

**From:** Association of Strategic Marketing Live Webinars  
<customerservice@associationofmarketing.net>  
**To:** Mayer, DougDougMayer@gov.sc.gov  
**Date:** 3/10/2015 12:59:04 PM  
**Subject:** Create Landing Pages to Optimize Your ROI

---

Live Webinars   OnDemand   Membership

Live Webinar

## Create Landing Pages to Optimize Your ROI

[Learn More >](#)

Apr 7

1pm ET

**Credits\*: CMM**

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.

[MORE >](#)

Brian Massey  
Conversion Sciences

Live  
Webinar  
+ Audio  
Recording

Best Value \$168

[Register Now >](#)

Live  
Webinar

\$99

[Register Now >](#)

Audio &  
Reference  
Manual

Can't attend? \$99

[Order Now >](#)

Live Webinar ID: 396032 | Priority Code: 4300-8100-04 \*Please check Detailed Credit Information for approved credits. Credits by Lorman.

### 3 easy ways to order

Online: [www.associationofmarketing.net](http://www.associationofmarketing.net)

Phone: 866.226.0828

Email: [info@associationofmarketing.net](mailto:info@associationofmarketing.net)

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

#### EMAIL SETTINGS | UNSUBSCRIBE

Association of Strategic Marketing | 2510 Alpine Rd. | Eau Claire, WI | 54703 | 866.226.0828

This commercial email was sent to [dougmayor@gov.sc.gov](mailto:dougmayor@gov.sc.gov). To ensure that all our mailings get to you safely, we recommend you add [associationofmarketing.net](http://associationofmarketing.net) to your whitelist in your email client. Learn more about how to add [associationofmarketing.net](http://associationofmarketing.net) to your whitelist. This email address is not used for customer support and communication. Please do not respond to this message.