

From: Association of Strategic Marketing Live Webinars
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Subject: Create Landing Pages to Optimize Your ROI

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Create Landing Pages to Optimize Your ROI

LIVE WEBINAR | April 7, 2015

1pm ET (12pm CT, 11am MT, 10am PT)

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One of the most effective ways to get the most from your advertising dollar is to develop landing pages for your ads and emails. Landing pages are designed to keep the promise made in an ad, and to get visitors to take action. If a landing page does not contain each of five important ingredients, it will not be effective in generating sales, leads or subscribers for your business. Brian Massey will give you a specific recipe for effective landing pages that will increase your conversion rates and lower the acquisition costs of your customers. Attendees will have the opportunity to submit a landing page to the speaker before the program, some of which will be featured during the live event.

Benefits for You

- The five components that must be on every landing page.
- How to write an effective offer for your landing page
- The primary ways to build trust.
- How to present proof points.
- How to keep visitors from leaving your page.

[View Complete Agenda](#)

Who Should Attend

This live webinar is designed for CMOs, marketing directors and managers, SEM/SEO campaign managers, online media buyers, affiliate and e-commerce marketers, web designers, analysts, consultants and other marketing professionals.

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Presented By

Brian Massey, Conversion Science

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Live Webinar Details

April 7, 2015 | 1pm ET (12pm CT, 11am MT, 10am PT)

60 minutes including live Q&A

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3 Easy Ways to Register

Online: www.associationofmarketing.net

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Please provide the attendee's name, company, address, phone number and email address.

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