

如何做好一个落地页，促进用户增长

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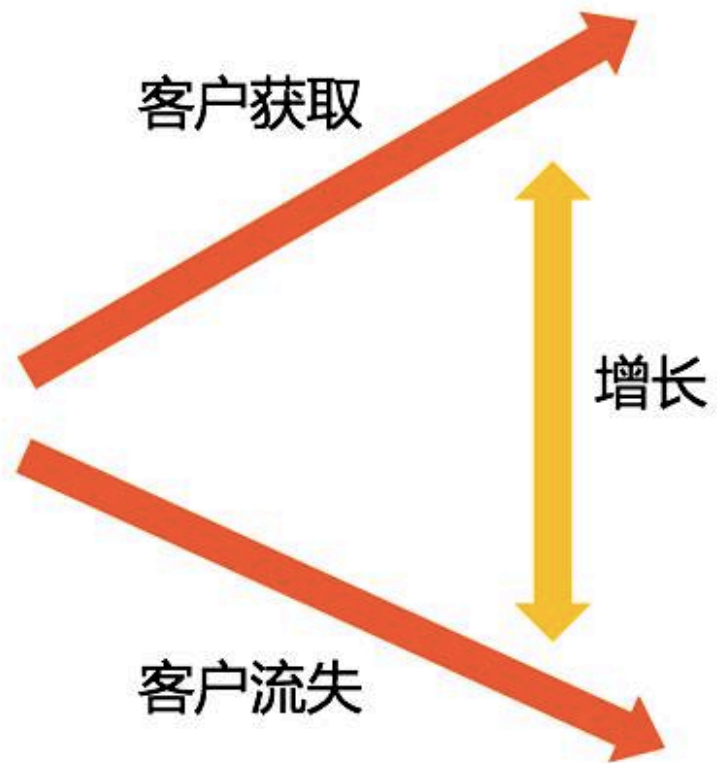


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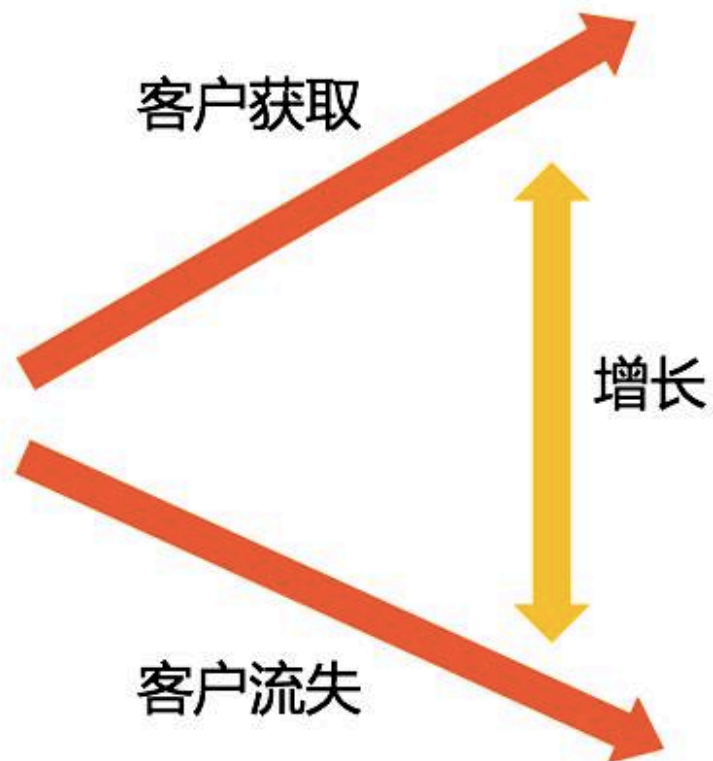
- 1. 用户增长的逻辑是什么
- 2. 落地页的基本要素
- 3. 如何提升转化率
- 4. 优化落地页转化率的5大步骤
- 5. 案例分析
- 6. QA

第一节：用户增长的逻辑是什么？

1.1 关于增长



1.2 用户增长的心理机制

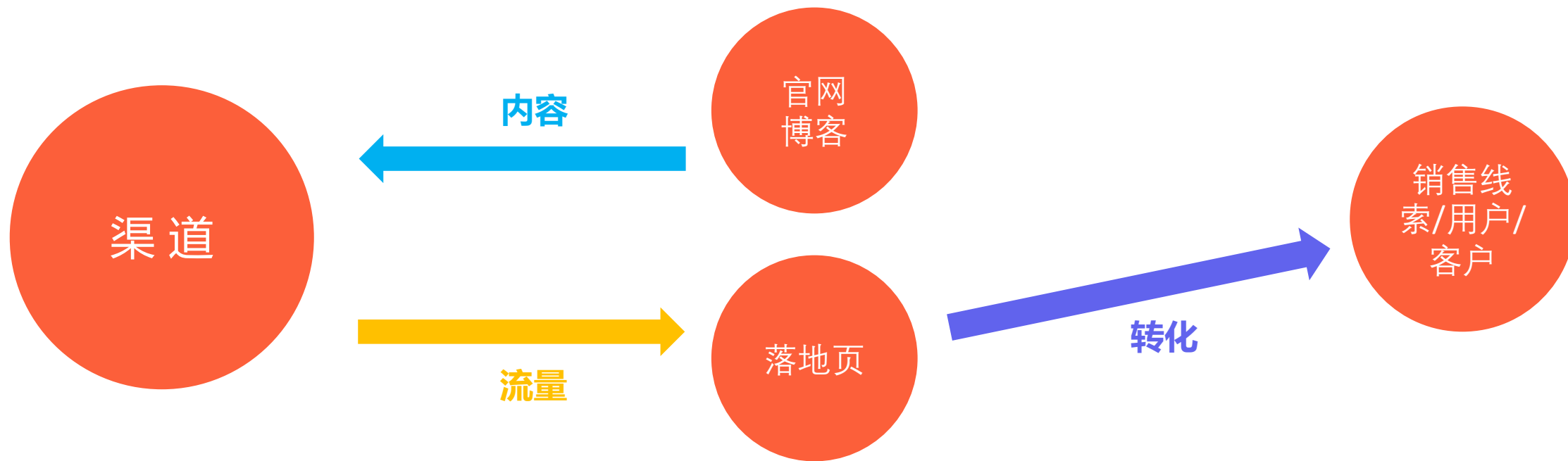


- 增加信心
- 降低疑虑

1.3 我们给渠道内容，渠道给我们流量



1.4 落地页承接流量，转化为用户



第二节：落地页的基本要素

2.1 落地页的目的



□ 为销售漏斗预热

□ 丰富营销资料库

2.2 落地页分类



点击落地页



线索产生落地页



2.3 落地页的5大要素

- 独一无二的卖点
 - ✓ 一句话打开话夹子
- 英雄出击
 - ✓ 一张好照片，胜过万言书
- 消费者益处
 - ✓ 不要规格，要服务
- 社会证言
 - ✓ 没人想当小白鼠
- 行动号召
 - ✓ 心动不如行动



1

独一无二的卖点

Clickable Empowers Your Search Marketing. Making You Faster, Smarter & Profitable!

Clickable makes it easy for advertisers and agencies to manage pay-per-click (PPC) performance across all major advertising networks.

SOME OF OUR MOST POPULAR FEATURES INCLUDE:

- **USER FRIENDLY & INTUITIVE INTERFACE**
Manage (PPC) Performance Across All Major Networks
- **ACCOUNT MANAGEMENT & CUSTOMER SERVICE**
Succeed With Live Help and Assist Program
- **SIMPLE & FAST INTEGRATION**
Set Up Your Network Accounts Instantly
- **SINGLE PIXEL TRACKING**
Track Conversions Across All Networks
- **PERFORMANCE BASED RECOMMENDATIONS**
Profit More With Account Performance Recommendations
- **POWERFUL REPORTING & BULK EDITING**
Actionable Reporting & Fast Bulk Editing



2

英雄出击

15 Day Trial

First Name

Last Name

Phone Number

Email Address

Company

SIGN-UP

Or call: **877-775-6699**
Toll Free to speak with a Product Support Specialist.

5

行动号召

消费者益处

3

PPC Day-Parting Tool

Day-parting allows advertisers to control costs and ensure that ads are shown during crucial high-converting time periods. Clickable offers an intuitive day-parting feature that helps advertisers run ads only when it drives profit for their business.

Suppose you own a business with a call center, but your reps are only available during normal business hours, or your ads accrue costs but no conversions during certain parts of the day. You can ensure ads are turned off during under-performing times of the day, and only drive profit.

4

社会证言

CLICKABLE EMPOWERS YOUR SEARCH MARKETING.



Microsoft® adCenter

第三节：如何提升转化率？



3.1 拆解指标：找到容易改进的环节

$$\text{用户 / 线索数} = \text{访问量} \times \text{注册按钮点击率} \times \text{注册转化率}$$



我们想改进的指标



我们需要思考的点



3.1 落地页的ROI通常最高

用户 / 线索数 = 访问量 X 注册按钮点击率 X 注册转化率

300人/周

10000人/周

10%

30%

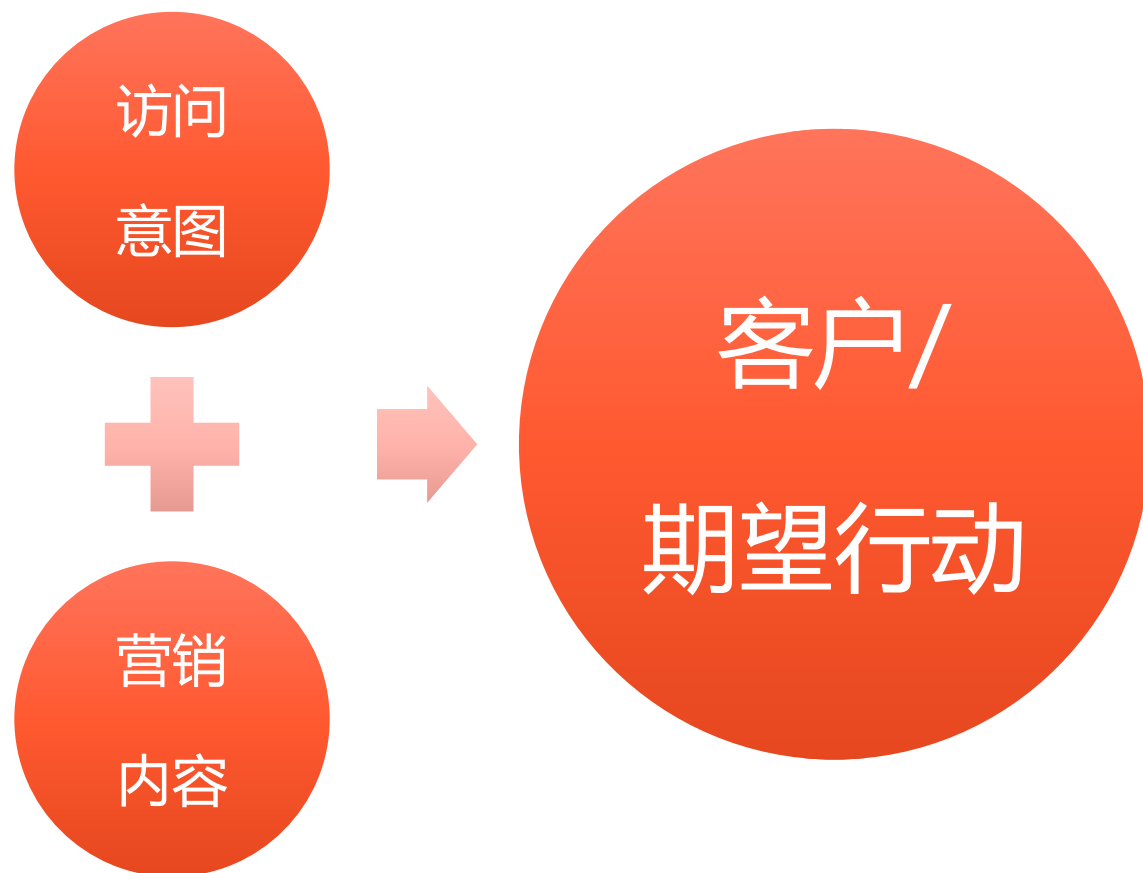
360人/周

10000人/周

12%

30%

3.2 转化就是关于客户如何做决定

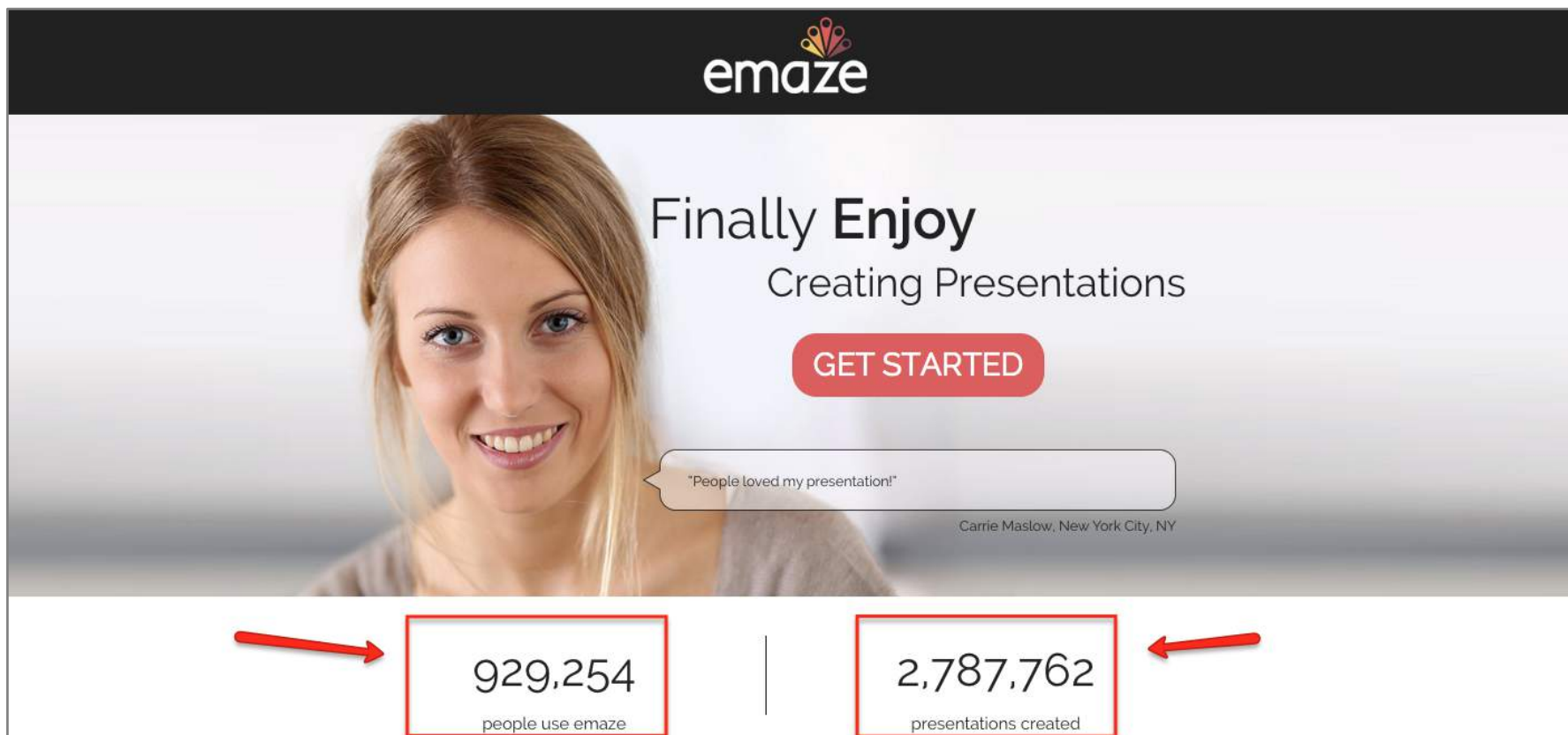




3.3 提升转化的10种心理学技巧

- 1.权威感
- 2.顶帽效应
- 3.社会证言
- 4.损失规避
- 5.得寸进尺
- 6.稀有性
- 7.社群效应
- 8.利用预期
- 9.自由感
- 10.争议感

(1) 权威感



The image shows a banner for the 'emaze' website. At the top, the 'emaze' logo is displayed. Below it, a smiling woman is featured on the left. To her right, the text reads 'Finally Enjoy Creating Presentations' followed by a red 'GET STARTED' button. A testimonial bubble says 'People loved my presentation!' attributed to 'Carrie Maslow, New York City, NY'. At the bottom, two statistics are highlighted with red boxes and arrows: '929,254 people use emaze' and '2,787,762 presentations created'.

emaze

Finally **Enjoy**
Creating Presentations

GET STARTED

"People loved my presentation!"
Carrie Maslow, New York City, NY

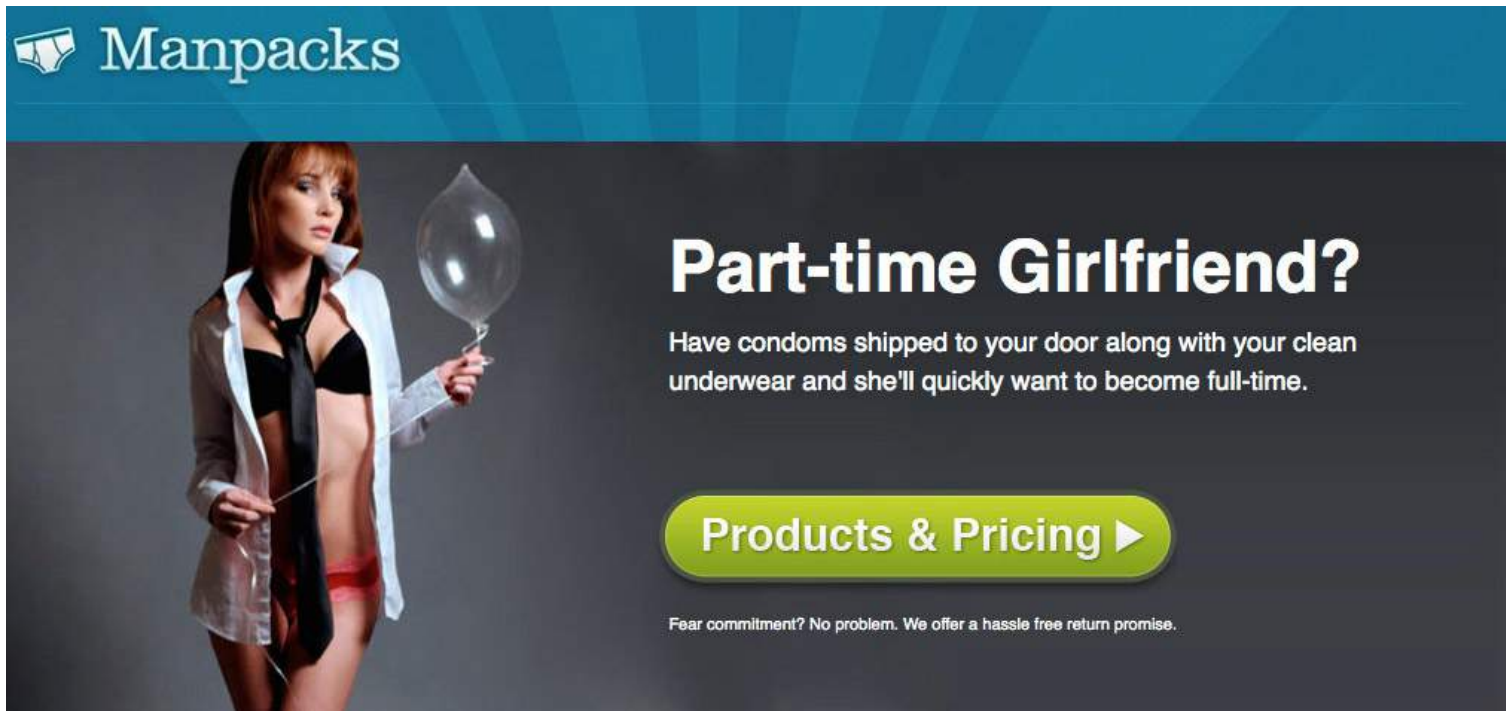
929,254
people use emaze


2,787,762
presentations created

(2) 社群效应



(3) 争议感



 Manpacks

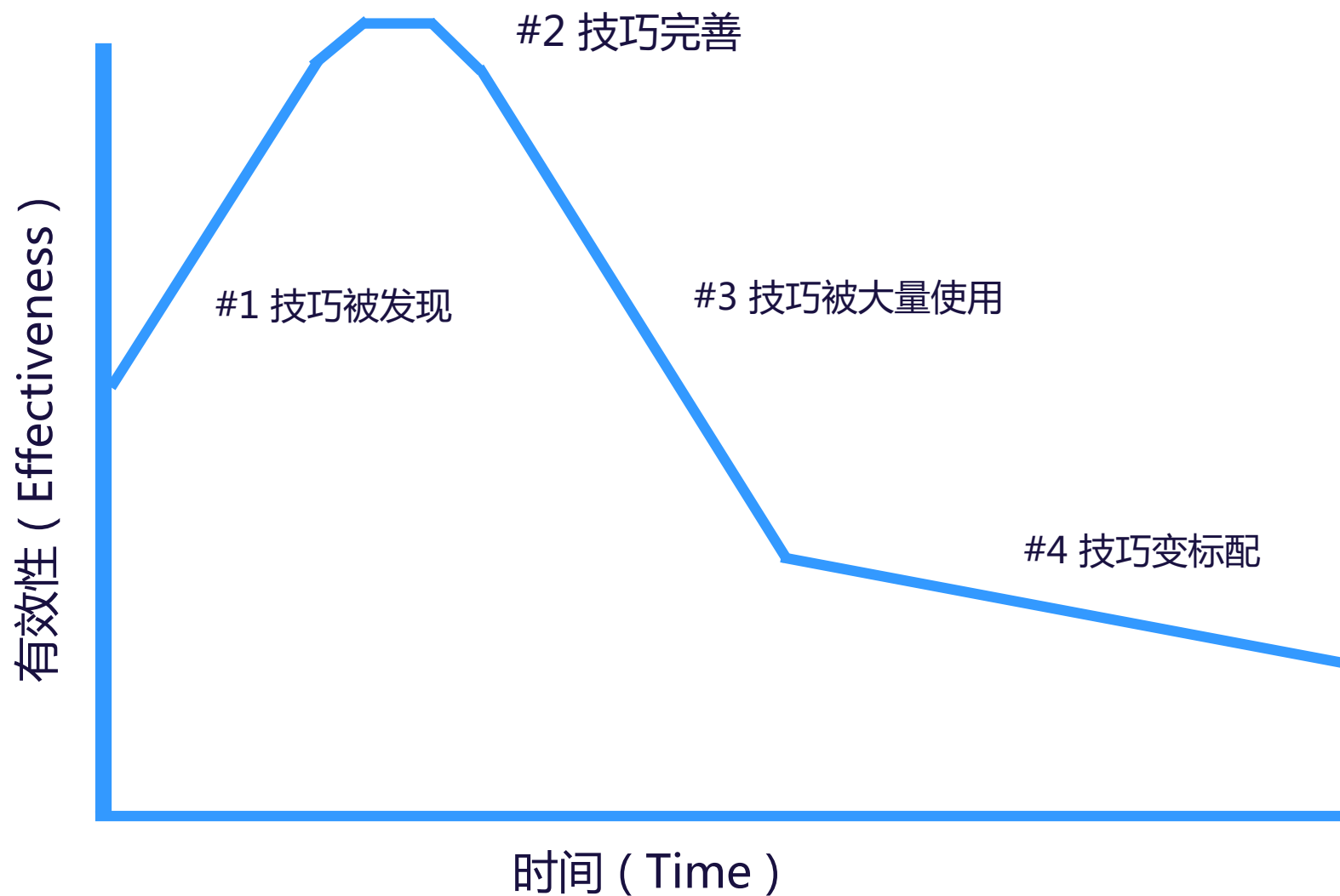
Part-time Girlfriend?

Have condoms shipped to your door along with your clean underwear and she'll quickly want to become full-time.

[Products & Pricing ▶](#)

Fear commitment? No problem. We offer a hassle free return promise.

3.4 技巧的生命周期





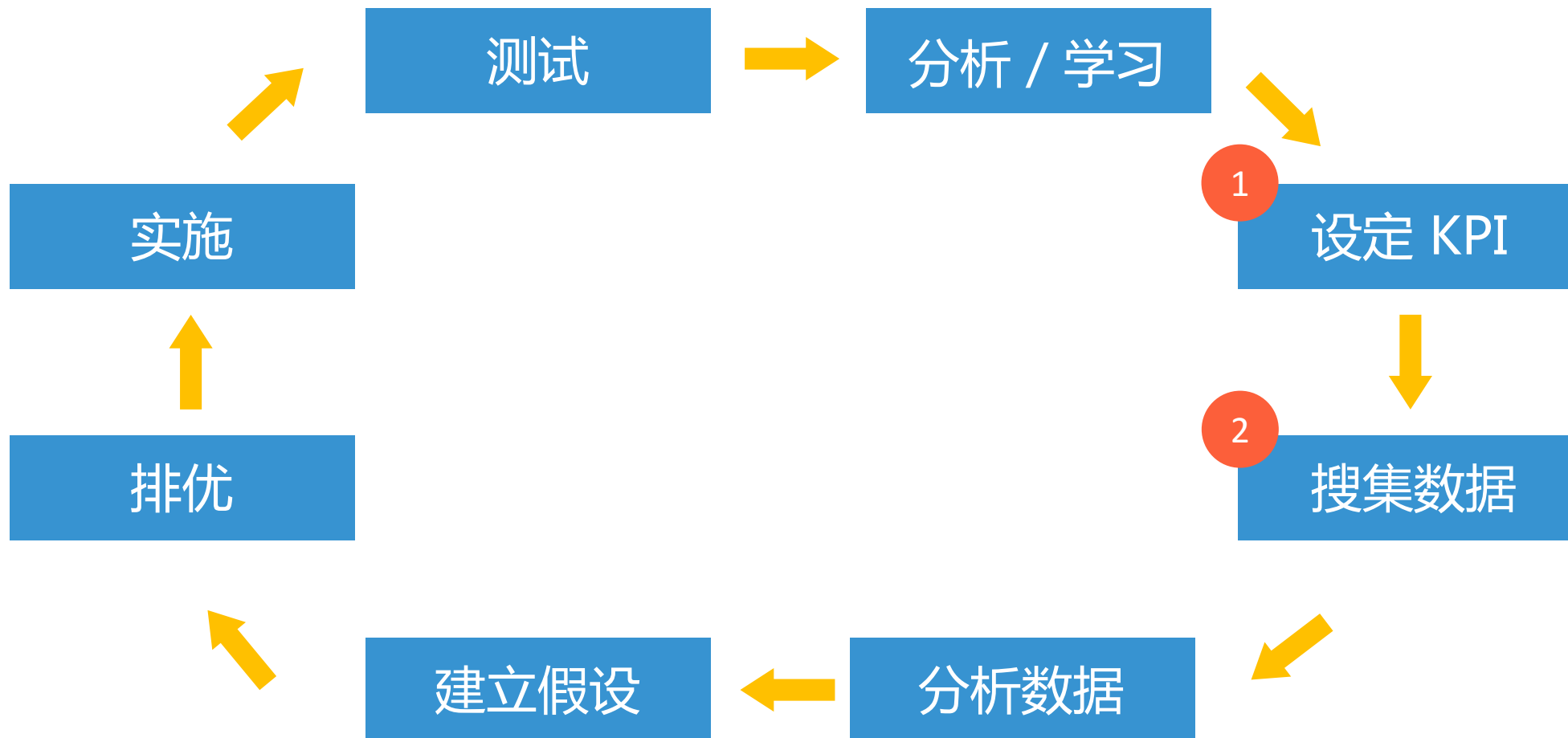
3.4 为什么依赖技巧不靠谱

- 你们的客户不同
- 你们的产品不同
- 你们的客户旅程不同



3.5 优化落地页转化率

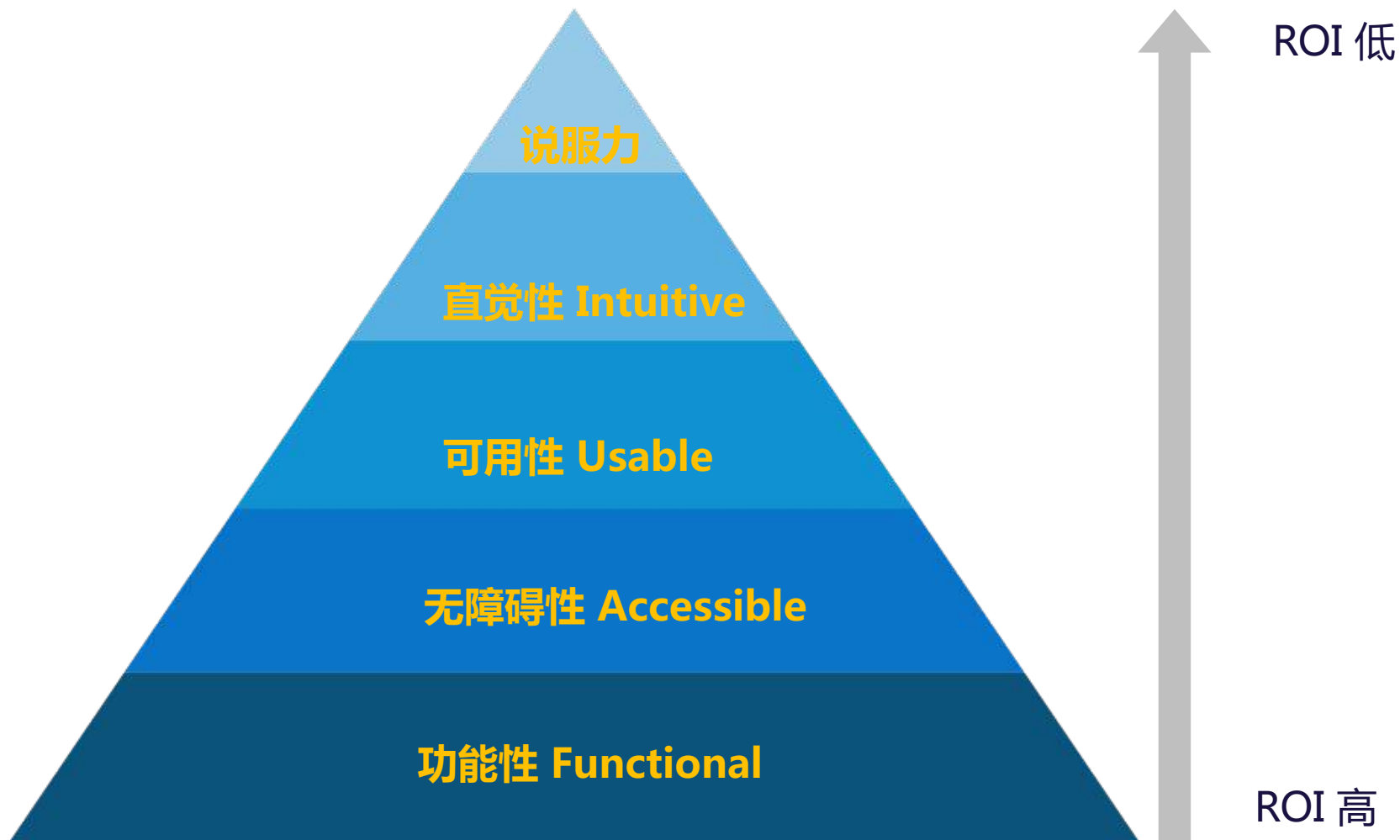
- 通过不断的测试与试验，找到新的增长点！



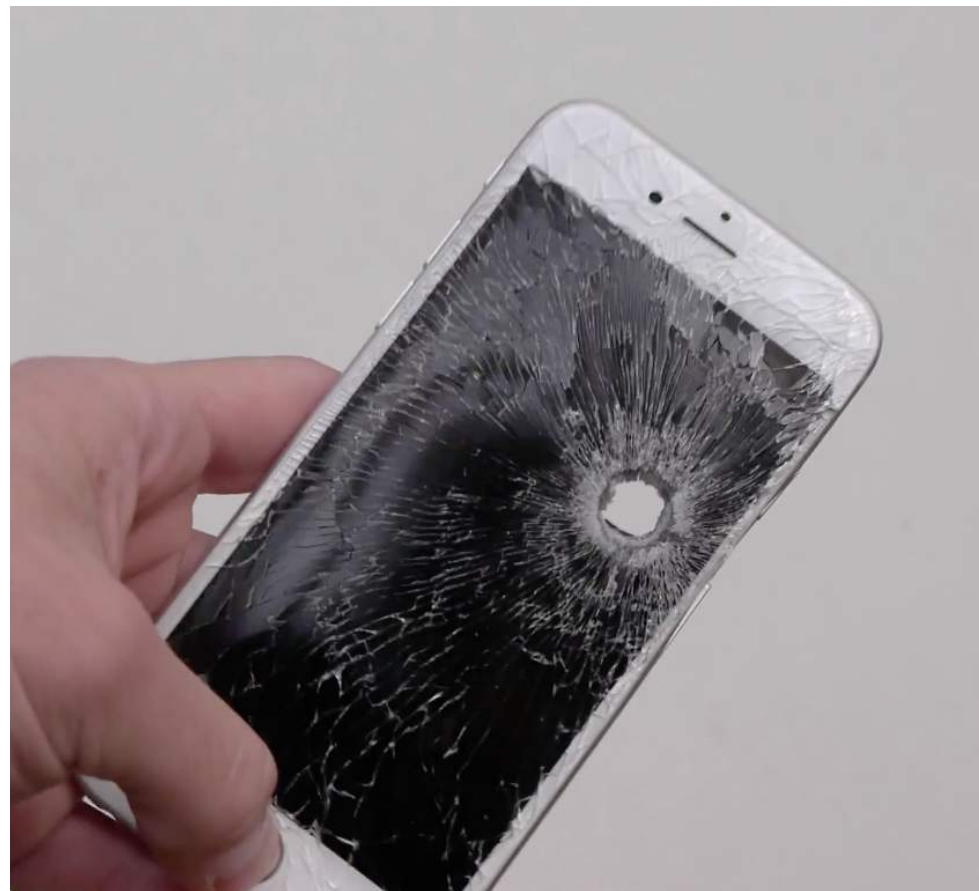
第四节：优化落地页转化率的5个步骤



转化率优化的金字塔



4.1 功能性：检查是否损坏





4.2 无障碍设计：对身障者是否友好



4.3 工具可用性：使用者是否按照你的想法操作



4.4 反直觉设计：产品体验不友好

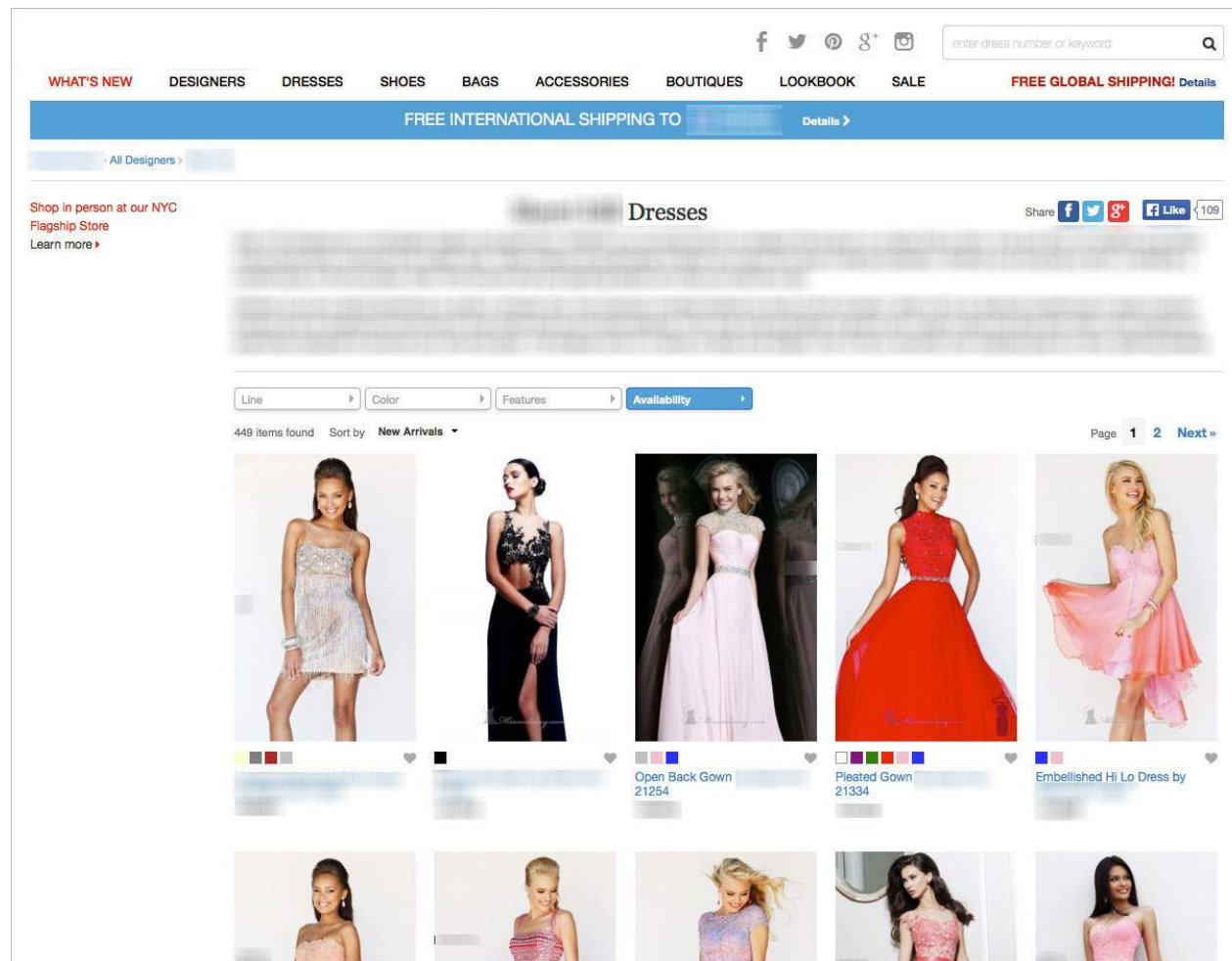


4.5 说服力：品牌感

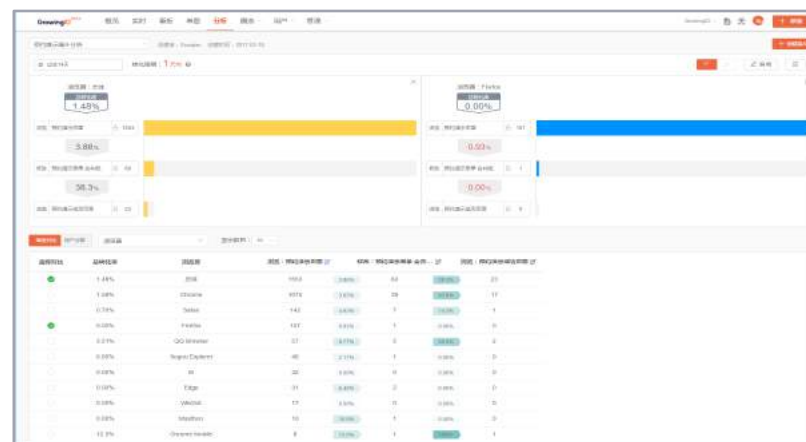
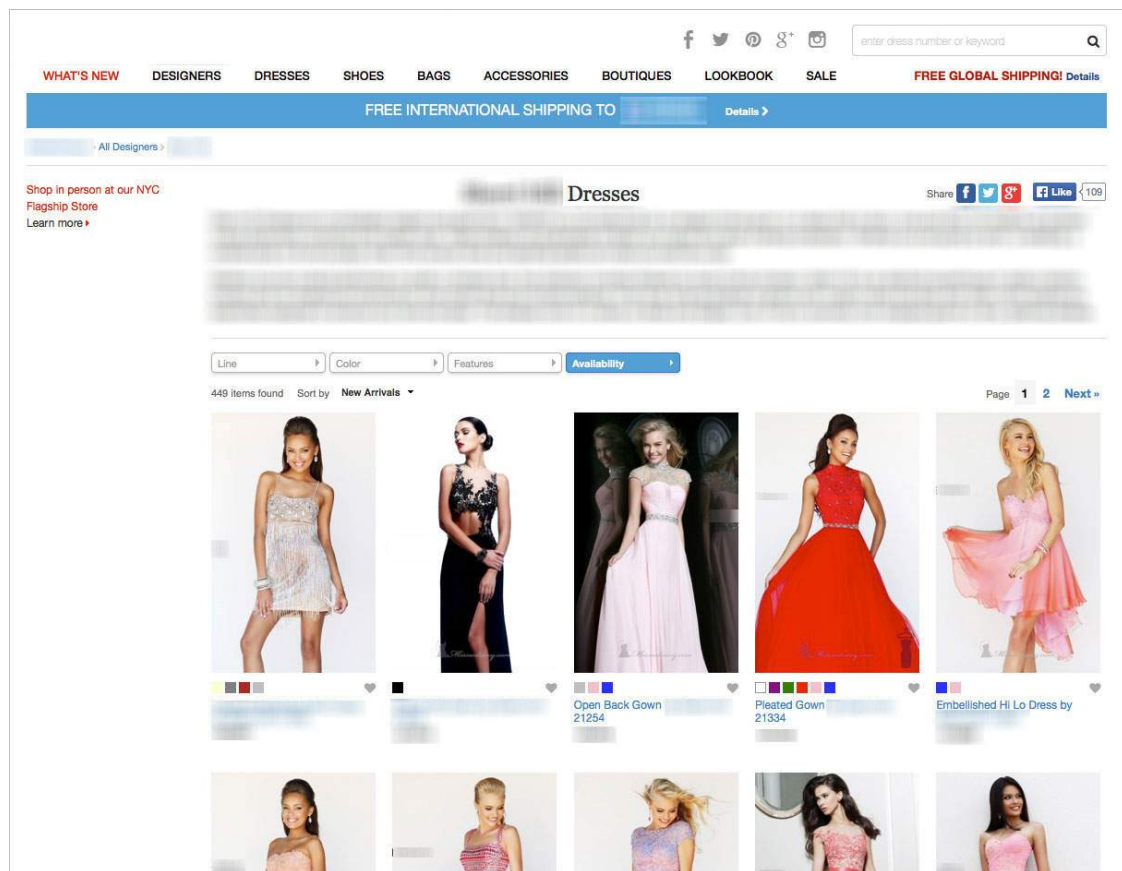


5.案例分析

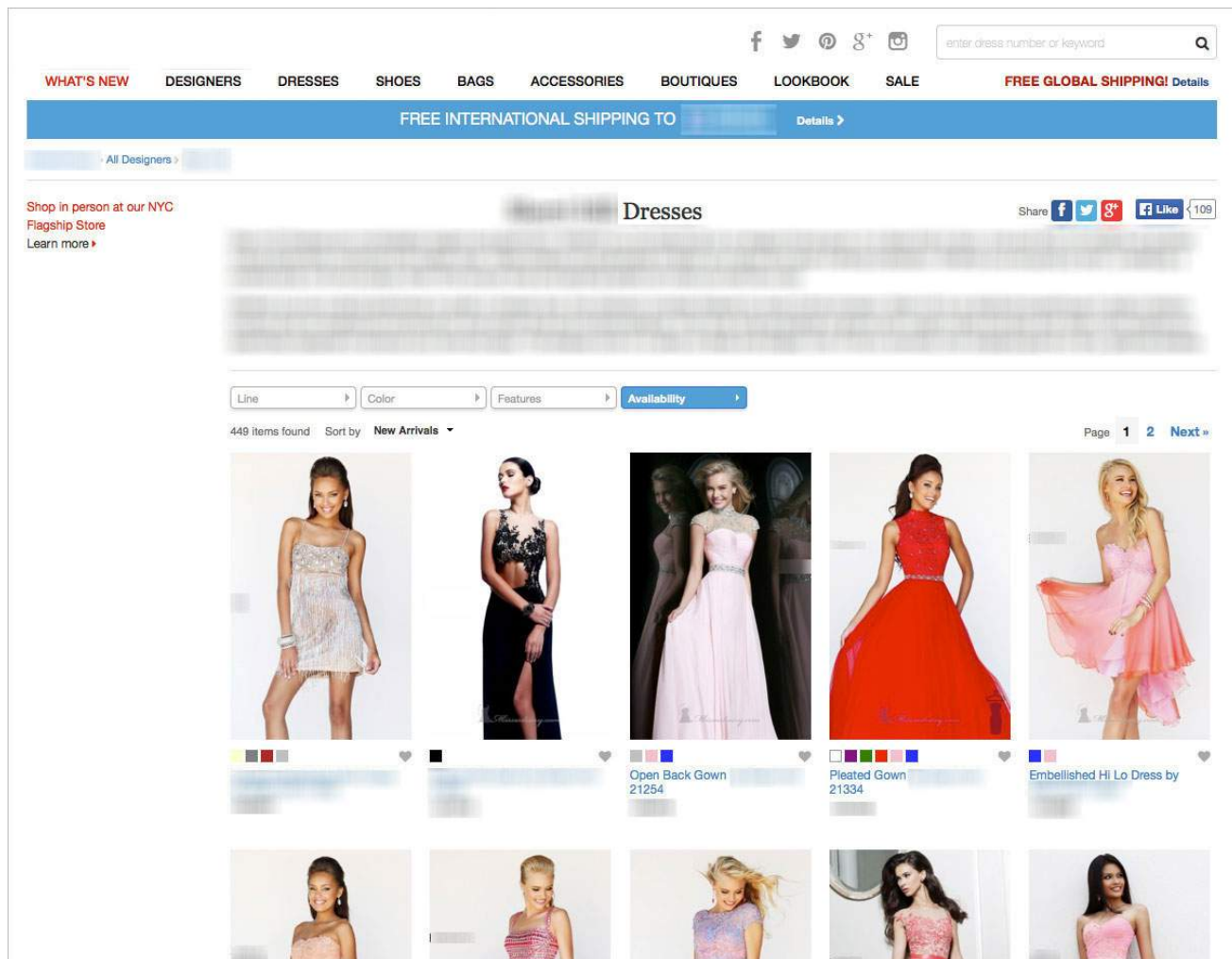
女性购物网站落地页



5.1 功能性：基本功能能否实现



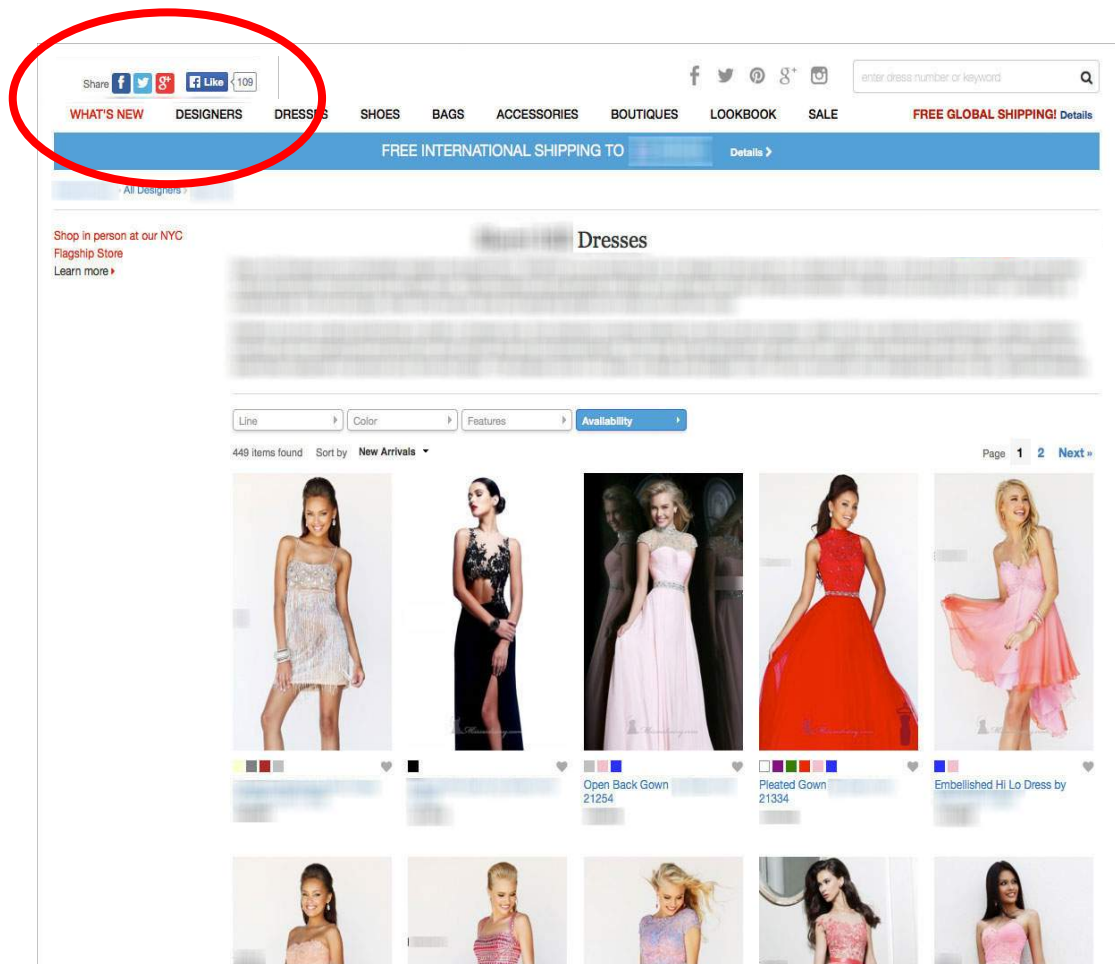
5.2 无障碍性：对身障者是否友好



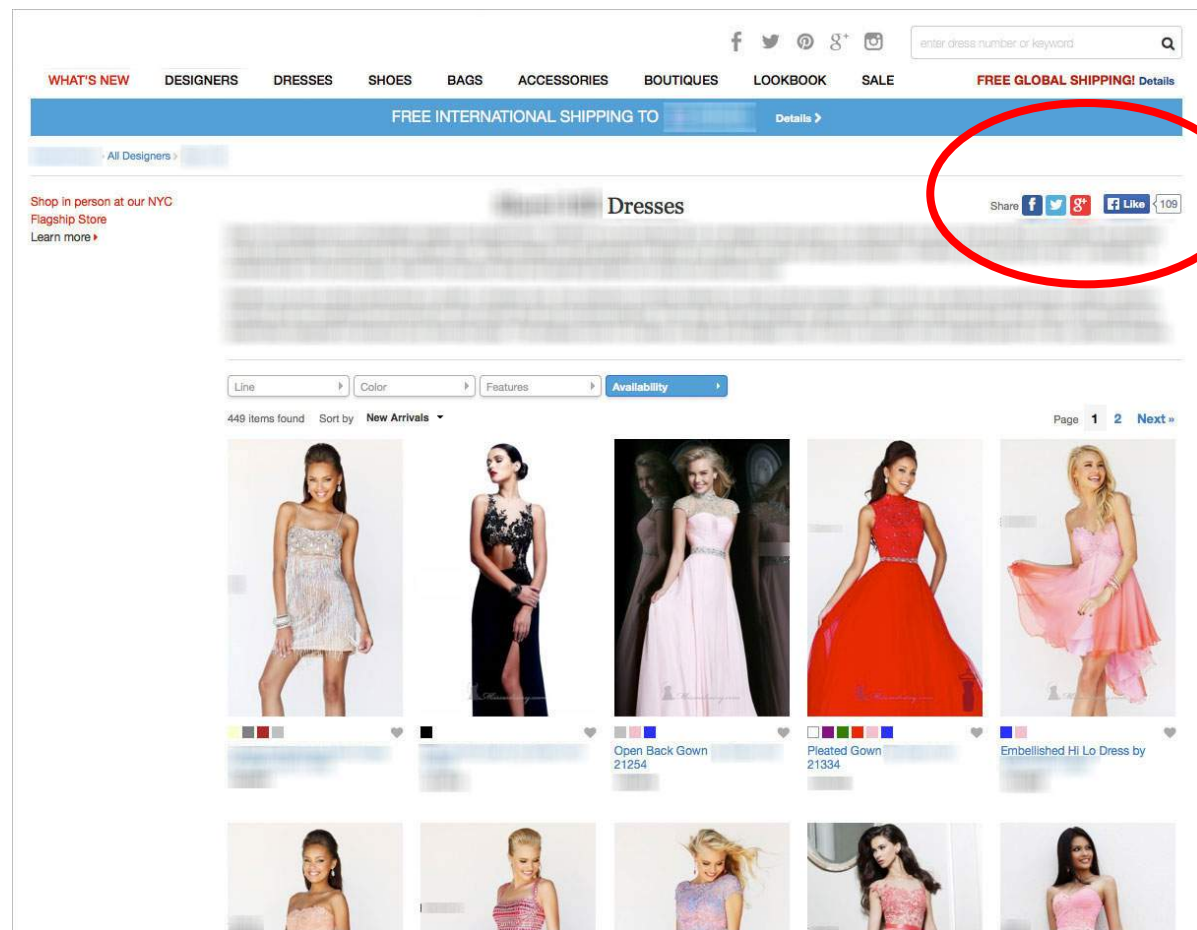
5.3 可用性：使用者是否按照你的想法操作



5.4 直觉性：产品体验是否友好



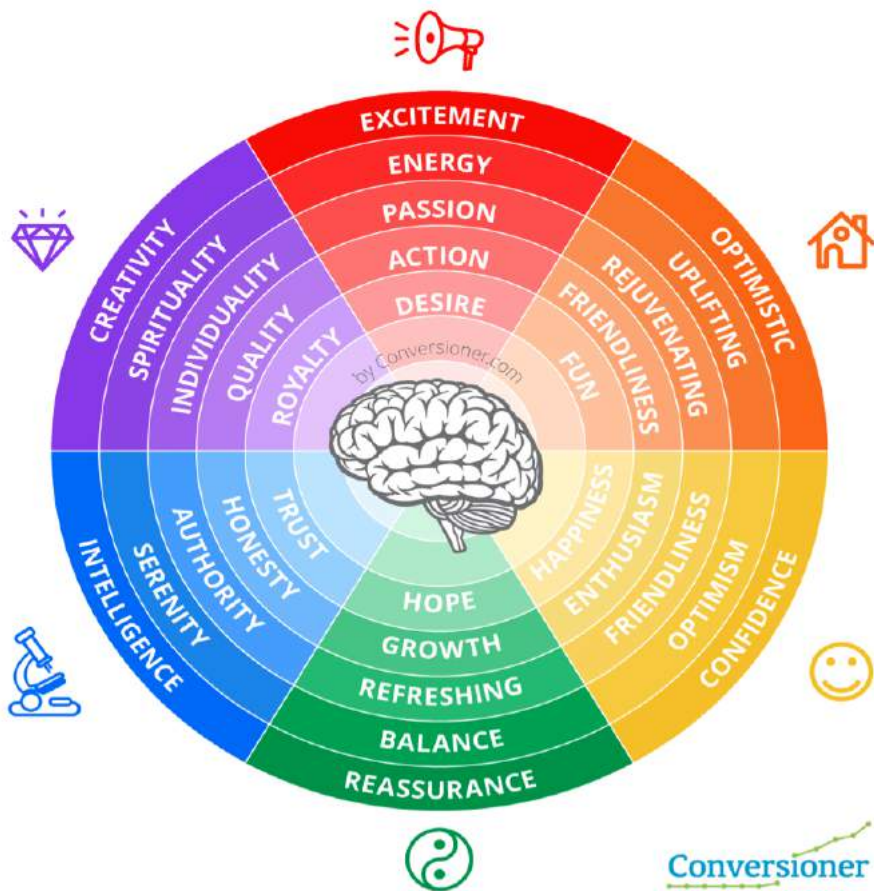
分享按钮位置**不符合**习惯



分享按钮位置**符合**习惯

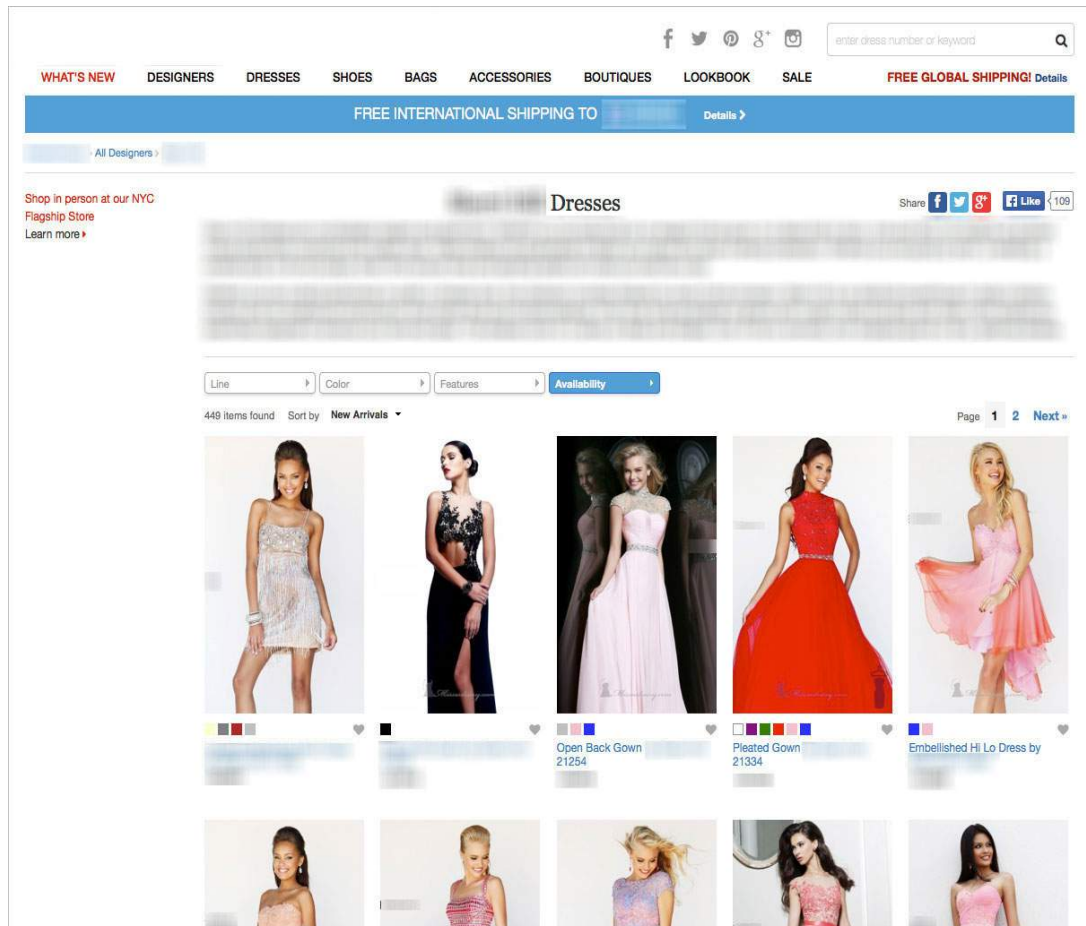
5.5 说服力 Persuasive

The Emotional Triggers of Colors



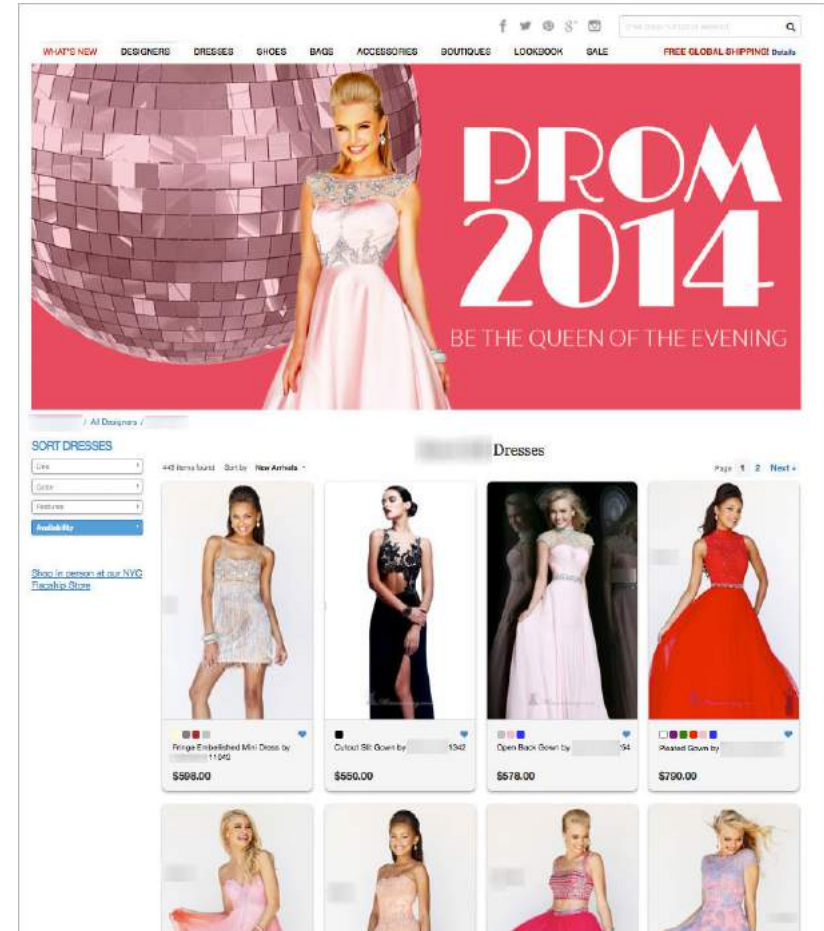
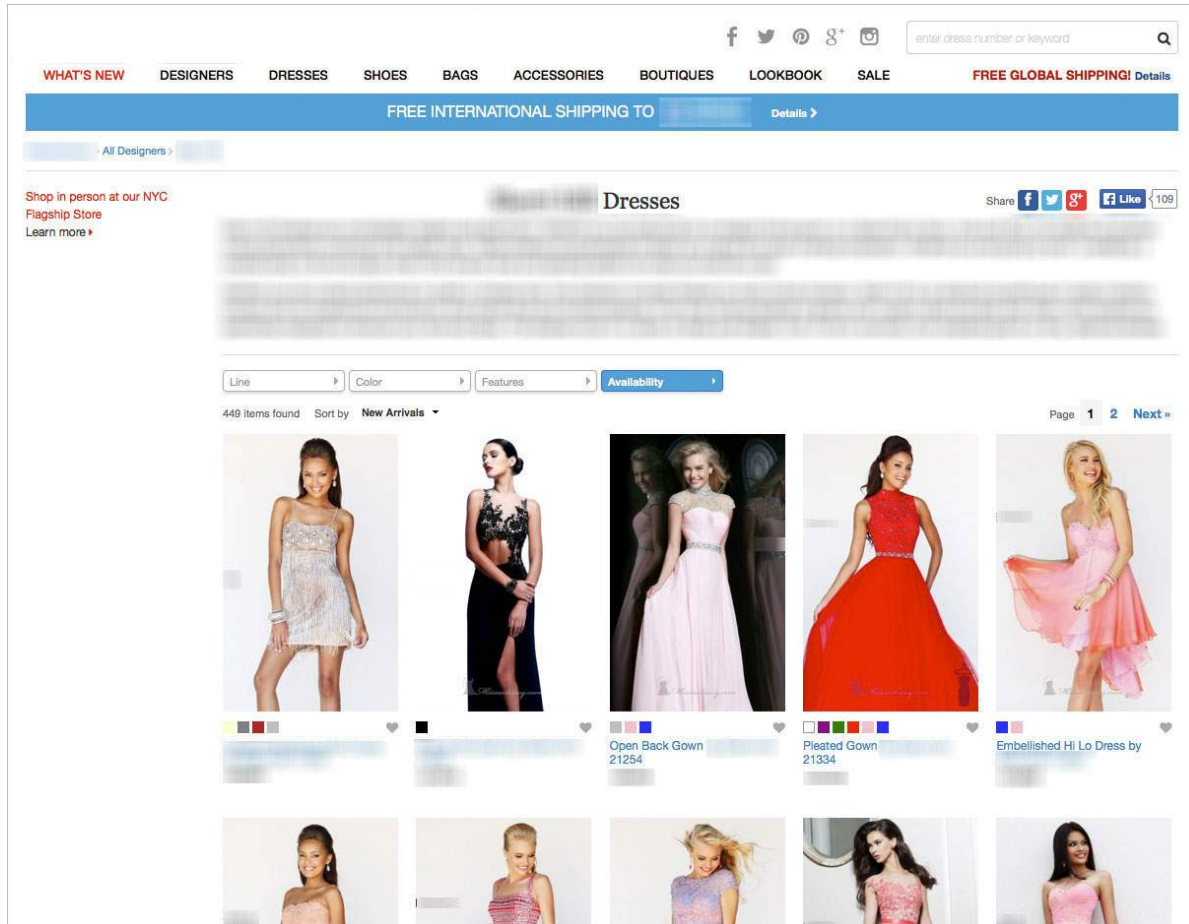
• Emotional Targeting

- 情绪 (Emotions)
- 素材 (Elements)
- 文字 (Words)
- 视觉效果 (Visual)
- 颜色 (Colors)



- 冲动型消费者：黑、红、橘、蓝
 - 快餐、大卖场
- 精打细算消费者：海军蓝、蓝绿色
 - 零售量贩店
- 传统买家：粉红色，天蓝，玫瑰红
 - 服饰店

试验结果：收入提升86%



课堂总结



课堂总结

- 落地页的用途：销售漏斗预热，丰富营销资料库
- 5个基本元素，制作落地页
- 流程比技巧更重要
- 依照转化率金字塔优化转化率

GrowingIO：新一代用户行为数据分析产品



无埋点数据采集



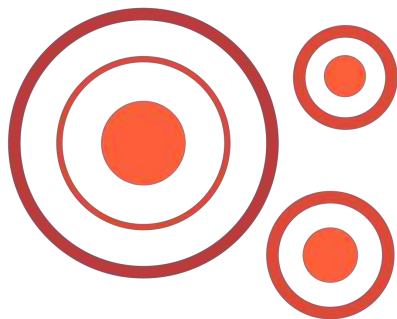
自定义指标



灵活图表分析



转化漏斗分析



热图分析



数据分析服务

GrowingIO