must not be overwhelming – it should intrigue, not tell the whole story. Proper creation works like a leitmotif through the whole campaign, determining its style and character. Focus on colors, graphics, images paired with decent texts. Take into account your brand, consistency and adjustment to a target group.

When you have your sign up landing page ready, you can start your marketing campaign. Share the address of your landing page in the advertising system of your choice and target your ads to a group of potentially interested people.

Use **Google Ads, Facebook Ads, LinkedIn Ads** for remarketing campaigns or brand advertising campaigns.

### **To get your participants, also consider following marketing activities:**

- **publish information about the webinar on your own blog,**
- **share information on your business accounts in social media and Facebook business groups,**
- **advertise yourself on websites promoting events and startups,**
- **send newsletters to your own, already existing emailing base,**
- **send newsletters sponsored by a partner.**





## Three purposes

Design is perfected, texts express your webinar benefits, but what for can you – as a startupper – use a webinar? There are three main purposes.

- **Show your product to prospects**

Define end users of your product and run a webinar for them. Make a survey during the meeting to ask participants about the product features already implemented and functions you plan to develop. Consider the Q&A session and write down all doubts and your answers – they will be useful in the future! That way, you gather valuable feedback that lets you avoid investing in unwanted features. Instead, you can focus on what users really need. At the end, it is all about money – but there is a rule that the less you sell, the better the webinar goes.

Focus on showcasing your product and ensure good communication after the webinar. Later on send a newsletter to your participants (you have their contact data thanks to a landing page). Include a discount or present a new feature of your product. Stay in touch with your audience and wait until they are ready to buy from you.

- **Find investors**

Webinars are also a great opportunity to attract investors. They may be big financial supporters or just ordinary individuals – in both cases they need to meet you and your startup idea.

Prepare your killer webinar presentation to show your possible investors how they can benefit from co-funding your activity.

Promote your webinar on **LinkedIn**, in **Facebook** groups or during industry events to reach influencers, business angels and anyone interested in investing in startups. Find time for a Q&A session to clear any doubts.



- **Develop an expert position**

World is speeding up day by day. As a startup owner you cannot wait to be discovered. Take matters into your own hands and let the world know about your phenomenal idea. But, before you start selling, you need to earn your future customers' trust and build your brand recognition.

Running a webinar may be a great way to start positioning yourself as an industry expert. You can share your knowledge that will be found valuable. Organize an online meeting for your target group and let them benefit from your expertise. Do not sell your product during the webinar.

Instead, educate your audience and stay in touch with participants. They are people who can buy your product one day

### **It's not over**

As already mentioned before, design and consistency can increase conversion significantly. That is why in a **StartUP Booster** set prepared for this goal you can find two landing page templates: the one for sign up for an event and a second one for streaming the webinar. Their graphic designs align with each other what makes your webinar campaigns seem pleasant and high-quality.

The end of the webinar is not the end of promotion. You are a very fresh memory in participants' minds – use it and do not let them forget you. A good practise after a webinar is sending to all participants a summary, Q&A or materials used during a meeting.

If there are questions you haven't managed to answer live, another email is a great way to exhaust the subject as well as hold recipients' attention.



## Landing page possibilities for succeeding in crowdfunding campaigns

Raising funds for your startup may be overwhelming, difficult or far from effective. Assuming that your business is your true passion, you really want it to be successful – so money is just one of the challenges that need to be overcome. One of the methods to get financial support is a crowdfunding campaign.

With that, you get an extra benefit: you are able to build your own social audience

Remember that you can use a crowdfunding campaign anytime you plan a new feature, big update of your product or want to launch a new special offer (e.g. lifetime deal). Still, you can use landing pages to achieve all these goals.

Crowdfunding gives you the opportunity to collect money from the general public or ordinary people who like your business.

If you present your startup as an idea worth supporting, you are able to succeed in this field. Make those individuals love your product or service as you do, and they will give you small amounts of money, which will sum to quite a satisfying number.

Many crowdfunding campaigns are rewards-based. A promise of receiving a gift or something in return for participation in such funding will make people more eager to give you money.

A landing page dedicated to get money through crowdfunding is a perfect place to tell about your idea. Short texts, images and icons are convincing and memorable. Whole look of the page is tailored to your startup's needs which makes it unique. Let's dig deeper into landing page possibilities.

### Table of contents:

- **Integrations**
- **Stay in touch**
- **Launch your campaign**

## Integrations

Online collecting funds through a landing page may take the direct or indirect form. When deciding on the direct method, integrate your page with **PayPal service**. Such payment is easy for users and for you – as you don't need any go-between. Simply, tell about your startup, your offer, propose some rewards and lead to clear action completed by the **PayPal button**.

Indirect form means redirecting users to an external page, e.g.

**Kickstarter, Appsumo, Dealify, SeedInvest**, etc. Flow of the landing page is similar: introducing yourself, values and rewards.

The difference is that the button works as a hyperlink and redirects users to the crowdfunding platform of your choice where the payment can be finalized.





It enhances your credibility as you are presented to a large group of micro-investors. The only disadvantage of such an option is that there are high commissions.

However, no matter which option you choose, a dedicated landing page will be super helpful all the same in achieving your goal. With its own URL address it is easy to carry advertising and email campaigns.



## Stay in touch

Speaking of emails – a landing page performs even more effectively when complemented with a pop up window which is perfect for asking about users email addresses. You can make use of it, regardless of how the payment flow works on your page.

Set a pop up as an exit intent window to make it your last chance to interest users. Ask for minimal data, for example name and email address. Encourage to sign up for a newsletter.

Promise some useful messages, updates and further information. Even when a user does not become one of your investors, they stay informed and interested in your startup, and you can gradually warm them in your email marketing.

## Launch your campaign

When designed to your needs landing page and pop up window are settled, you are ready to start your advertising campaign. Most popular systems to do so are Facebook and Google.

- **Facebook**

Only in the USA there are over 5 billion people actively interested in crowdfunding. Your Facebook campaign may look like this:

- **Details of your target group:**

**Localization:** living in the USA

**Age:** 25-40

**Include:** Interests: Crowdfunding, Kickstarter, Indiegogo, GoFundMe, Patreon, Venture capital, Equity crowdfunding or Crowdsourcing

**Must also match:** Behaviours: engaged purchasers

**Possible reach:** 5,300,000 people

- **Google**

Google systems gives you a few options for advertising. Most used are Google Ads Search and Google Ads Display.

- When planning campaigns in Google Ads Search focus on proper choice of keywords. It should express your product category, for example 'crowdfunding IT'.
  - When carrying campaigns in Google Ads Display, make sure your advertising is displayed on web pages made for startups, and to people who are interested in crowdfunding.

Landing page created, campaigns ready to start? **It is time to see the results of your hard work.** While you are waiting for the investments to come, do not forget to share the news and updates with those who have joined your subscriber list. Keep your audience excited by regular messages and creating special offers or rewards.

**Remember, to really sell your startup, you should get personal with your audience.** Sharing the intentions behind your brand and your mission makes your company easier to like. Crowdfunding may be your first step to become great, and **StartUP Booster** templates created for succeeding in such campaigns will make them powerful.



## Landing page possibilities for carrying coming soon campaigns

Developing your startup may seem easy in comparison to mark its presence on the market and stimulate profitability.

To make succeeding more probable, it is necessary to carry coming soon campaigns.

It does not matter if you consider having a startup or have been working on it for a long time. Regardless of it, you always have great ideas and roadmaps to improve your product and service. Therefore, consider introducing your offer to potential customers and users before it enters the market. You can announce the start of your startup or development of some feature. Such 'zero stage' allows you to build communication with potential buyers and to involve them in your product journey. Building a subscriber base ahead, will make it easier to get customers afterwards.

Each case is worth being complemented with a dedicated landing page which will effectively help you reach your business goals and acquire your own lead group.

Assumptions of such campaigns are simple: announce your offer a couple of weeks before its official launch < get contact data to those who are interested in your business activity > and keep them informed about updates, launch dates, sales start. It requires a plan, an effort and some consequence. It is also worth knowing how to adjust your actions and how to prepare for effective marketing activities. When in-advance-moves are scheduled, it's easy to make it all well-done.

### Table of contents:

- **What's your purpose**
- **Listen to your client**
- **The moment of action**

## What's your purpose

Successful and money-making businesses do not come up just from the idea. There is no doubt about it, that as a startupper you know that it all depends on hard work and preceding plans, measurements, tests.

Landing page created for your coming soon startup offer is a perfect place to tell about your idea, product or service you are working on, and to build interest in potential customers.

Goal of such a page is to encourage users to join the waiting list. To make it more exclusive you can add a timer counting down to the launch date.



## Consider four ways of usage of coming soon campaigns:

- **Before startup and its product entering a market**
- **Before launch of next version of your startup product**
- **Before launching new feature or update**
- **Before sale or ahead planned special offers**

No matter what stage of startup you are, a coming soon campaign is always a **good idea to get more leads!**

## Listen to your client

Many businesses compete in creating extraordinary visuals for their campaigns. They, however, often forget about showing what benefits they have for their customers. And it is a fact of common knowledge that judging a book by its cover doesn't tell us the whole story.

By planning campaigns weeks before the start of your offer, you are able to measure your customers' expectations. To increase interest level in users, you can propose something extra and, for example, ask them directly what kind of promotion is the most interesting for them:

- **% discount**
- **buy one, get one free**
- **free delivery**
- **free gifts**
- **free trial**

Such data tell you what your customers expect. Moreover, they feel more involved in your offer and it is easier for you to maintain contact with them. That way, your messages about promotion are highly awaited: further communication, social media posts and stories, newsletters as well as any notifications gain more interactions.

A landing page for your coming soon campaign can be shared in your social media or in an advertising campaign to collect a group of potential customers. Lead base can be connected with your email marketing system and with this, you will be able to send your offer on launch day quickly and to all the interested.

It is a good practise that right after filling out the form on a landing page or pop up user gets an automatic message as an answer to their entry. Such automated messages are autoresponders. If you already use an integration with an email marketing system, you can create autoresponders there. If you use Landingi platform, you can use the autoresponder option in form settings. StartUP templates also include autoresponders. You may use them as they are, or adjust messages to your needs. It is a great idea to:

- **confirm receiving an entry,**
- **maintain user's attention,**
- **inform about future steps,**
- **build communication and bond with a user.**





## The moment of action

Due to the coming-soon campaign you are well prepared for your launch date. You have managed to collect contacts to your target group. Now, you are able to send them emails informing them about the promotion start.

To make your offer more attractive, consider presenting it on a second landing page.

You can find dedicated to this goal templates in a **StartUP Booster – they are called ‘Presentation of your product or brand’ and there are 4 landing page, pop up and newsletter templates!**

Coming soon campaigns give you an opportunity to increase your online sales, make some ahead preparations and focus on lead acquisition before your offer starts.

With templates (ready to implement & easy to edit) dedicated to this goal, you are closer to achieving results better than ever.

