The Complete Guide to Creating Landing Pages That Convert
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Introduction: What are Landing Pages?

A landing page is a very specific page that is designed to convert visitors to leads by encouraging them to complete a form. But how and when should you use them to the best effect?

Your website has a wide range of content pages that provide information about the products and services that you offer, but those pages aren’t individually built specifically to convert a visitor into a lead that you can work with. That’s where a landing page comes into play.

Landing pages can be managed all together and record metrics around their individual conversion rates and allow you to experiment in order to improve their effectiveness without having to update your entire website.

So what makes a good landing page?
Offers and Actions

When thinking about how you might use landing pages, it's good to start with the incentives you already use to encourage potential customers to take action.

Each one of these deserves a landing page.

Then by linking through to these pages from within your website you're encouraging your visitors to take action. Much more potent than a contact form, landing pages can significantly increase your conversion rates - this is why they're so popular!

Landing pages allow you to overlay marketing incentives and offers, creating a whole new dynamic to the way you interact with your website visitors.

An example of an effective landing page using the right features like the trust elements at the bottom or using the explainer video to the left to optimize for leads.
Focus on needs.

By keeping a keen eye on what your potential customers are looking for you can create landing pages, content and offers to engage them at any point in their purchase cycle.

Are they looking for information to make an informed decision? Offer a free super-useful guide. Are they sold on the benefits but need more persuasion? Try a special offer or a hands on trial.

Sending traffic to your landing pages.

When you're paying for traffic from pay per click (PPC) advertising campaigns it makes sense to make the most of every opportunity.

The good news is that you can be very specific about the keywords you use to attract traffic; the bad news is that if you're not creating pages that are designed to leverage these keywords - much of the opportunity is wasted.
Need more reasons to use landing pages?

- **Easily generate leads**
  
  Using landing pages allows you to capture and qualify leads in an incredibly flexible way.

- **Increase marketing opportunities**
  
  Landing pages increase the marketing opportunities both within your website and across your online advertising.

- **Control effectiveness**
  
  Landing pages allow you quickly and easily manage page content, controlling and improving the effectiveness of your offers without having to update your website.

- **Improve online advertising effectiveness**
  
  Landing pages allow you to match your page content to your advert, reinforcing your visitors' mission and giving them an action to take that moves them towards their goal.

- **Chance for a dialogue**
  
  You can also use landing pages to trigger timed email nurture sequences designed to deepen engagement by offering further offers or educational content.
According to David Cancel, 98% of all website visitors will never come back to your website.

It is crucial that your landing pages are optimized efficiently to ensure that visitors return to your website and that the most amount of leads are entering the sales funnel for your business and eventually converting to a sale.

Make the most of your marketing spend that is driving traffic to your website by optimizing each landing page to convert the most traffic possible into quality leads.

These are the essential features that comprise a successful landing page:
1. Use a semi-extensive form on your landing page, simple enough to enter info easily, but thorough enough to capture qualified leads.

The forms on your website should be both simple and extensive. This is obviously contradictory, but the point is to aim for a healthy balance of both.

Choose a simple form that makes it very easy for a visitor to sign up, while keeping in mind that if it is too easy to sign up for, some of your leads may not be qualified.

Look to incorporate four to ten fields on your forms, but start simple and continue to experiment to see what leads to more qualified conversions for your business. It is crucial that your form includes a field for a visitor’s first name, last name, email and phone number.

Fields like web address, company, title, country, how did you hear of us, industry and others could be added to the form depending on the goals of your lead generation. Choosing what fields to include is also impacted by the results of any testing performed to see how many fields is the right balance of ease of use and barrier to entry.
Include your lead form above the fold in the upper right hand corner of the page. Make sure to test and analyze your results to understand what location is best suited for your form. Do not ever use CAPTCHA on forms because they can be a barrier to sign ups and could cause lower conversion rates. Lastly, position your forms near testimonials, recent press or clients you’ve worked with to help reinforce your credibility as a business and encourage more sign ups.

2. Feature a strong hero image at the core of your landing page.

Visuals help define how your business is presented by highlighting your unique advantage over competitors and distinct value to potential customers.

Use a strong hero image on your landing page to help persuade a person to fill out the form. This image doesn't have to be a beautiful women in an 8 million dollar dress, but it has to be a clean, clear and memorable image relating to the theme of the landing page and the overall aesthetic of your company.
The hero image on this landing page is both the tattoo shop in the foreground as well as the name of the organization “Tattoo Hero” in stylized font that is front and center. There are many different ways to feature a hero image on your landing page, but what is most important is that it is memorable and not distracting. This image could be anything from a featured product to the cover page of an eBook being offered. Experiment with the use of different images on your landing pages to see what resonates and what doesn't with your audience.

3. Increase motivation for web visitors to sign up.

Motivate your web visitors to sign up by building their trust, as well as explaining the benefits of them signing up.

Often referred to as “logo porn”, highlight the logos of clients you’ve worked with, the publications that have covered your business and other testimonials that give your company credibility on a landing page. By building trust with web visitors, it will be easier to motivate them to take an action on your page.

Motivation to sign up can be spurred by giving web visitors an understanding of what to expect once they fill out the form. This can come as a bulleted list, call to action or image that helps illustrate what they’ll get in return for providing your
business with their personal information. If your company is upfront from the very beginning, your audience will build trust with you overtime.

4. Create a safety net for your page, even if a visitor doesn’t convert their first visit.

Many visitors will not convert when they first land on your website, but that doesn’t mean there shouldn’t be other ways to stay in touch with them even if they don’t fill out the form.

Create a safety net on your landing page to ensure your business keeps hold of the web visitors in some form.

You can open an opportunity to stay connected for the future by having a follow us on Twitter button or a free download that doesn’t require filling out a form on your landing page. Using one of these tactics will help connect you with your web visitors with the hope of converting them to customers in the future.
5. Make your website mobile friendly.

A mobile friendly website is necessary to accurately view your landing pages from a variety of devices.

Right away conversions will begin to increase from mobile devices when your website and landing pages are optimized to suit different experiences.

Responsive design is the best approach when it comes to making your landing pages mobile friendly, but launching a mobile version of your existing website is an option as well. As another option, many email and landing page service providers offer landing page templates that are hosted off your website and are mobile friendly as well.
6. Alter the main navigation bar.

Limiting your top level navigation bar at the top of your landing pages will help remove any other distractions from the view of a web visitor, helping them focus on filling out your form.

Some experts advocate that your main navigation bar should disappear completely on a landing page, while others say it should be kept like it always is, but I would argue that it should be present at the top of the screen but with less options.

Removing as many distractions as possible from a landing page can help drive more conversions to your form. The removal of the navigation bar completely could confuse web visitors and appear deceptive since it isn’t limiting the ways to exit the landing page. The best rule of thumb for this tip is to balance the limitation of distractions with the usability of the landing page.
7. Keep the aesthetic and messaging as simple as possible.

This tip is present in all the others above because it is a crucial element of every part of a landing page.

The golden rule is to keep it simple. If your landing pages are overcrowded with information and visuals then no one is going to convert because they are way too distracted with options.

Include relevant copy, calls to action, social media integration, visuals and a form on your landing pages to present the right amount of information to assist in a conversion. The example above is a landing page from Square that helps to stress that simplicity is the right approach for converting visitors to leads.
8. Test alternative versions of your landing pages to identify top performing pages.

A/B testing is an important part of landing page optimization to help your business understand what works and what doesn’t work with your web visitors.

Test two to three different versions of your landing pages to understand what elements of each landing page work best in assisting a conversion. There are many A/B testing tools available to help perfect the process of creating effective landing pages.

Begin by testing different images, the arrangement of text, the location of the sign up form, the removal or addition of certain items and the manipulation of other elements on the page that could impact the experience of web visitors.
Once you’ve discovered which landing page elements convert better, begin applying them to your landing page optimization across your entire website. A/B testing never ends, continue to experiment with a range of different templates to continually improve your efforts and increase conversions overtime.

9. Focus on the right keywords, synched with your advertising campaigns and on-page call to actions.

Analyze what keywords are drawing traffic to your website from the search engines, while also keeping in mind which keywords your business is trying to rank for and then apply this list of keyword phrases organically throughout your landing pages.

Synching your calls to action with relevant keywords in a natural, organic way will help your website rank for the right terms that your potential customers are searching for.

SEO or search engine optimization typically yields results in the long-term, taking anywhere from three, six or twelve months to show actionable rankings that drive revenue. Stick to a strict keyword strategy that focuses on multiple long-tail keyword phrases that are relevant to your business and related to the type of customers you are looking to attract. By creating engaging landing pages that provide value to your audience, while incorporated with the right keywords, you’ll be able to better optimize your efforts for the search engines.
10. Enable social sharing on your landing page to spread the word about your content.

Add social media plugins to your landing page to allow web visitors to share the link to this resource with their network.

The most relevant social sharing buttons to add to your landing pages would be a mix of the following:

**Facebook’s Share Button**
**LinkedIn’s Share Button**
**Twitter’s Tweet Button**
**Google+ Share Button**
**Pinterest’s Pin It Button**

Keep the amount of social sharing buttons limited since it is important to keep the page design simple. Choose a few or all of the above social plugins to help spread the word of the resources and services your company provides.
11. Offer a Preview

Sharing the benefits of your content, product or other service offerings in the form of copy, visuals or a video can help potential leads understand the value in taking an action with your business.

For instance, having a short video trailer about your offerings can go a long way in helping convert visitors on your landing page into leads.

This preview of your content is meant to give a high level look at what you’re offering behind the sign up form to share the value, exclusiveness and unique approach your company can provide by signing up. The easiest way to do this is in a bulleted list of copy, but visuals and video can help drive this point home more effectively even though they require a larger commitment to include on your landing page.
12. Choose the Correct CTA’s

The right call to action can be all the difference when it comes to driving leads on your landing page.

The calls to action across your landing page, on the main headline of your page, the sub-section headlines and on the buttons of your forms, are each important parts of your overall push to get a visitor to take action.

This can be as specific as changing the use of possessives in your call to action from “Your” to “My” or changing the color of a button on the page. An aspect like color or design of a button will help direct a visitor where to take action, but the copy is what will drive the final incentive to proceed with an action. The CTA’s on your landing page should always be paired with the answer to a prospect’s number one question throughout the process, “what’s in it for me?”
13. Ask a Question

Asking a question is a type of call to action that can help be the deciding factor in whether a person continues to read through your landing page or not.

Understand the state of mind a visitor might be in when landing on your page. Really take a deep dive and understand what problems your ideal customer has and how you can begin to fix them, which all starts by asking them a high level question about their particular problem.
This question can be your main headline, used in conjunction with other copy on your landing page or be one of the sole features of your landing page in the beginning of the experience. bills.com, as seen above, uses this tactic on one of their landing pages to first commiserate with visitors and then to gather more information about them then they typically would by using just a form.

A visitor's eye goes right to the form since there isn't much else on the page except some privacy terms at the bottom, alongside some verifications of credibility. Once a visitor answers all the questions of the simple questionnaire, they are directed to a final form to gather their name, email and phone number.

By asking a question they engaged their customer, while learning more about them then they typically would with a form. This question helped get prospects to commit to the process both benefiting these visitors and getting more leads for the business as a whole.

14. BONUS: Assist your lead’s journey through the sales funnel.

Using the Jumplead platform a lead’s information can be compiled into one consistent profile from multiple sources such as a landing page.

For instance, once a web visitor converts by filling out a form on your website that information is gathered and stored in a
profile detailing all the data compiled about them that they submitted through your form.

If that same user returns again and fills out a different form, then this information is also added to their profile to help paint a complete picture of the lead and store all the data compiled about them in one place. The more information your company has about a lead, the more personalized your communication with them can be as they move closer to becoming a customer.
Examples of Effective Landing Pages & Why They Work

Your website needs optimized forms and landing pages to convert web visitors to leads, but what are the other major brands and visitors doing to generate leads?

Start by analyzing what competitors and peers are doing to best optimize their forms and landing pages as a beginning template. Take note of their oversights and strong points to make the perfect experience for your website and its visitors.

Here are seven examples of landing pages used by businesses for lead conversion purposes:
1. Incorporating a Strong Call to Action (CTA) like Airbnb

![Airbnb homepage](image)

**Why does this work?**

Airbnb is a service that lets people rent from regular people, while they aren’t using their home or apartment. Airbnb's homepage includes three strong CTA’s that instruct visitors to perform the action of finding a place to stay using their service.

First, the copy “Find a place to stay.” in white letters and strong font sticks out from the background as the first strong CTA for visitors to begin their search.

Secondly, the bright purple box with white copy that says “Search” shows visitors clearly where to click and begin their search using Airbnb. Lastly, the copy in the first field says “Where do you want to go?” which framed as a question helps users know this is where they enter their desired destination.
These are effective calls to action because they stand out from the rest of the landing page in different colors, the copy outlines the actions the users should take and one of them is framed in the form of question, which influences a visitor to answer the question.

2. Share the Unique Selling Proposition (USP) like N5R

Why does this work?

N5R is a condo sales and marketing agency located in Toronto. N5R’s eBook landing page clearly illustrates the USP of their free marketing resources. The unique selling proposition is a vital component of any landing page, or brand for that matter, because it defines what is different and valuable about your businesses over other competitors or peers in the industry. N5R clearly states on the landing page that this eBook contains some of the best condo and sale marketing info from a known expert, Roman Bodnarchuk.

After calling out that a well-known influencer like Bodnarchuk worked on this marketing resource, N5R further breaks down the value this eBook can give readers in three bullet points. Take this example and run with it by clearly defining the unique value your business bring to your customers through the visuals, copy and calls to action on your landing pages.
3. Illustrate Trust like Contently

Why does this work?

Contently is a platform for brands and publications to work with high-caliber freelance journalists. On this landing page for brands on the platform, they illustrate trust with their web visitors by showcasing some of their most well known clients. Highlighting customers, clients and partners that are recognizable to your audience can help build trust that your product and services are reliable. This is often referred to as logo porn because it really works. The endorsement of your company by certain clients can help lead to action from other potential clients.

This Contently landing page also has an endorsement at the bottom in the form of a quote from the Content Marketing Institute, a reputable source of knowledge on
the content marketing industry, which helps further demonstrate the value of the company to visitors from the marketing world that are most likely to convert into customers.

Build trust with a landing page by using endorsements and testimonials from others, especially from individuals and companies that are well known among professionals in certain industries.

4. Describe the Benefits of Your Offerings like Salesforce

Why does this work?

Salesforce is an enterprise CRM system that offers many different services and applications for large and medium-sized businesses. This landing page is advertising access to their video library after a web visitor signs up, utilizing many best practices in landing page design. This landing page has clear CTA, a UPS as the headline and bulleted list of all the benefits that resources from Salesforce offer your business.

The benefits are bolded, outlined in a list and expressed in tangible percentages to quickly share the value of Salesforce on a high level. Following this list of benefits is
a CTA instructing a visitor to continue forward by filling out the form to the left of the landing page.

Cohesively tying together both the benefits you are offering visitors alongside your CTAs is the formula for driving the most conversions. Look to share the benefits of your services and business with your audience in a simple and meaningful way on your landing page or form.

5. Add Beautiful Visuals like MailChimp

Why does this work?

Even if your business isn’t innately visual, it’s time to alter your approach because visuals impact sales dramatically on a landing page. MailChimp, a email marketing
service provider, uses clean, simple and appealing images throughout their website's landing pages to give the impression that their services are easy to use, customizable, modern and allow for a splash of mischief in a typically boring marketing channel like email.

MailChimp took the time to design simple to understand mockups of their email templates above, while incorporating bright simple and modern images around these templates. Choose or design visuals that reflect the impression you're trying to give to visitors on your landing page. Pick images that match your businesses aesthetic and stand out from the page using bright and contrasting colors.

If you’re taking the time to gather visual assets as opposed to designing them, look to quality stock photo services like Veer, iStock or Shutterstock to choose beautiful images that help match the aesthetics and goals of your various landing pages without breaking the bank.

6. Show the Context of Use like Netflix

Why does this work?
Many use Netflix to stream TV shows and movies from home, which is the exact use case that the company wants to illustrate on its landing pages. Sharing the context of use is the process of showing and explaining how your customers can use your products or services in real life.

This allows visitors to your website to see how other customers are using your business, giving these visitors the opportunity to picture themselves in a similar scenario using your products or services.

Netflix illustrates the context of use by using a photo slider that shows different types of people using the service on different devices. Look to take advantage of the same technique by showing your products or services being used in photos, video, testimonials or copy.

7. Request Data like Copyblogger

Why does this work?

The whole point of landing pages and forms is to collect data, drive sales, generate leads and improve the success of your business. Copyblogger, a content marketing company, uses this landing page to register users for free access to their database on content marketing. Their form requests a person's first name, last name, email address and the selection of a password to gain access to their resources.

Below the “Create Account” CTA, there is a small grey box explaining what registering gets a person, as well as a promise that Copyblogger will respect your privacy and information supplied. Keeping your requests for data concise like Copyblogger will lead to higher conversions for your business, since filling out five fields is quicker and easier for people than filling out ten fields of information.
Also supplying a privacy statement and purpose of use near the form helps visitors clearly understand how your company will treat the security of your data and how your company intends to use it. In this case,

Copyblogger calls out that they will send brief announcements of new content and that your privacy is respected, stressing that they allow users to unsubscribe at anytime. Use simple forms that collect important data, while explaining the purpose of its collection to increase lead generation for your website.
8. BONUS TIP: Use Action Verbs (CTA’s) on Your Buttons like Crazy Egg

Why does this work?

Crazy Egg is a startup that offers a heat-mapping tool to help businesses understand the behavior of web visitors. On their homepage and landing pages, they use buttons with strong action verbs to incite people to click to perform an action. Crazy Egg uses “SHOW ME MY HEATMAP” as the word choice for their button, which strongly encourages people to click.

Do not use the standard “submit” as your action verb because it is far less effective for conversions. Landing pages with buttons actually labeled “submit” tend to have lower conversion rates than those with other word choices. Each example above uses strong action verbs when it comes to their buttons like “create account” or “start your free month” with contrasting colors to ensure it is clearly visible.
A study of 40,000 customer-landing pages by HubSpot found that “submit,” “download” and “register” received the lowest clicks as compared to “click here” or “go.” Customize the action verbs used on your buttons to provide the right incentive and proper context for web visitors to click.
How to Synch Your Landing Pages & Email Marketing

It is time to start synching your email marketing and landing pages to create a cohesive experience for your customers online and to retain these customers for the long-term.

Effectively synching your email marketing inline with your landing pages can help increase conversions and give one consistent message about your brand across all your web properties.

This alignment can help your business better track users consistently from the beginning to the end of their experience in the sales funnel. By tracking all the activities users are making from one touch point to the next, it gives your business the opportunity to optimize your website accordingly to the data collected from these events.

Another benefit of synching your marketing efforts is the better alignment between your sales and marketing departments, no matter their size. With synched efforts, the emails sent and the landing pages developed will help articulate where leads are coming from and how they should be approached once they reach the sales team.

Here are six ways to synch your email marketing and landing pages together as one connected experience for your customers.
1. Use a consistent aesthetic from the email to the landing page.

This includes making both the visuals and the messaging used on your emails and landing pages similar and consistent from start to finish.

When someone opens your email, they should see engaging content, news, offers or some other form of enticing information to follow through to your website.

The look and feel of a user’s experience should reflect the aesthetic of the email through to the landing page. If a landing page doesn’t offer a cohesive journey from the email, there is a chance that your customer will be confused and not convert.

By matching each step of a customer’s visit to your website, you’re making the most of the call to actions, compelling copy and strong visuals that are present on both destinations. User experience is an important factor that influences whether a person converts or not, hence why this particular experience of synching the aesthetics is crucial to your overall campaign.
2. The copy on the landing page should pick up where the email copy left off.

Including strong calls to action above the fold in your emails that coincide with the calls to action across your landing pages helps to better synch your efforts of converting customers.

This doesn’t mean that it is effective to repeat the same call to action on both properties, but instead keep to a similar theme and overall message with your choice of copy.

Introduce a product, service or resource in your email with interesting copy that encourages a person to visit your website to shop, read, download or purchase. Once a user has visited your landing page they should be further enticed with more copy that picks up where the email left off.

This is the time to further illustrate the benefits of your content, products or services by tying in the original messaging with a strong follow up on the landing page.
Use actionable language that speaks to your audience across the sales funnel, catered to each part of the process. The email subject line, its content and the landing page must accurately articulate your business to your audience overtime. Without a consistent voice synching your marketing channels, it is almost impossible to stand out and make a lasting impression.

3. Highlight the benefits of the download, purchase or other call to action.

The benefits of your content, product or services should be apparent by synching how these enticing features should be packaged from your email to your landing page.

Make the benefits of your offerings clear, concise and stand out among other copy in your email that works in conjunction with your main calls to actions.

The benefits listed on your landing page should match the highlighted features in the email but offer more specific details when it comes to expressing the tangible value of those benefits. These benefits can come in the form of a product description (like seen above), an article, in a list of bulleted benefits and in a few other forms.
The point of synching the benefits presented on both the email and landing page is to help reinforce the value a customer would get by performing a purchase, download or other action on your website.

4. Ensure both your emails and landing pages are optimized for the mobile landscape.

43% of email is opened on a mobile device and 17.4% of global web traffic today comes from mobile, which emphasizes the importance of having a mobile friendly presence across your emails, landing pages, website and other marketing channels.

The best route to take when creating emails is to use responsive templates that resize depending on your browser, device or email client being used. From your email accessed on mobile, encourage a mobile-optimized next step on a corresponding landing page.

Optimize your website to be mobile friendly destination by redesigning it to be responsive or by creating a mobile version of your existing site. This way any traffic sent from your emails to your landing pages on a mobile device will be optimized to suit any users experience. If you aren't able to optimize your website for mobile at this time, be sure your landing pages can be easily navigated from the small screen of a mobile device to the large screen of a tablet.
The content of both your emails and landing pages on mobile should be optimized together for the best overall experience. Optimize phone numbers for one-click calling, synch physical addresses with directions apps, keep the overall design simple to navigate, clearly define your call to actions in a substantial way and send your emails inline with peaks in mobile usage.

According to eMarketer, 42% of marketers said they were fully designing emails to render differently on mobile devices. If this is the case for your business, make sure the aesthetics and messaging of these mobile specific emails match with the corresponding landing pages on your website.
5. Begin the story in the email and leave the finale for the landing page.

Use your email as a teaser for the content or products on your landing pages by enticing your audience with the right copy and visuals.

Think of your email as a trailer for the main attraction, your landing page. Reward your customers with exclusive content or free engaging material once they’ve landed on your optimized landing pages.

Test different approaches to enticing customers with an engaging email to get them to visit your website. For example, announce that you’re giving out an exclusive promo code to your email list, then feature this offer on your landing page to follow through on your promise.
Never mislead or disappoint a customer by neglecting to deliver on a promise. It only takes one bad experience with your business for a person to get frustrated and move on to a competitor. By creating an exciting, interesting and original story, you will be able to draw in your customers from start to finish.

6. Follow through with the promises set in your email on your landing pages.

Many email campaigns don’t directly correlate to their corresponding landing page due to the way the email was initially set up.

For example, if this email from Sak’s didn’t send customers to specific landing pages based off of which dress photo they clicked on, then it would be ineffective and frustrating.

When a person clicks on an individual product displayed in an email they often expect the corresponding landing page to feature this item predominately. If a user clicks on an item and they are taken to a higher level landing page that features all of the items and not the one they clicked, then this can be frustrating for the user.
and lead to less purchases. Clearly define how your email is laid out to tailor the expectations of the experience to your customers.

If the email is going to send traffic to multiple product specific landing pages then clearly arrange the visuals and copy to suit that experience by separating the different product options and giving them unique links. If the email is going to send customers to a higher level landing page with multiple product offerings, then make that apparent by grouping different product images in the email together to clearly show that this email has one destination once a user clicks.
Conclusion: How to Start Building Landing Pages

Now

Landing pages are a powerful tool for driving qualified leads to your business when you’ve got the right strategy and toolset in place to execute them effectively.

Take a deep look at where your online business stands today and identify where your company could benefit with the use of optimized landing pages and lead generation strategy as a whole.

Focus on how your landing pages can synch with your email marketing and other online channels, as well as your goals as an organization as a whole. Finally, identify the tactics your team will utilize to setup, optimize and publish your landing pages in a timely manner using the right tools, talent and approach for your business.

Are you ready to covert more visitors to customers using landing pages with Jumplead? Start your 14-day free trial of our online marketing system today, there’s no obligations and easy setup.

If you have any questions about the techniques described within this guide or how to start your free trial with the Jumplead online marketing system, feel free to get in touch by emailing us at hello@jumplead.com or calling us at +44 (0)845 123 3755.
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