

WELCOME TO

Digital Jam





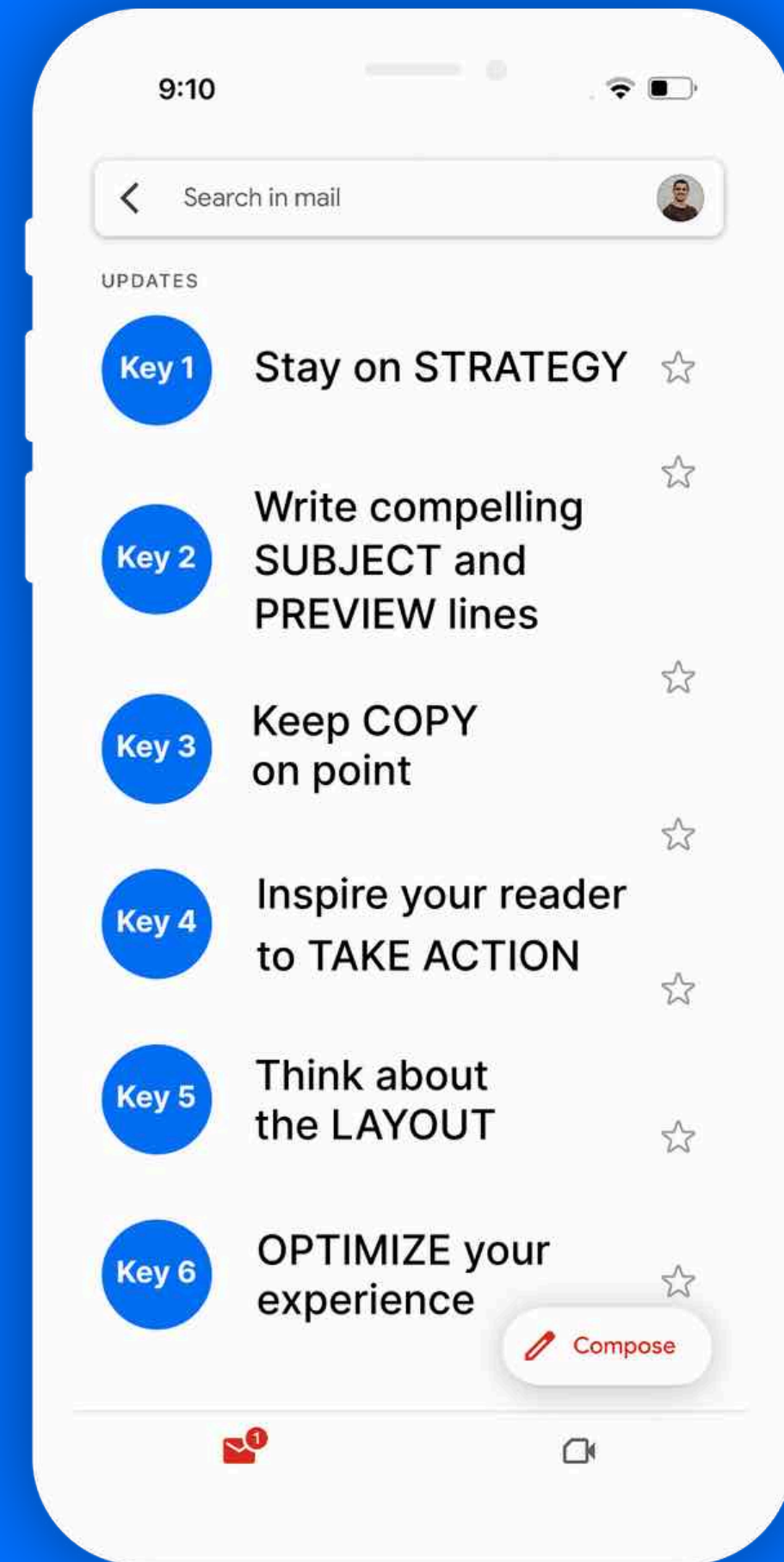
Harmonizing Email & Landing Page Flow

SESSION TWO

DIGITAL JAM // 2024

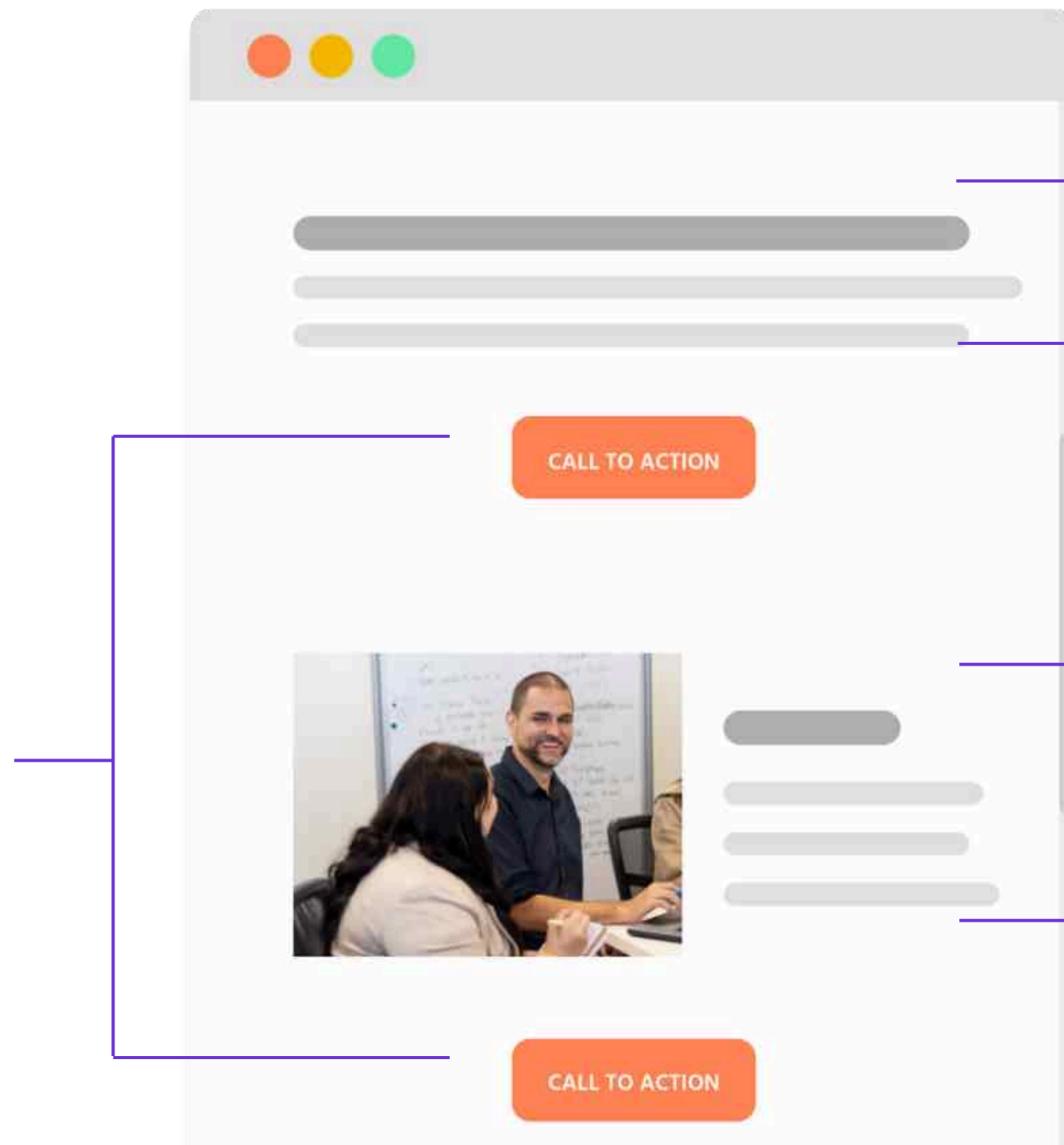
6 Strategies to help your followers:

- ✓ Hear your message.
- ✓ Respond to your call
- ✓ Become active donors



1. Stay on STRATEGY


Calls to action should support the goal and be **easy to spot**. Consider placement and language used.




Identify the **specific goal** of your and the action you want the reader to take.

2. Write compelling **SUBJECT** and **PREVIEW** lines


INBOX
Today



Raincloud Media
Write compelling
SUBJECT
and **PREVIEW** lines.




Raincloud Media
Use personalization
when it matters most.



Raincloud Media
These words are the
most important copy
you will write.
35 characters max.

Write compelling **SUBJECT** and **PREVIEW** lines. 📧 ↶ ↷ ↘



Raincloud Media
To: You

**GIVE YOUR READER A
REASON TO OPEN THE EMAIL.**

These lines do at least 1 of the following:

- Engage your reader's emotions
- Identify what the reader will gain
- Invite the reader to take action
- Feature the benefits
- Highlight the promise
- Tease the topic

3. Keep COPY on point

- ✓ You have **7 seconds (max!)** to engage your reader and get them to take action.
- ✓ Most people scan emails, so your copy should be: **scannable, simple, and clear, while also inspiring an emotional response.**

What is your email about, and what action do you want them to take?

Any copy that follows should build on **why the recipient should take action.**

PRIMARY CALL TO ACTION

Remember, great copy gets to the point:



Make it scannable



Be succinct



Write short sentences

Using short paragraphs and, at times, bulleted lists can help support the above.

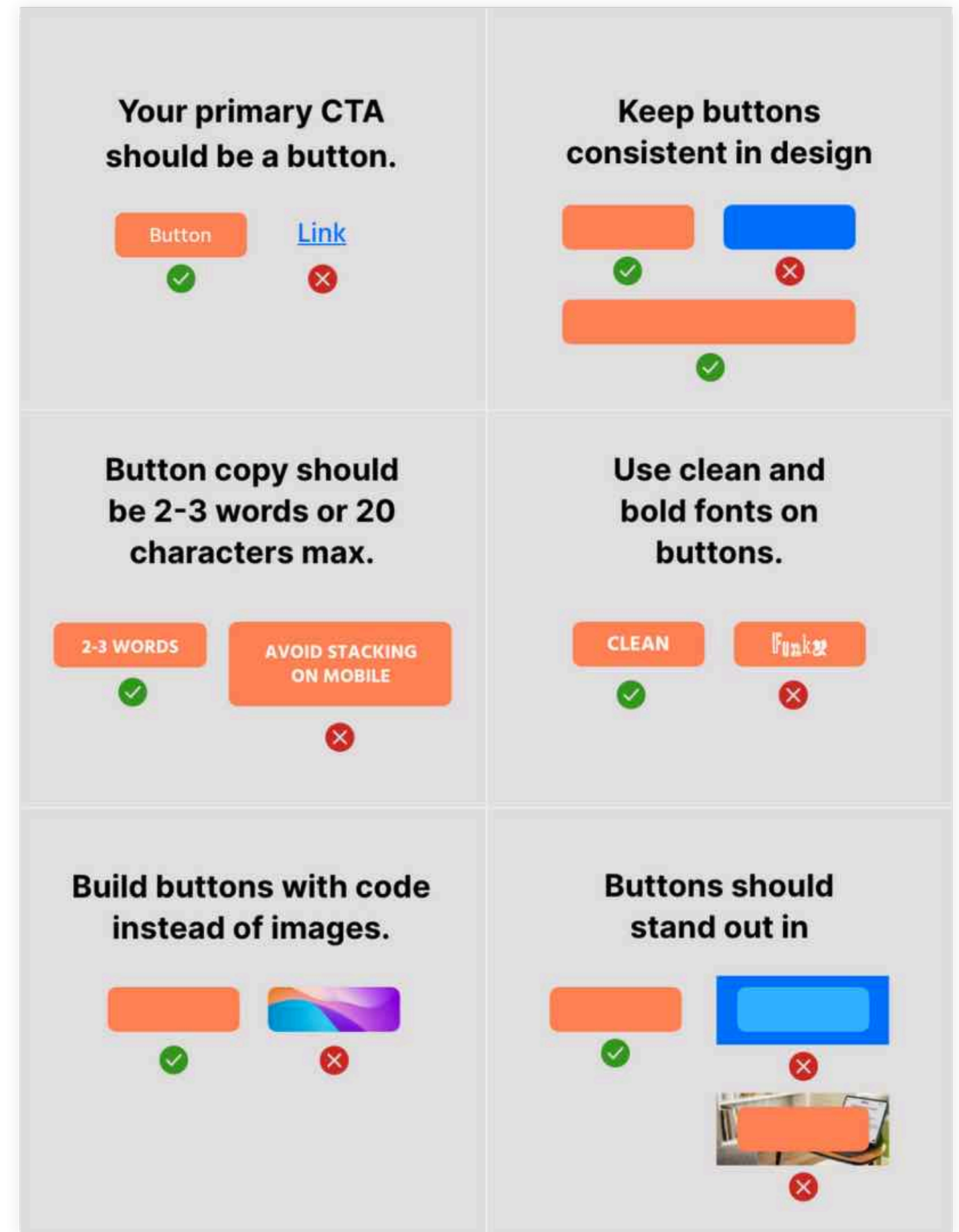
“

Your **first 10 words** are
more important than
the next ten thousand.

Elmer "Sizzle" Wheeler

4. Inspire your reader to TAKE ACTION

- ✓ Include 2+ actionable buttons and [hyperlink your call to action](#) within the body copy. **Your first CTA should be above the fold.**
- ✓ Make buttons consistent in color and shape across your campaign (email and landing page) as it trains readers how to engage.



Lastly, they will read this.

Later on, they will notice this.

**First, they
will read
this (H1).**

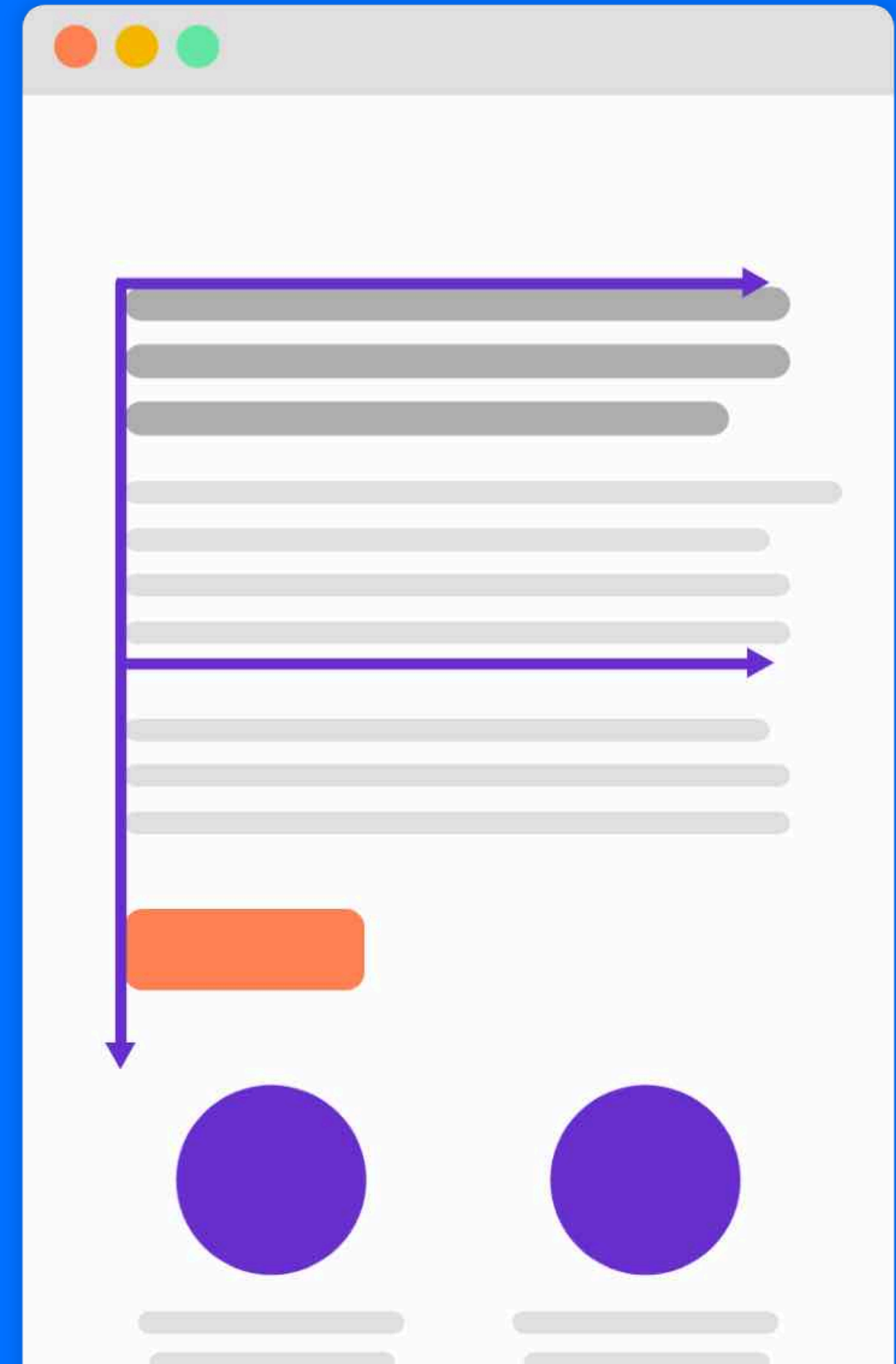
Then, they will read this (H2).

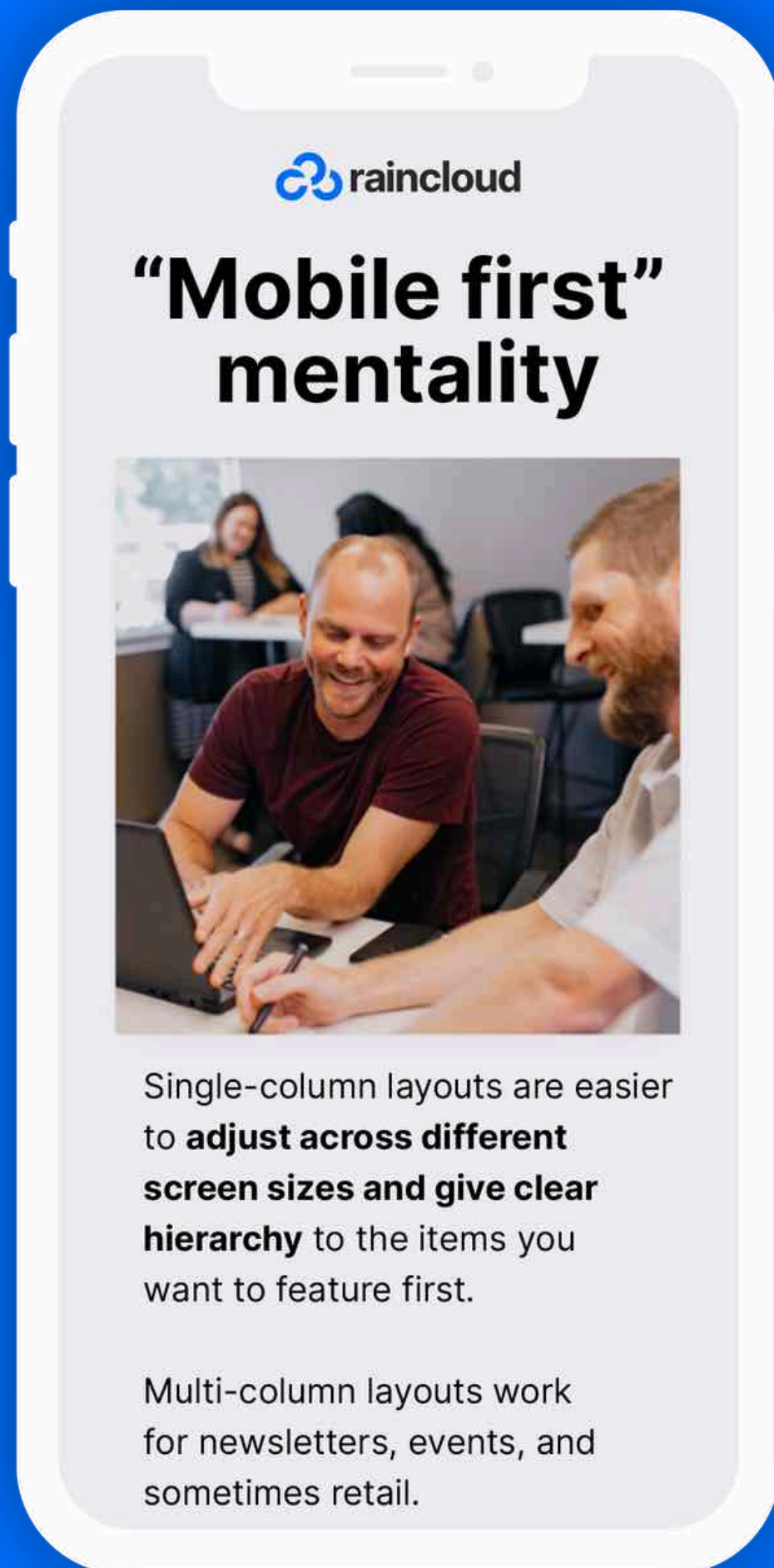
After, they will read this (H3).

5. Think about the LAYOUT

- ✓ Utilize the section above the fold to capture attention and convince the reader to scroll or click now.
- ✓ When the email is textheavy, an “F pattern” helps the scanning experience. Align copy left to right (natural reading style).

- ✓ Use anchor points like headlines, images, quotes, and bulleted lists to **help your reader understand the action you want them to take.**
- ✓ Animation can bring **considerable value by engaging readers,** drawing the eye, and **elevating brand personality.**
- ✓ Images **reinforce your message and take less time** to understand than words.





6. OPTIMIZE the experience

- ✓ 55%+ view on a mobile device. **Design for mobile to boost accessibility.**
- ✓ Segment audiences to ensure your sends **remain relevant** to your recipients, and **continually test** subject, copy, buttons, images, and offers to **optimize your emails.**

LANDING PAGE

A web page **designed to engage a specific audience** and encourage them to perform **a specific action**.

This is the final and most important step in your marketing funnel for **conversion**.

Design for your audience!

Let your data direct your “mobile first” (or not) mentality.

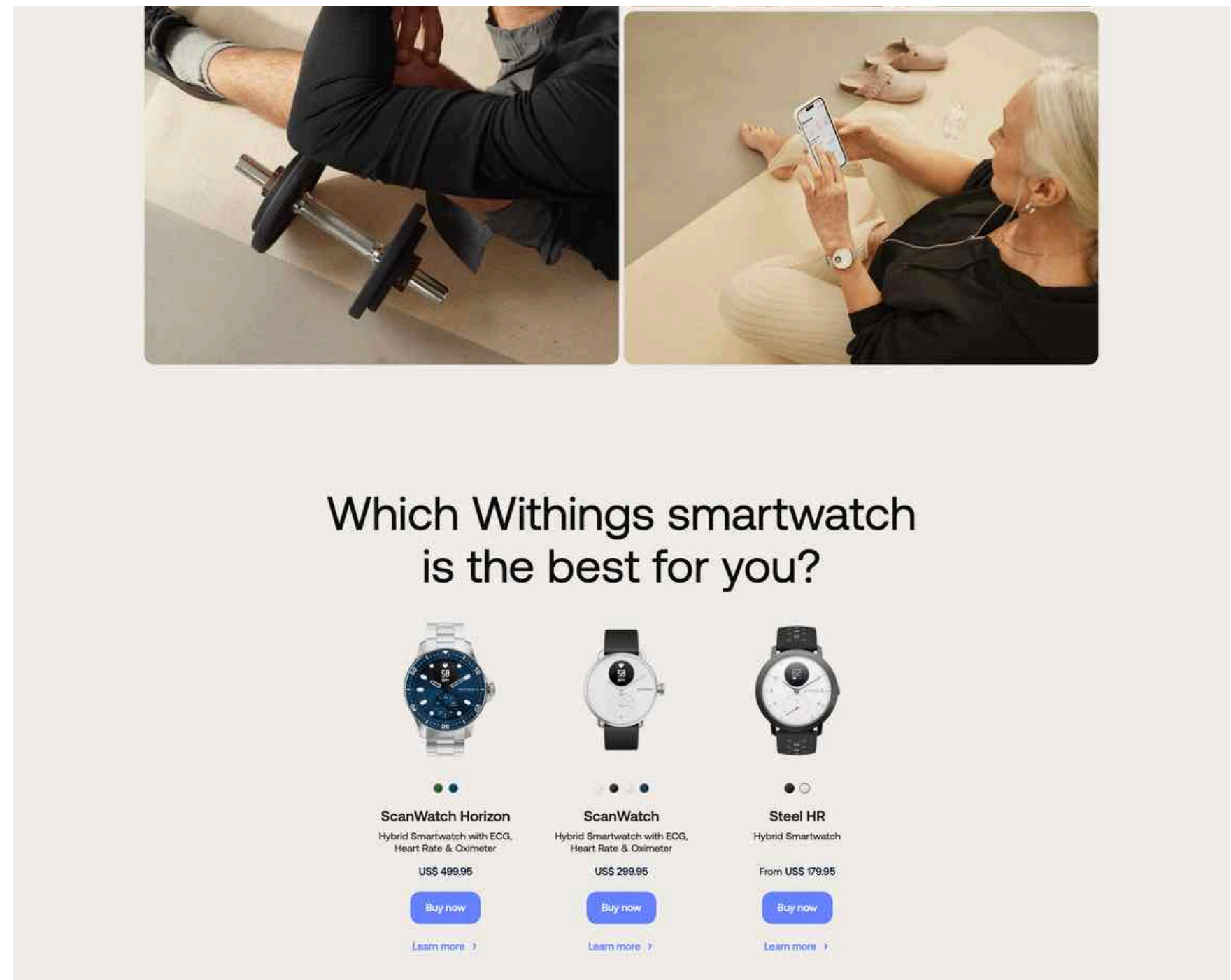
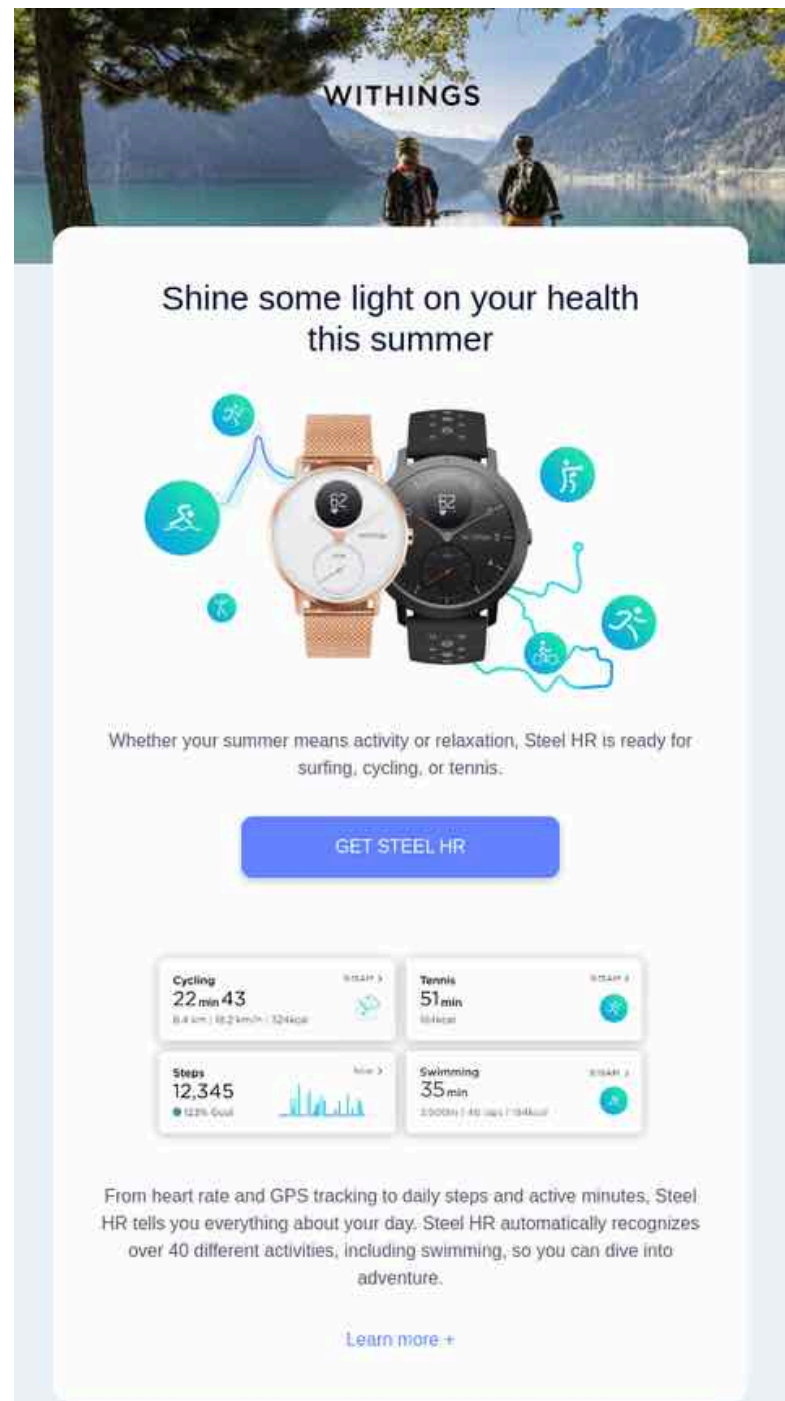
55%

of emails are opened
on mobile devices

Key components to consider

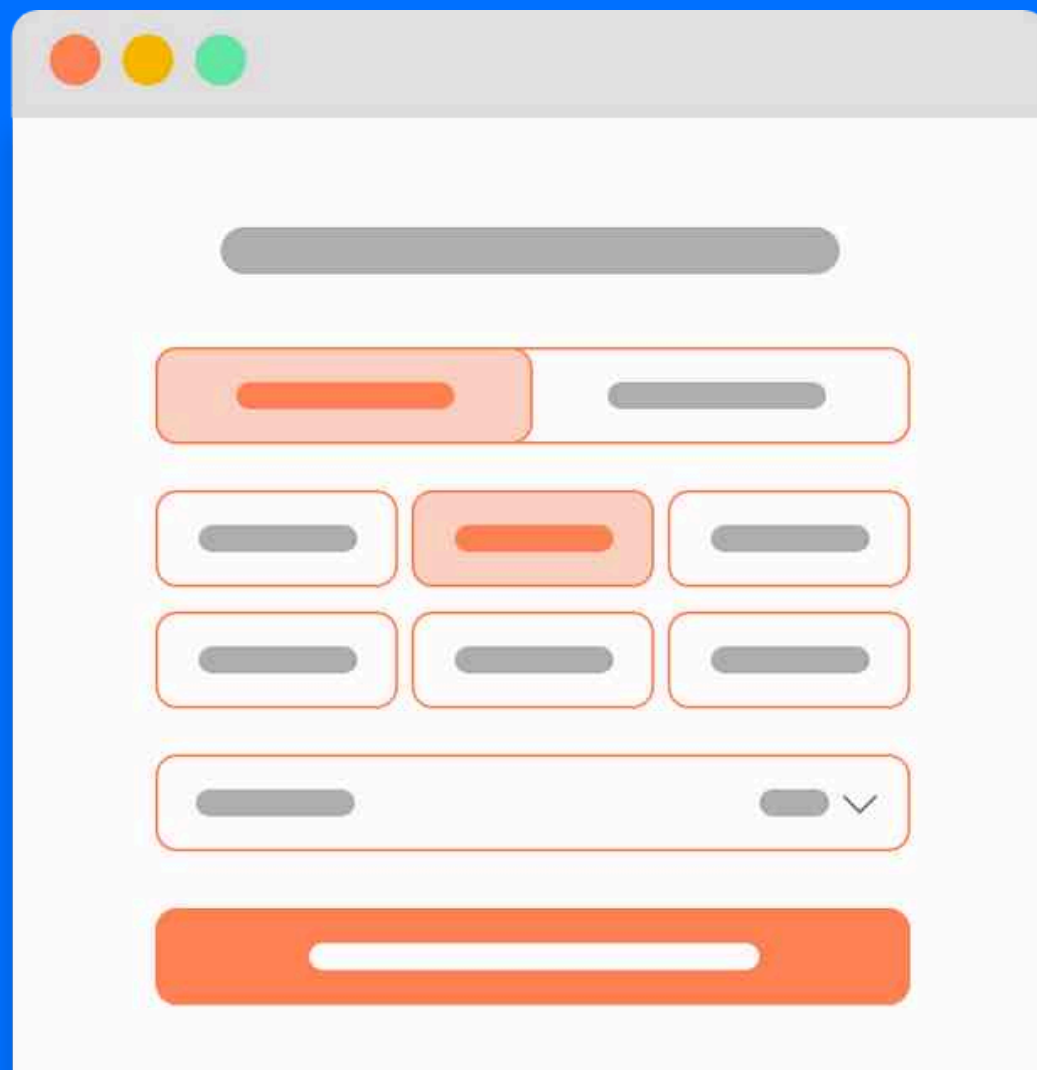
- ✓ Users who get to your landing page via email are **warm leads** who need **much less convincing** than those who get to the landing page from paid ads.
- ✓ **Lead with a compelling headline** (short and clear). Your emails create interest and get the click, but landing pages determine if you get the conversion.

- ✓ Your landing page should visually reflect your email.
- ✓ Your buttons should always lead your user to a related experience.

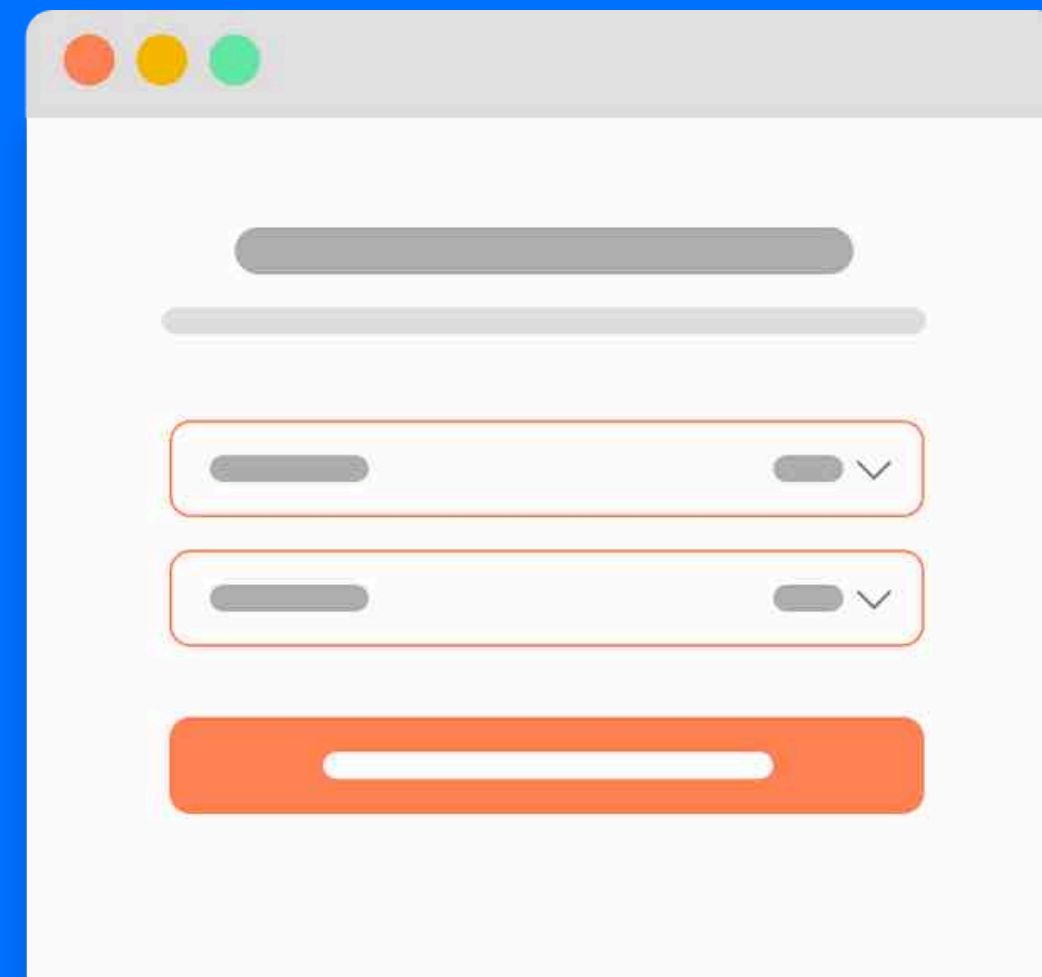


Giving Forms

- ✓ **Keep it above the fold.**
- ✓ **Don't overwhelm the user** with too many fields. Forms perform best with up to three fields per window (an average of 25% conversion rate).



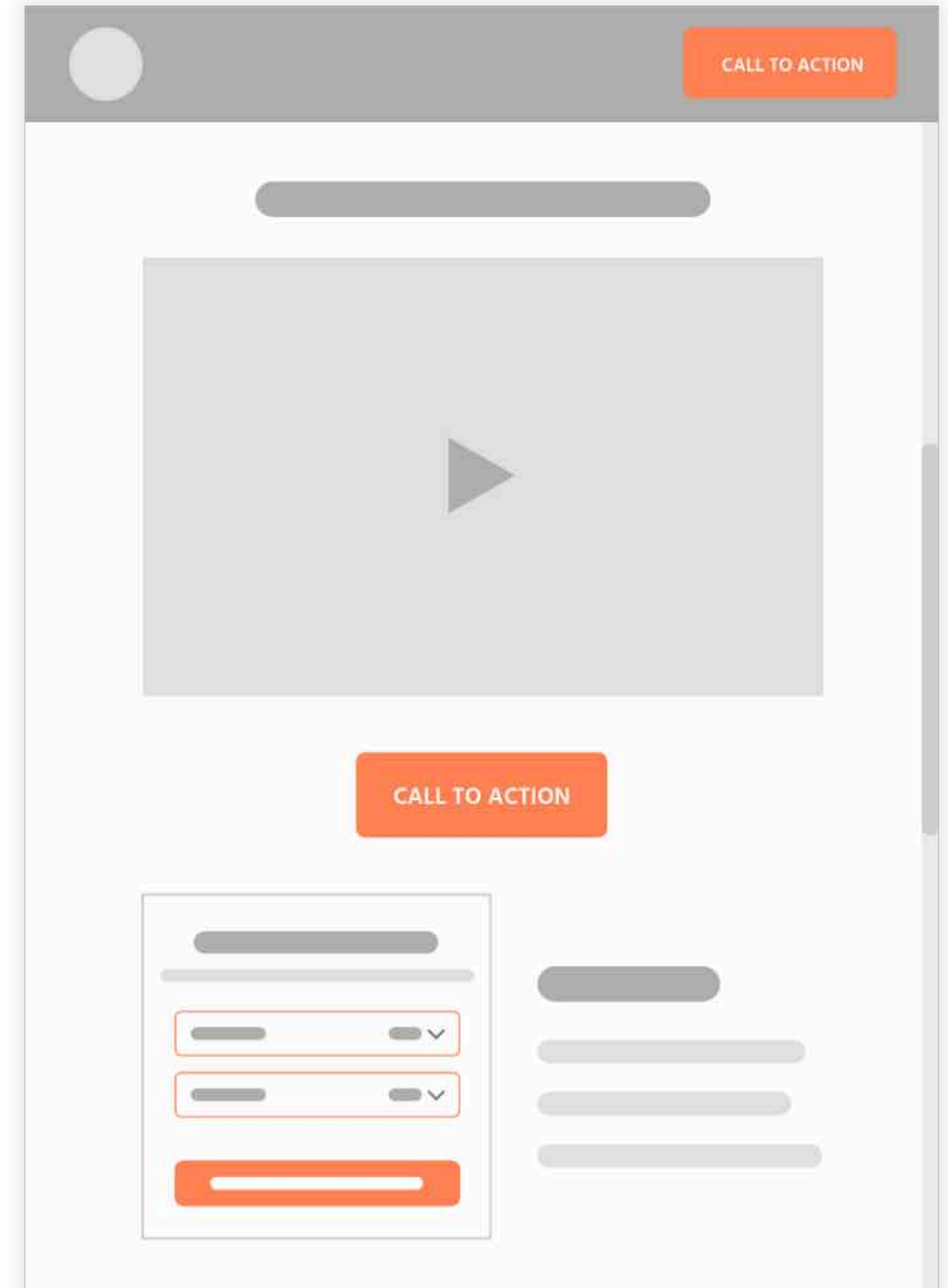
A diagram of a web form layout. It features a header bar with three colored circles (red, yellow, green). Below the header, there is a long gray input field. This is followed by a row with a red button and a gray input field. Below that is a row with three gray input fields, where the middle one is highlighted with a red border. The next row contains three more gray input fields. Below that is a row with a gray input field and a dropdown arrow. At the bottom is a large red button with a white outline.

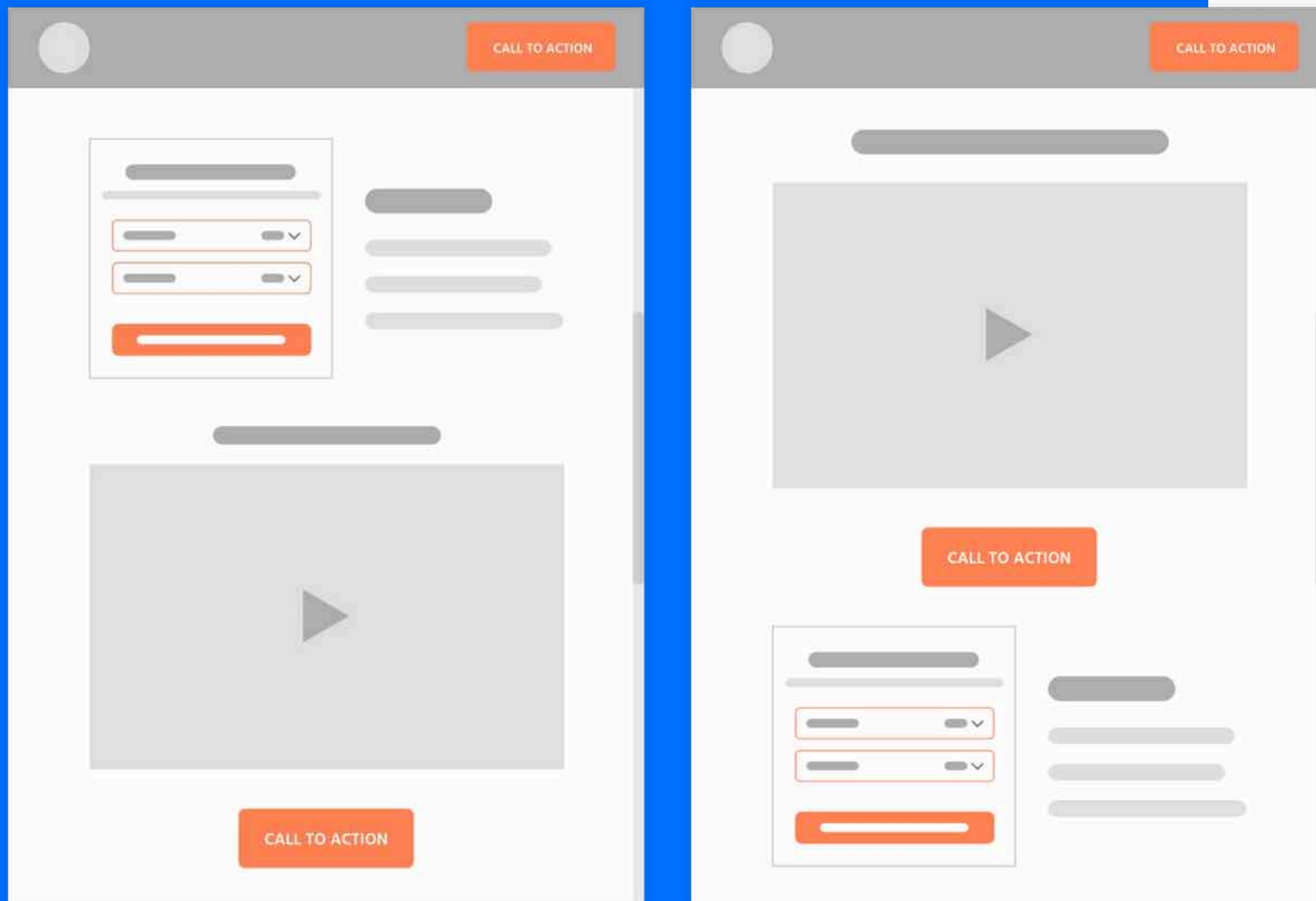


A diagram of a simplified web form layout. It features a header bar with three colored circles (red, yellow, green). Below the header, there is a long gray input field. This is followed by a row with a gray input field and a dropdown arrow. Below that is another row with a gray input field and a dropdown arrow. At the bottom is a large red button with a white outline.

Helpful Tips

- ✓ Copy shouldn't exceed more than 500 words
- ✓ Including videos on your landing page can increase conversion rates by 80%
- ✓ Measure your results by assigning a unique link or "code" on the landing page associated to your email.





Helpful Tips

- ✓ **Include testimonies.**
- ✓ **Always test.**
- ✓ Remove main web nav from conversion landing pages — **each link in your navigation is a possible path to non-conversion.** (keep your logo if they want to navigate to the homepage)

Questions



How could you more seamlessly connect the user experience from your emails to landing pages?



What steps do you want to take to improve conversion on your website/landing pages?

THANK YOU!

Digital
JAM