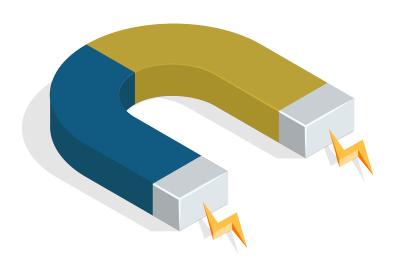
BRAND IMPLEMENTION LEAD GENERATION

"People relate to people, and if your brand feels like people, they'll relate to you, too."

Laura Busche



10 Steps For Lead Capture Page Design

- Ensure your offer is highly relevant and valuable to your target audience. Make sure it can be easily applied, and addresses their needs or pain points directly.
- Start with a strong headline statement at the top of your lead page. This should grab the visitors attention and clearly state the benefits of your offer.
- Use concise and persuasive copy that focuses on the benefits of your offer and how it is going to solve your visitor's micro problem. Keep your messaging clear and to the point, and avoid unnecessary jargon or overly complex language.
- Design your lead page with a clear and distraction-free layout that guides your visitors toward the conversion goal. Eliminate any unnecessary links or navigation that might lead visitors away from this page.
- Use high-quality images or videos that are relevant to your offer and enhance the appeal of your page. But don't overdo it. These lead magnet pages should be very simple and to the point. Remember, less is more on these pages. You want your visitors to quickly and easily submit their contact information, and not get distracted or confused about your offer.

Notes:

6	Make your call-to-action and form submission buttons stand out with contrasting colors and action-oriented text. Use your attention color that you define in your brand guidelines. Place CTA buttons strategically throughout the page to entice greater conversions.	Notes:
7	Keep the submission forms as short as possible. Only ask for the information that you truly need to qualify your leads. Longer forms can deter submissions. So keep your forms to a simple email address, or perhaps a name and phone number.	
	Also, ensure the form is prominently placed above the fold of the website, remember this is the top section of the page that is visible without the user having to scroll down the page.	
8	Build trust by Including testimonials, endorsements, client logos, or success stories. Also clearly link to your privacy policy near the form to reassure visitors that their information is safe and secure with you.	
9	Just like you did when designing your other web pages, be sure that your lead capture pages are fully responsive and look great on all devices. A high percentage of your lead page visitors will be accessing these pages on mobile devices, therefore they should have a seamless experience when submitting forms.	
.0	Once a visitor has submitted their contact information, be sure to redirect them to a confirmation page with the next steps. These pages don't have to be anything fancy, but you should provide more than just text that says "thank you for your submission".	
	I recommend a big and bold heading with a powerful and exciting statement like "YOU GOT IT", "GREAT, YOU ARE IN", or "NICE WORK".	
	This provides them with reassurance that they have joined something valuable.	
	Next, provide them with some short explanation copy about the next steps and how to access the content.	
	This can simply be a statement to check their email in a few minutes, or perhaps a button to download or gain access to the content right now.	

Big Ideas:	Notes:



Text Me: **830-250-5370**

Email Me: chris@BrandsByChris.com

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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