

How to Organize Content for an Effective Landing Page

USING THE STORYBRAND FRAMEWORK TO ORGANIZE YOUR HOMEPAGE'S CONTENT AND GROW YOUR BUSINESS

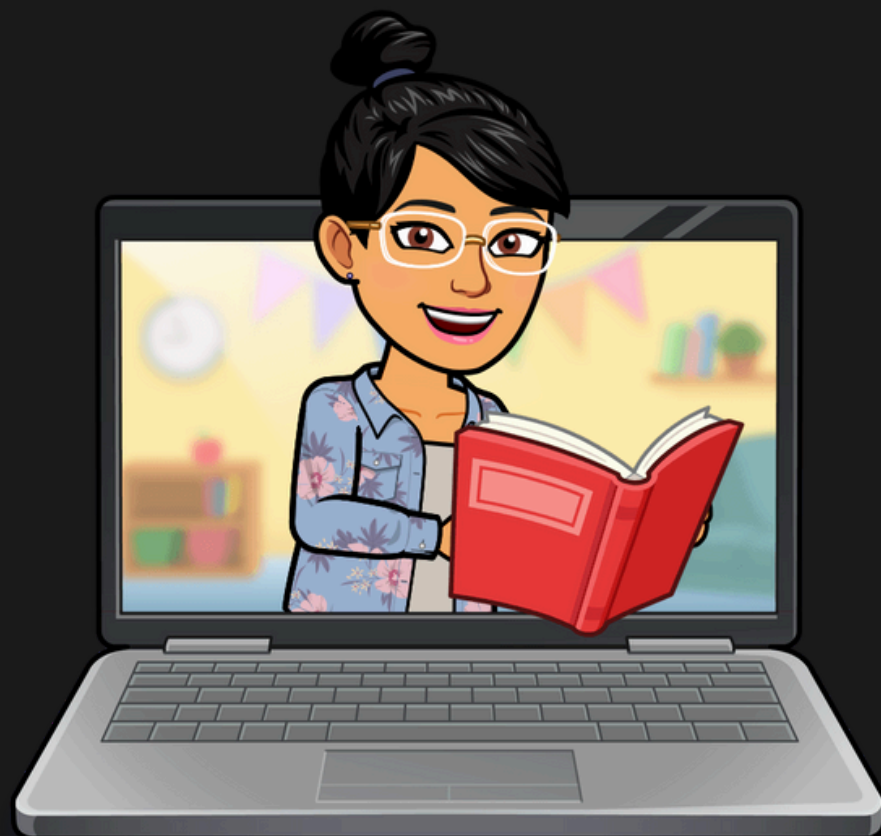
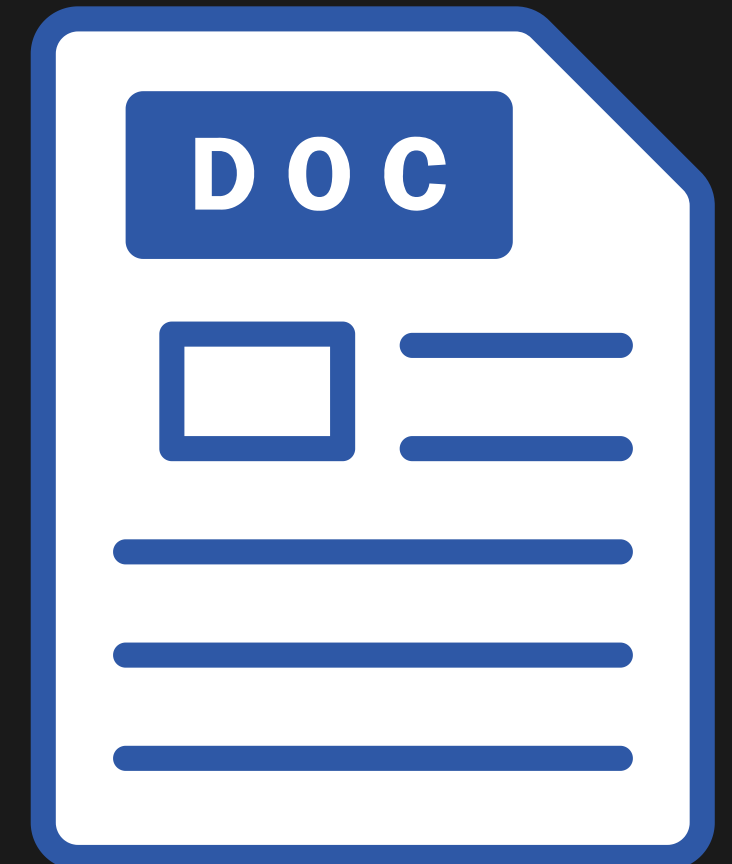
BY MERCEDES CRUZ

My Client provided a page containing the Draft content. A VERY long draft content.

Think of a simple Word document with several pages of black and white texts...

and some redundant and too technical (for the non-tech savvy) email marketing terminologies.

I did feel my eyes glaze over the page a bit... because the pages feels too full of text.



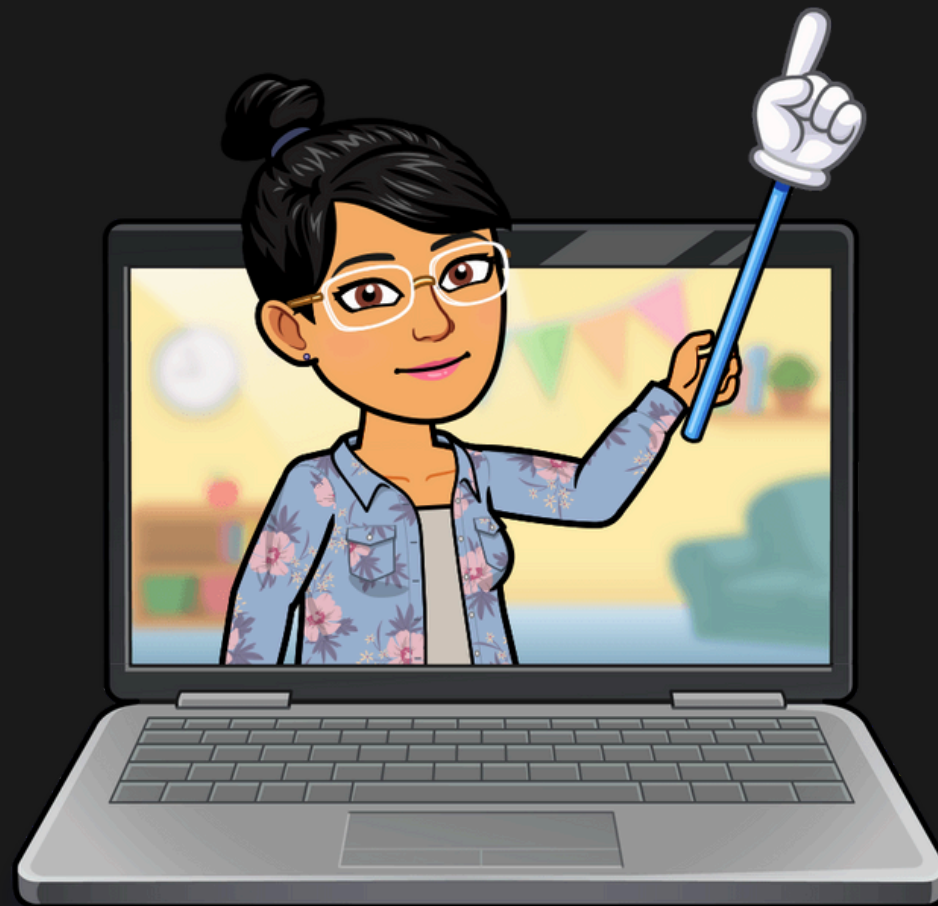
I realized I was experiencing...

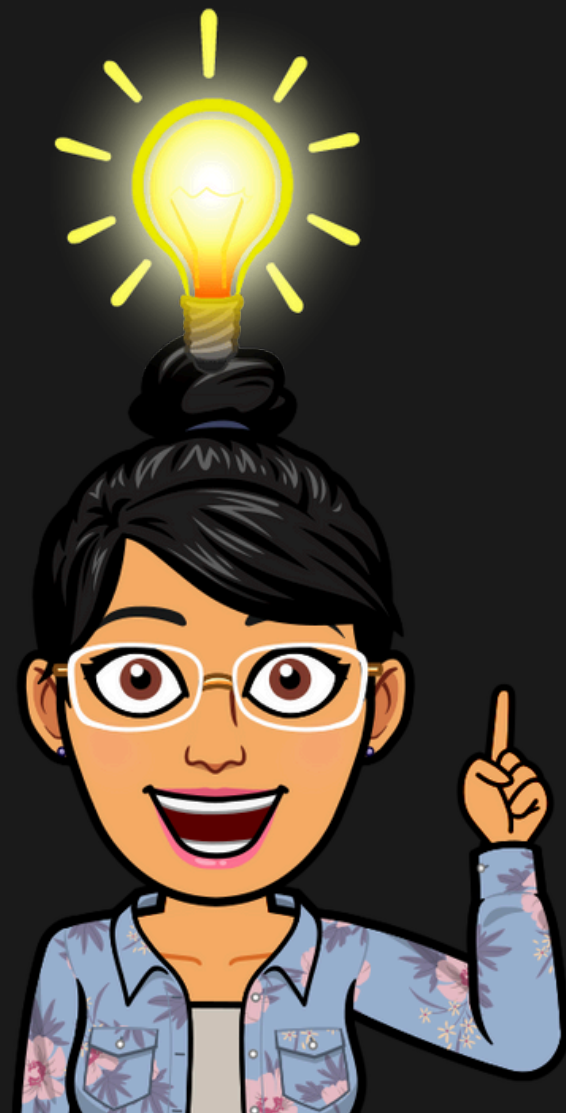
🔍 Cognitive Load



Cognitive load is the total amount of mental effort that is required to complete a task. You can think of it as the processing power needed by the user to interact with a product.

If the information that needs to be processed exceeds the user's ability to handle it, the cognitive load is too high.





My goal was clear. I had to trim down the content,
while retaining all important information....

make the landing page readable, but informative
even to the non-tech savvy.

Ergo, reduce the Cognitive Load.

So I decided to follow the Storybrand Framework.

The framework teaches marketers and business owners to use the universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses.

#1 *Wall Street Journal* Bestseller

DONALD MILLER

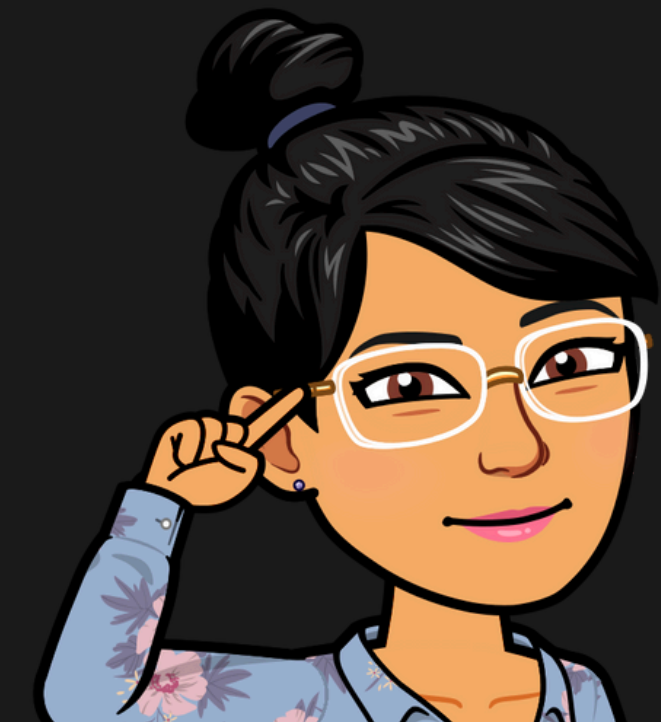
New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business



I'm now going to show you how I designed the Client's website following the Storybrand Framework.

Starting with....





The H1 Copy.

Every website needs to have a header that appeals to an aspirational identity.

The H1 copy is also short and inspirational. It makes you want to fulfill a call-to-action.

Making use of an image that best supports this identity helps.

For the tagline, I capitalized on a usual problem in emails...

Important emails getting into spam folders. Bummer.

Then I added in an invite to solve this issue with a clear call-to-action.



Also used a smiling group of people to help convey an aspirational identity like no other.

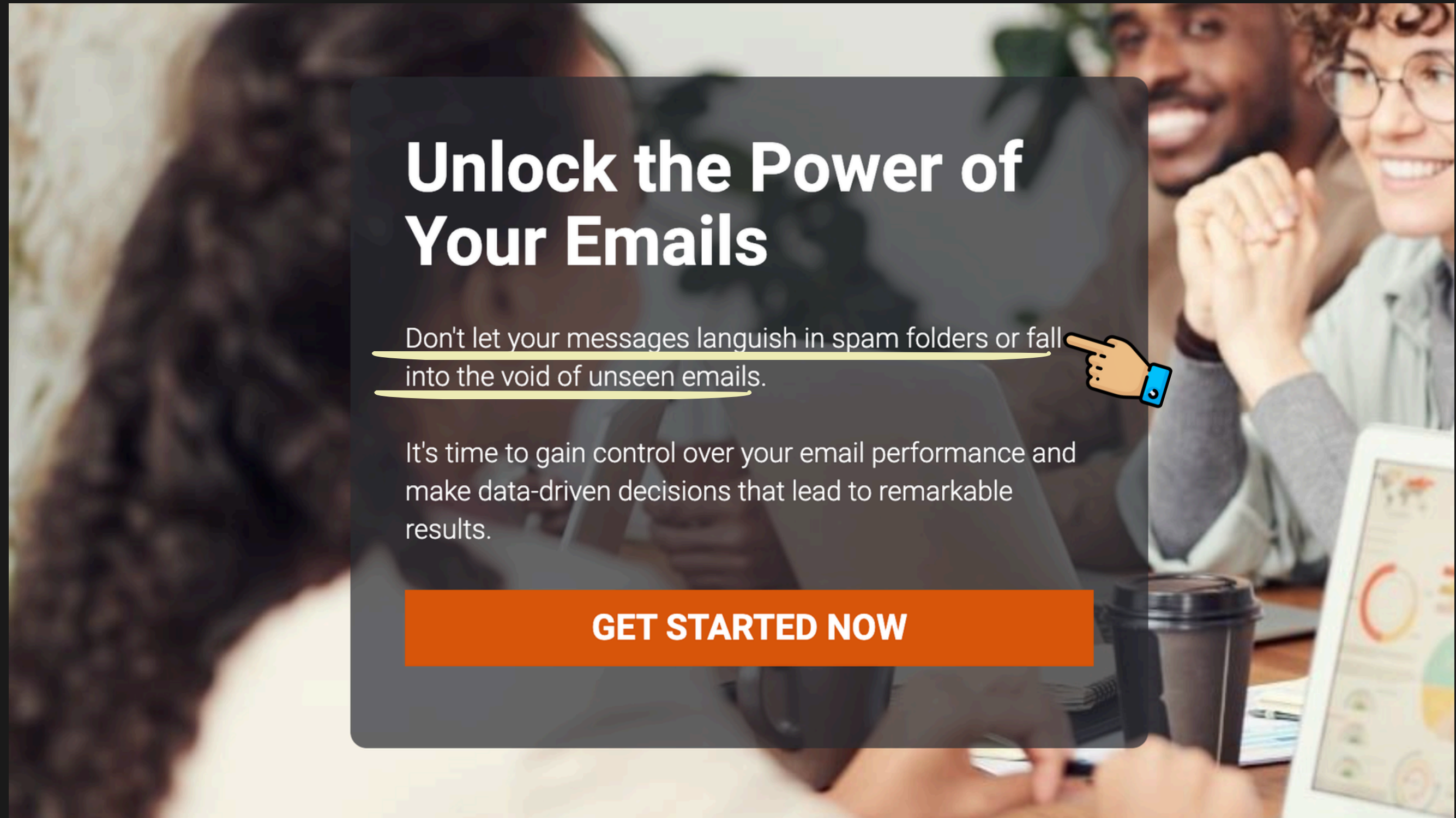
Unlock the Power of Your Emails

Don't let your messages languish in spam folders or fall into the void of unseen emails.



It's time to gain control over your email performance and make data-driven decisions that lead to remarkable results.

GET STARTED NOW



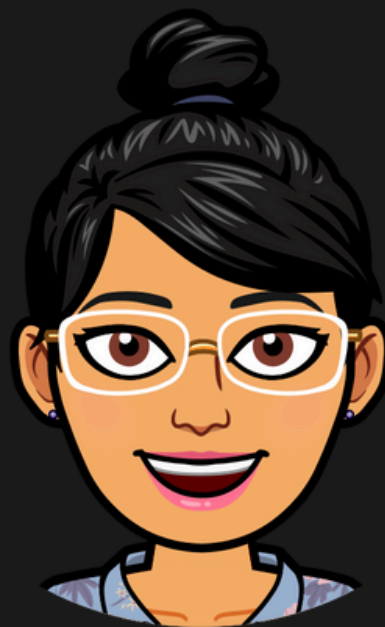


The Stakes Section

This is the section of a website that details what might happen if a prospect doesn't do business with you and it's crucial.

This can be considered the "fear-factor" section.

Where you potentially tell them what can go wrong if they don't avail of your product/service.

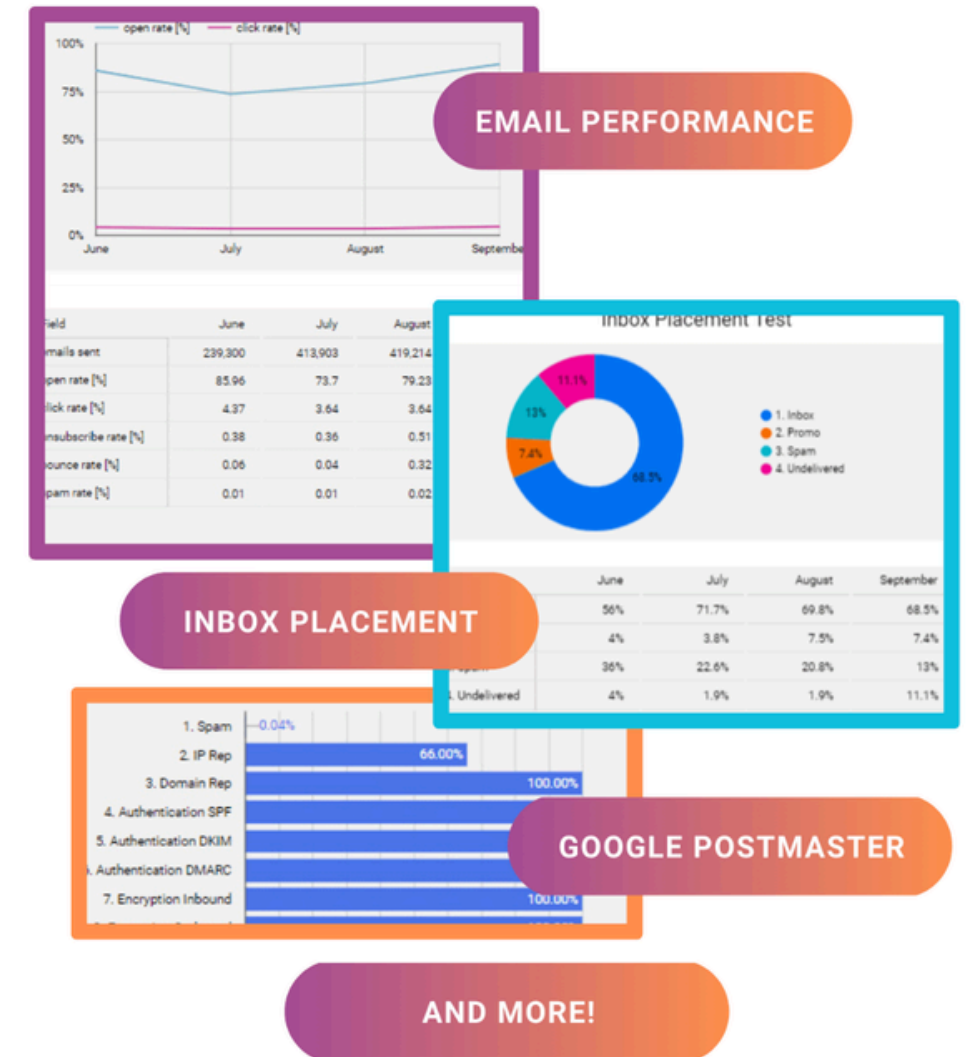


Don't Miss Out on the Future of Email Marketing...

Globally, **14% of all emails end up in spam**. The average revenue per email recipient is \$0.15. If you have a list of 50,000 contacts, sending out three emails per week and 14% of your emails end up in the dreaded spam abyss, **you are losing \$12,600 per month**. Saving up even half of them will bring you \$6,300 every month.

In the fast-paced world of digital marketing, **if you're not taking charge of your email campaigns, you're leaving money on the table.**

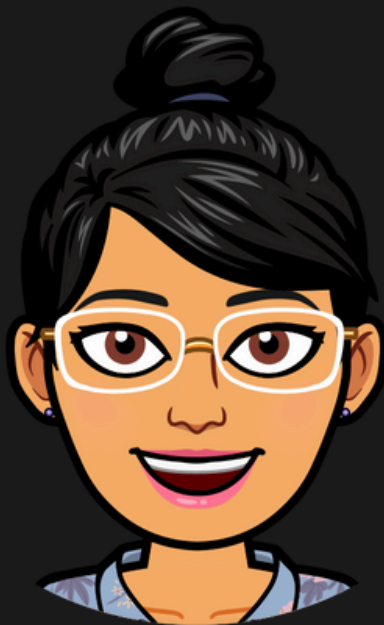
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The next section emphasizes this "fear" more.

We also had to mention the limited amount of clients that can be accommodated at this time.

While scarcity is typically invoked to encourage purchasing behaviors...



...it can also be used to increase quality by encouraging people to be more judicious with the actions they take.

Failure to improve email open rates and deliverability can result in missed opportunities, wasted resources, and a diminishing audience.

The stakes are high:

stagnation, poor engagement, and the looming threat of spam.

Don't let this be the downfall of your business;
take action now to secure your email marketing success.

Don't let your messages get lost - click the button below, maximize your outreach and preserve your hard-earned revenue."

GET STARTED NOW

Monthly subscription. Cancel anytime.

In order to keep the quality for all our clients, the number of clients is currently limited to 50.



The Value Proposition

This section lists some of the main benefits that your customer will receive by purchasing your product or service.

Client highlights here the main benefits that a customer could expect to receive from their service (we call this a value stack).

You would think they are merely selling a service. But what they really sell are...



Why Choose Us



Supercharge your Email Performance

Bid farewell to lackluster email campaigns. Our report equips you with advanced analytics and insights, helping you optimize your email content and strategy.



Boost Your Email Deliverability

By identifying delivery issues and suggesting the solutions, we help your emails find their way into your audience's inbox, not their spam folder.



Actionable Insights at Your Fingertips

Effortlessly monitor opens, clicks, bounces, and unsubscribes. Harness these insights to fine-tune your email content, timing, and targeting, resulting in higher engagement and conversion rates.



Inbox Placement Testing

With our inbox placement testing, you can precisely gauge how your emails perform in various email clients and ISPs. Maximize your chances of reaching the inbox every time.



User-Friendly Interface

Our intuitive interface makes it accessible for both beginners and experts to navigate and harness the full power of email reporting and analytics.



Dedicated Support

We're your trusted partner, available whenever you need us. Our dedicated support team is here to answer your questions and ensure your success.

Convenience

Time-value

Peace of Mind



The Plan Section

Laying out your 3-step plan and highlighting the benefits of each step is essential for mapping out this section of your website.

Customers do not take action unless they are challenged to take action.

In this example, the Client uses a simple 3-step process to demonstrate how easy it is to set up a an account with their service.

A screenshot of a landing page with a blue background. The title is "Your 3-Step Path to Email Success". There are three white boxes, each with a numbered icon (1, 2, 3) and a title. Step 1 is "Signup and Access", Step 2 is "Monthly Optimization", and Step 3 is "Data-Driven Transformation". Below the steps is a large orange button that says "GET STARTED NOW". There is a small logo in the bottom right corner of the page.

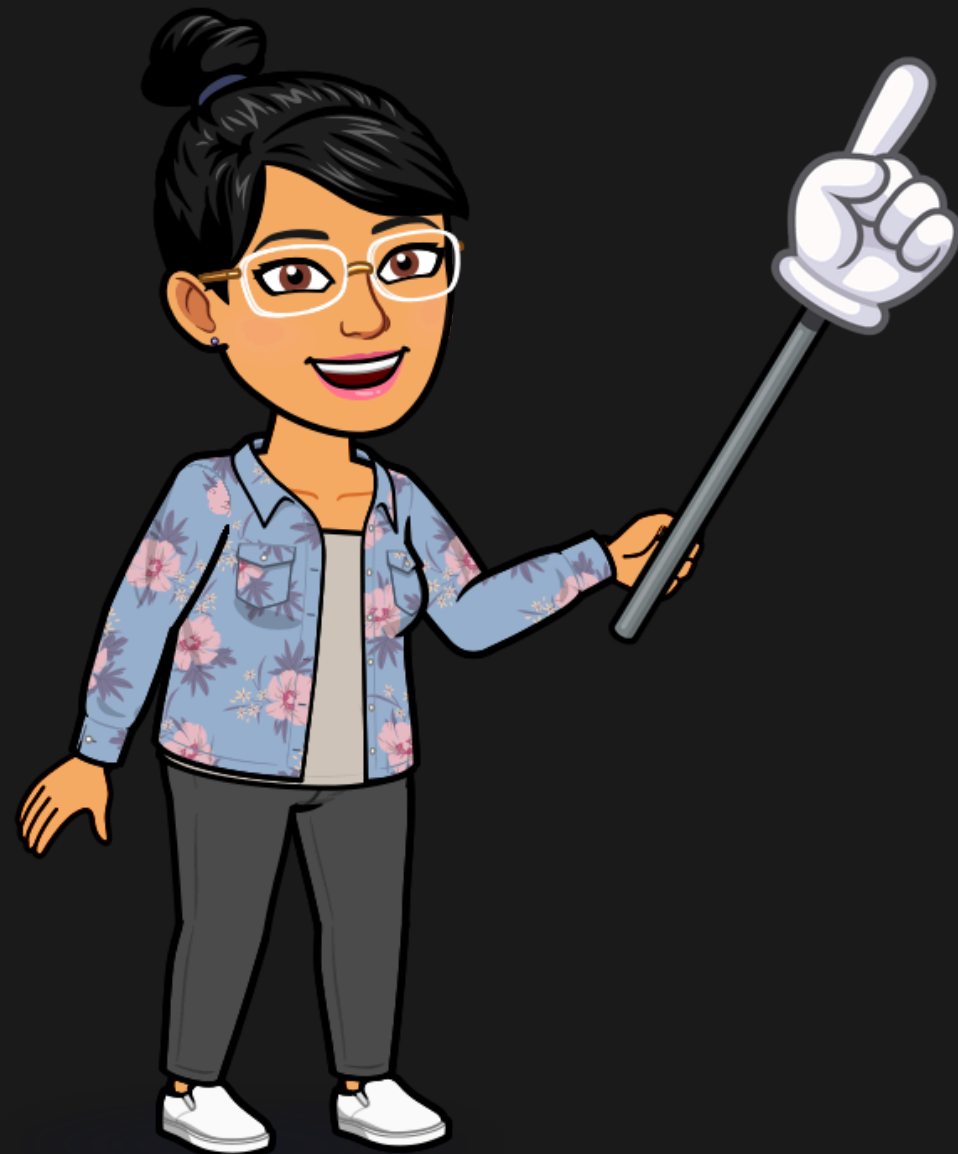
Your 3-Step Path to Email Success

- 1**
Signup and Access
Simply click the "Get Started Now" button, provide your information, and grant us access to your CRM, whether it's Mailchimp, Ontraport, or Active Campaign.
- 2**
Monthly Optimization
Each month, we conduct a comprehensive set of tests to guarantee your email program is optimized. We ensure you're not blacklisted and that your emails consistently reach inboxes. Plus, we provide actionable suggestions for improvement.
- 3**
Data-Driven Transformation
Our unified dashboard offers a clear trend of your email performance, incorporating historical data and actionable insights. No need to juggle multiple testing platforms; we provide the complete solution with human-reviewed results.

GET STARTED NOW

Taking it a step further, the 3-steps details the benefits that a user will receive through each step of the process.

Then right below is a clear call-to-action.

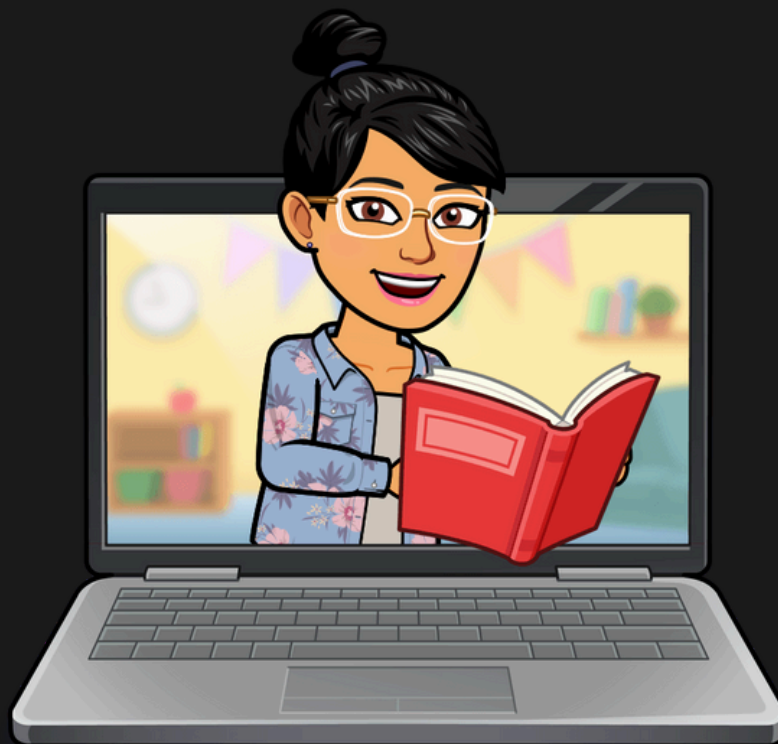


Explanatory Paragraph

Every human being is trying to avoid a tragic ending. So this is where you build more trust with your potential customers.

This service hooks readers further and demonstrate more empathy and authority in their industry.

These short paragraphs also provides prospects with more information to check their "credibility box"...



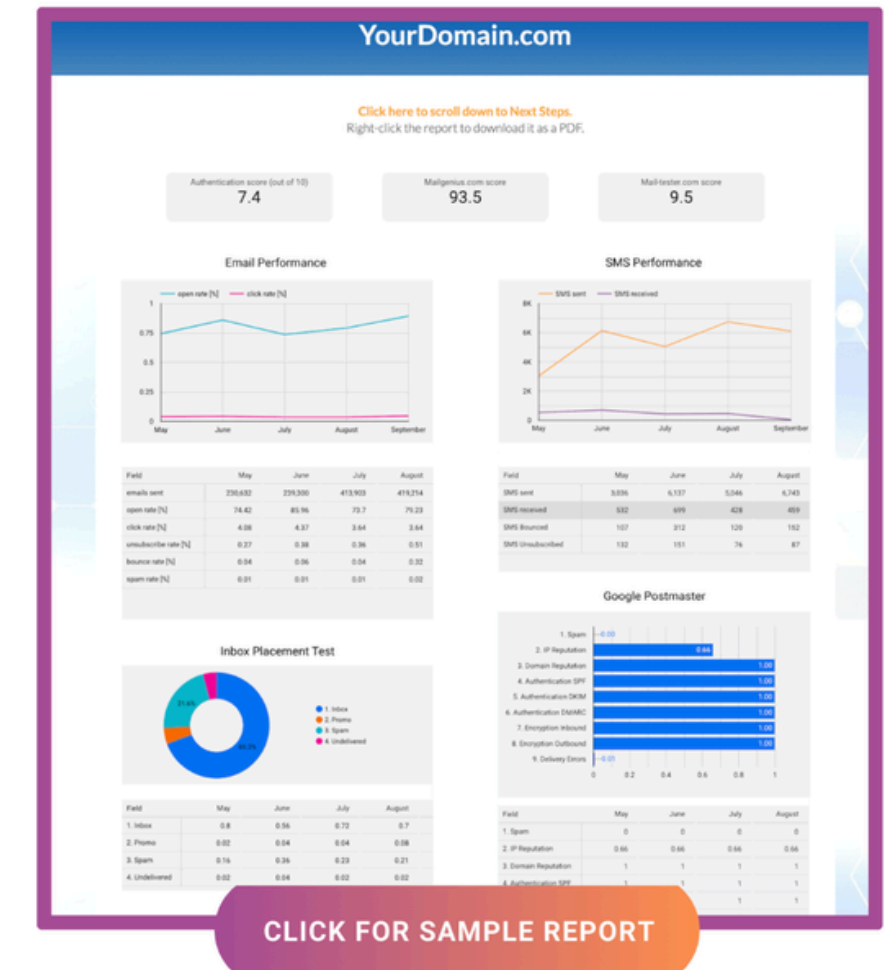
... by also providing Sample Reports to review.

In a crowded landscape of email marketing tools, we stand out as your comprehensive and reliable solution.

Unlike other email testers that focus solely on the present, we meticulously assess your emails from multiple angles.

We simplify the process for you, providing a single dashboard to connect the dots between your past engagement, current performance, and future potential.

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You can consider this as a brief "About Us" section, just with more emphasis on authority info and empathy... instead of a brand's history.

Always be sure to write for people first and search engines second as this will ultimately help your SEO in the long run.

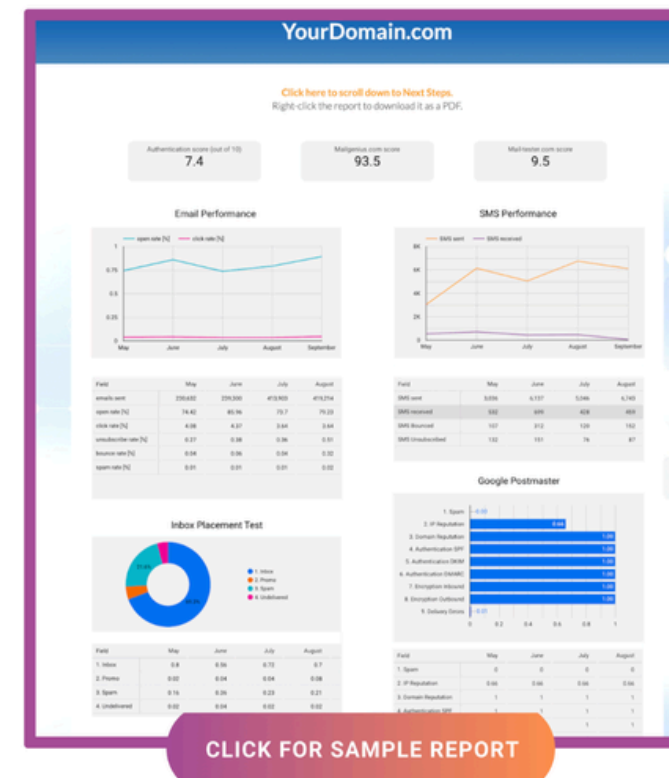


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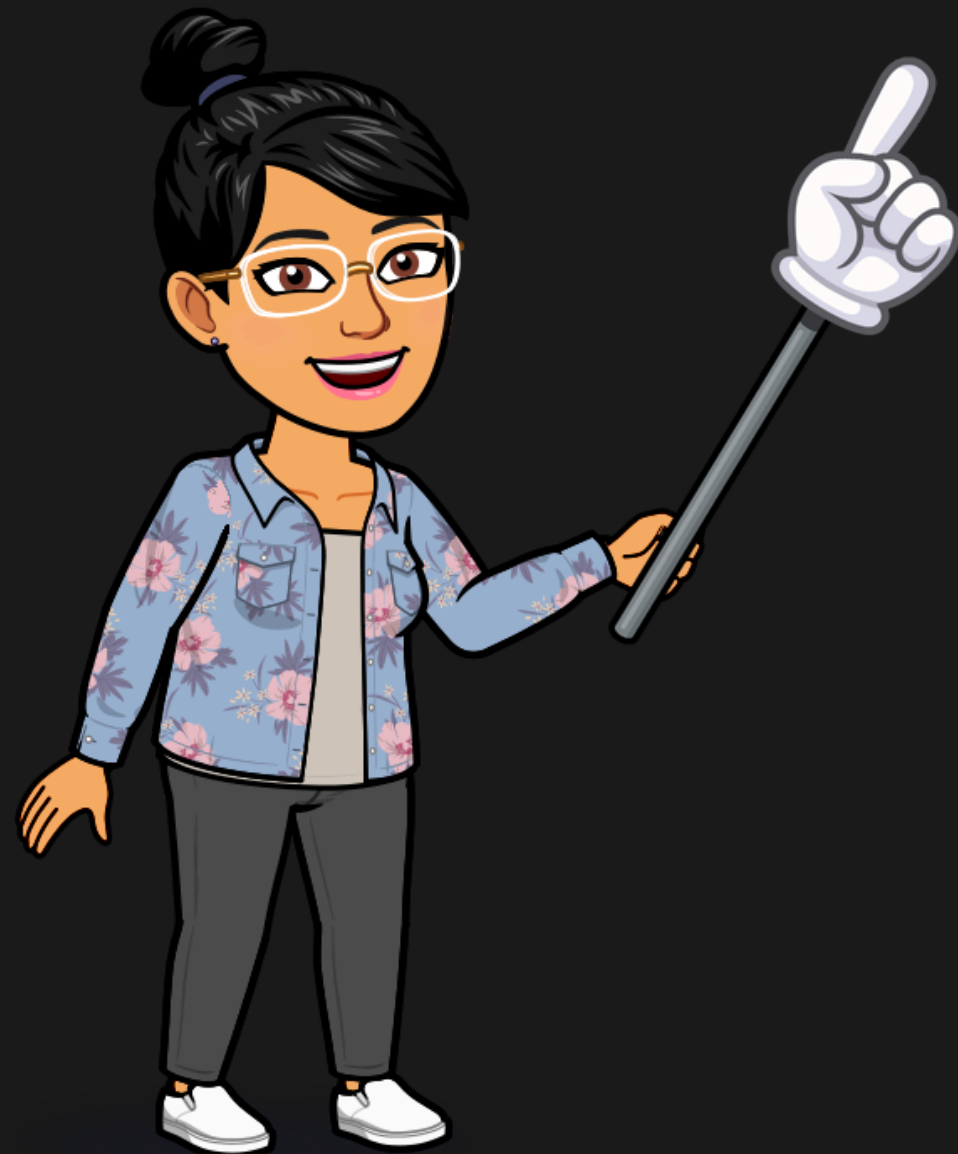
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We're Trusted By



Video Section

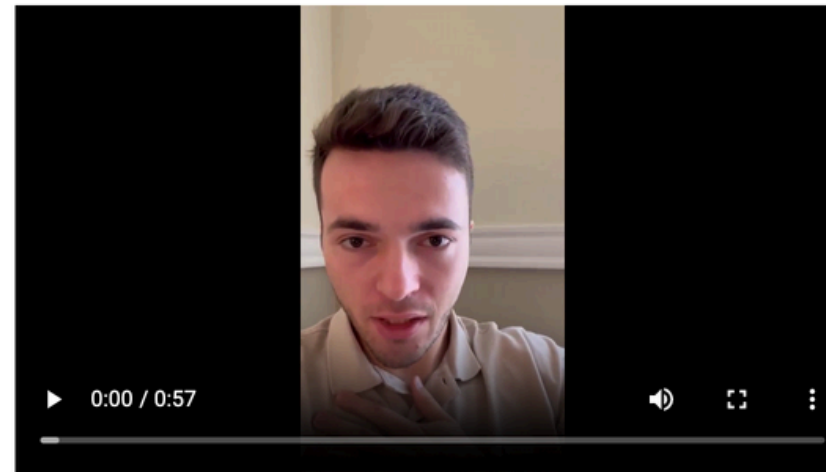
Never assume people understand how your brand can change their lives. Tell them... and a video is one of the best ways to do this.

The Client showcases its product through the use of video testimonials...

which is a great way to add credibility to your brand!



We're Trusted By



Troy Ericson
"The Email Paramedic"
www.troyericson.com
www.mailgenius.com



Chad Tackett
Creator of Committed 100
www.committed100.com



Join the ranks of successful email marketers who rely on us to improve their email performance and deliverability. It's time to unlock the potential of your email campaigns today!

Be sure to make the videos short though, as to not take too much of your prospect's time.

A 1-minute video will be enough.

Unlock the Power of Your Emails

Don't let your messages languish in spam folders or fall into the void of unseen emails.

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[GET STARTED NOW](#)

And we ended up with a clean, professional looking landing page with a clear message.

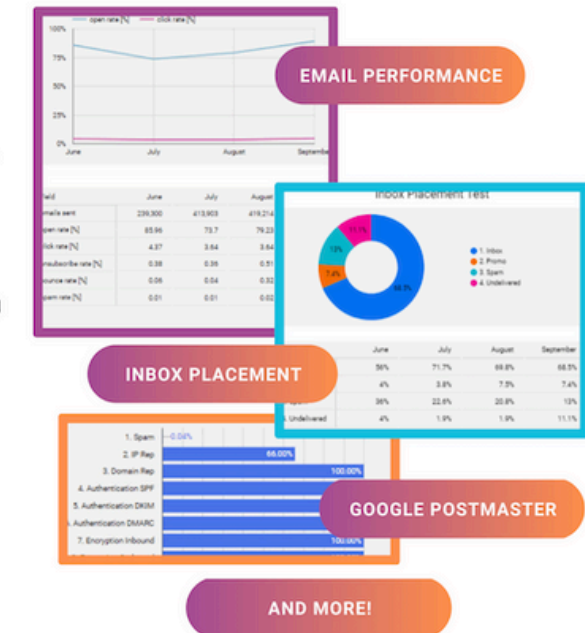


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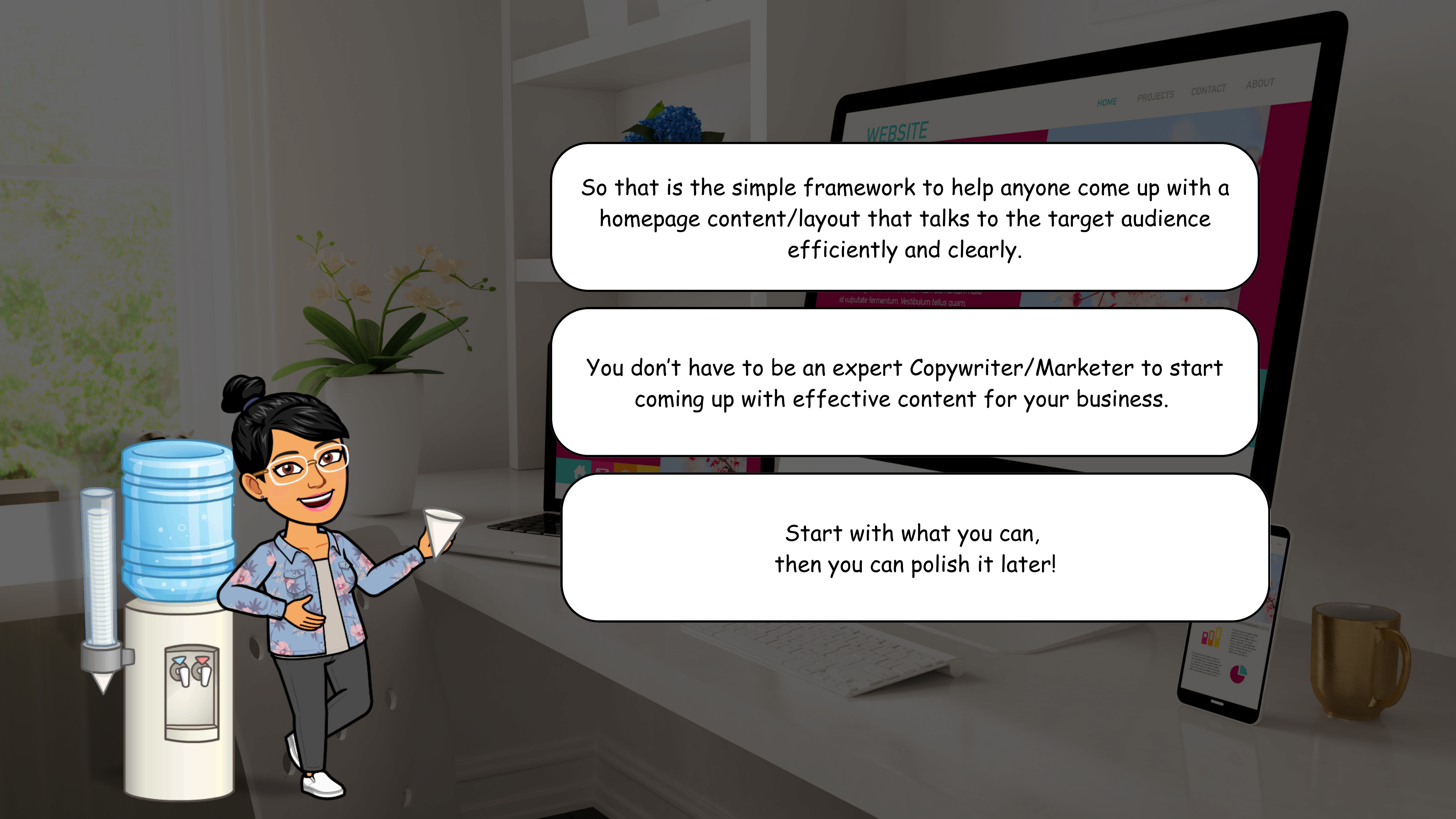


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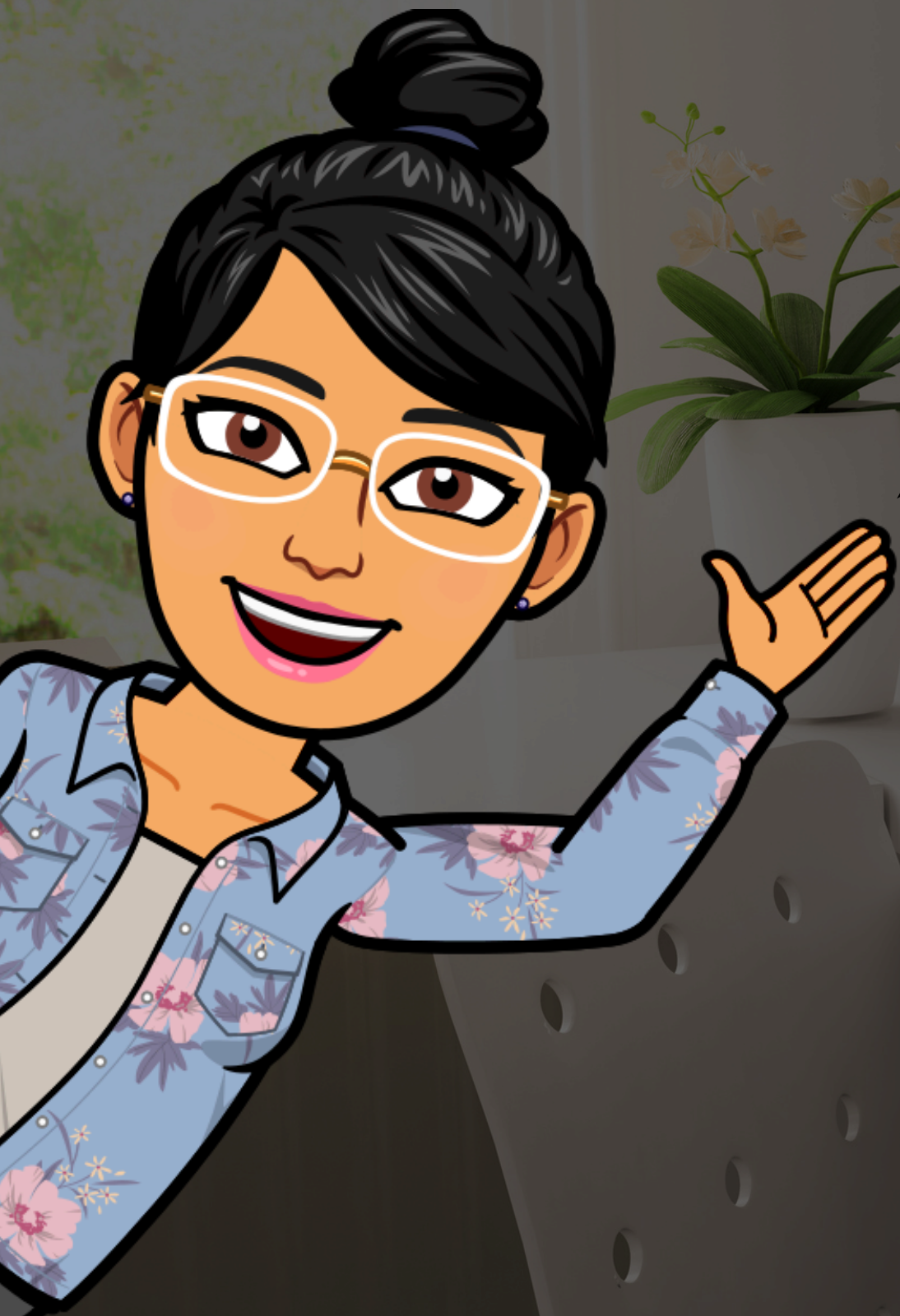
Don't let this be the downfall of your business; take action now to secure your email marketing success.



So that is the simple framework to help anyone come up with a homepage content/layout that talks to the target audience efficiently and clearly.

You don't have to be an expert Copywriter/Marketer to start coming up with effective content for your business.

Start with what you can,
then you can polish it later!



That's all for now!
If you have any questions about
organizing/creating your content for your
webpages, contact me at
info@mercedesmariecruz.com.

