PATCHB⬡ARD

Websites, Apps, and Digital Marketing strategies that bring people together

Ian Bolender | ian@patchboard.co

Google Partner

Marketing Partner

LANDING PAGE OPTIMIZATION

The goal of this session is to help improve conversion rates by pairing up targeting, creative, and landing page.

- Discuss best practices for landing pages
- Discuss importance of having unique landing pages / event detail pages
- Improving calls to action & the use of gated content
- Technical aspects of a landing page
- A/B Testing

Ian Bolender | ian@patchboard.co

BEST PRACTICES FOR LANDING PAGES

Google Partner | f Marketing Partner

Ian Bolender | ian@patchboard.co

DIGITAL AD PERFORMANCE

Unlike traditional advertising, digital ad publishers are loyal to the consumer. Providing the most relevant ad to the right person is always the goal for Google, Facebook/Instagram, etc.
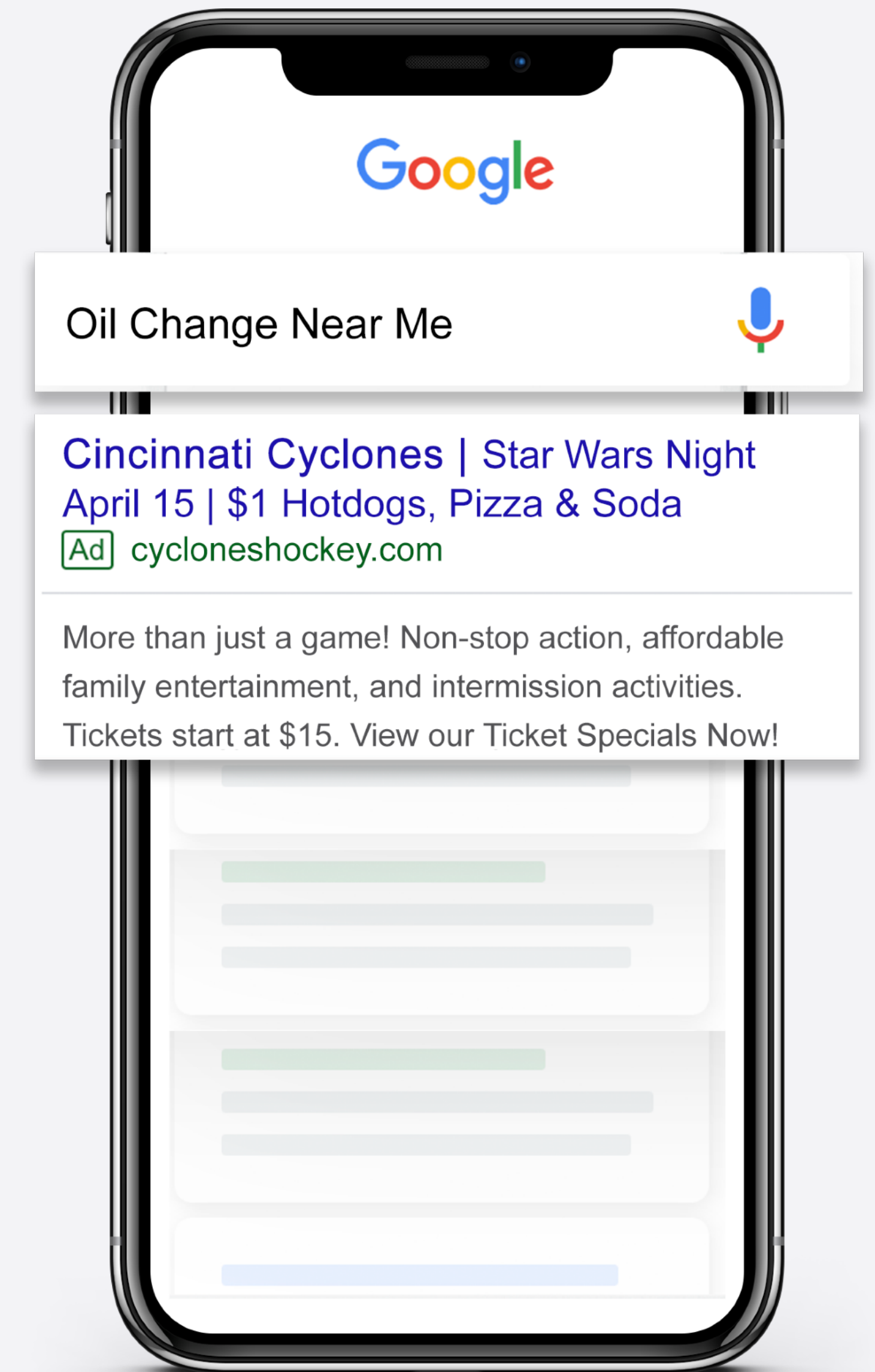
AD QUALITY

Matching your ad to user intent should be Goal #1

Google Quality Score is best explained with regards to Search Ads:
- Keywords should always match your ads
- Ads should always match the corresponding landing page
- CTR should be high
- Bounce-back rate should be low
- Other considerations: Page Load Time, Dwell Time, Conversion Rate

Example of **Below Average** Ad Relevance: (What NOT to do)
- User searches for "Oil Change Near Me"
- Your ad for single game tickets served

- User has never been to your website + has no obvious affinity
- Your Facebook ad for single game tickets served

- User has never been to your website + has no obvious affinity
- Your Display ad is served on walmart.com

Google

Oil Change Near Me 🎤

Cincinnati Cyclones | Star Wars Night
April 15 | $1 Hotdogs, Pizza & Soda
Ad cycloneshockey.com

More than just a game! Non-stop action, affordable family entertainment, and intermission activities. Tickets start at $15. View our Ticket Specials Now!
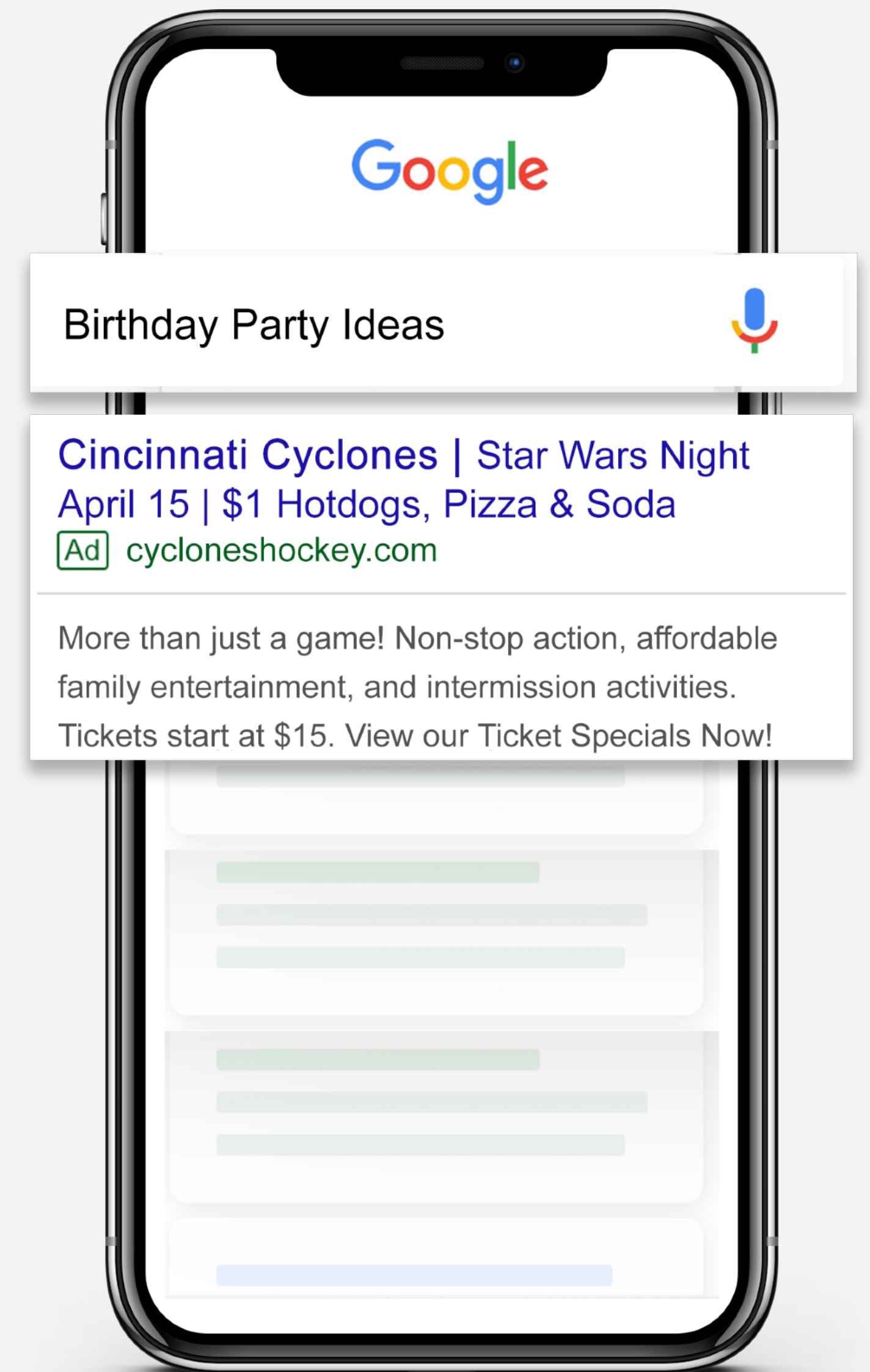
AD QUALITY
BETTER AD QUALITY

Historical Performance will predict likelihood that your ad will be clicked on when shown. A low CTR is an indicator that your ad was not a good match.

Example of **Average** Ad Relevance / Low CTR:
- User searches for "Birthday Party Ideas"
- Your ad for single game tickets served

- User has been to your website and/or has affinity
- Your Facebook ad for single game tickets served

- User has been to your website and/or has affinity
- Your Display ad is served on walmart.com

Birthday Party Ideas

**Cincinnati Cyclones | Star Wars Night
April 15 | $1 Hotdogs, Pizza & Soda**
Ad cycloneshockey.com

More than just a game! Non-stop action, affordable family entertainment, and intermission activities. Tickets start at $15. View our Ticket Specials Now!
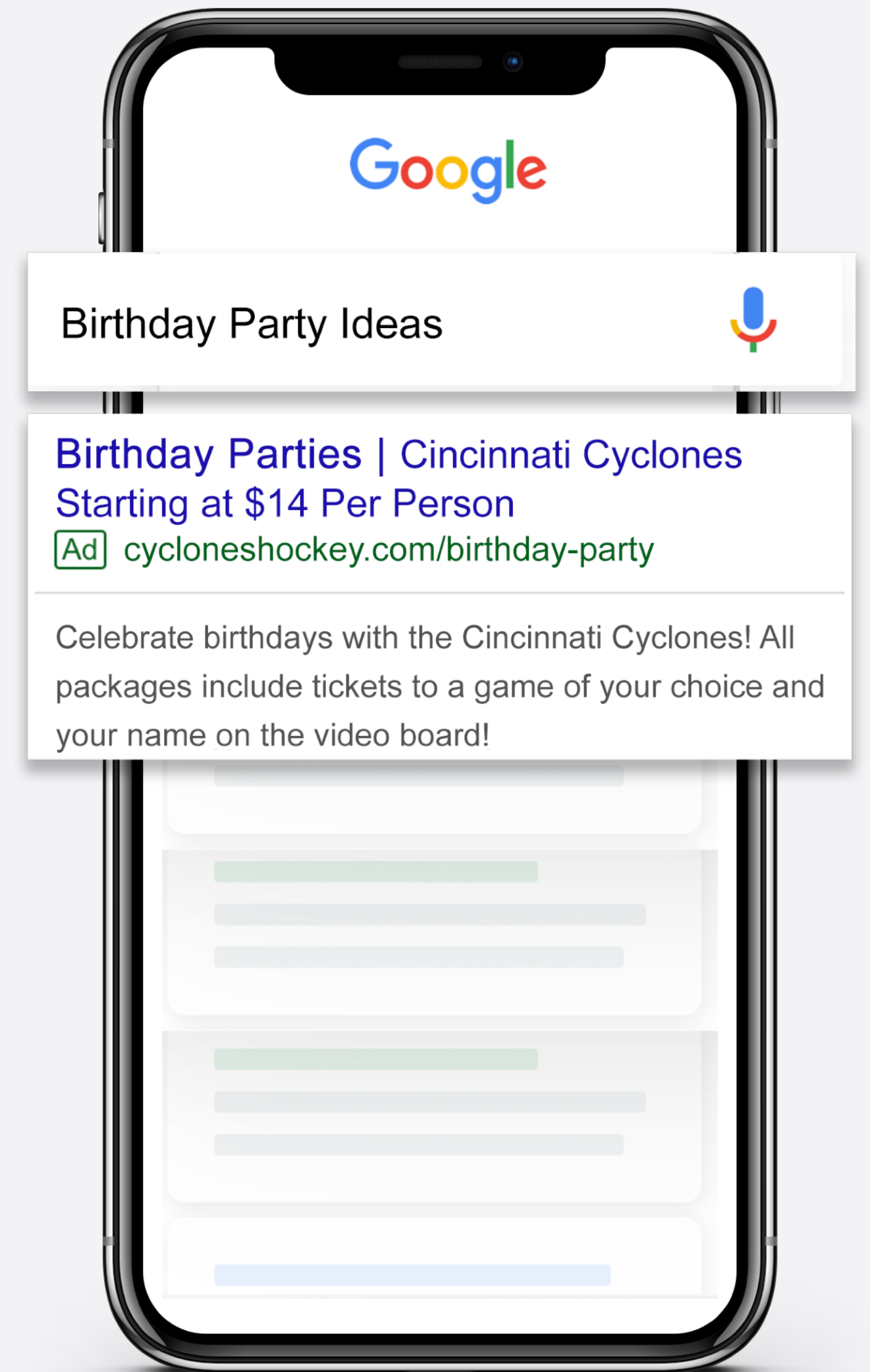
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AD QUALITY

GOOD AD QUALITY

Google tracks whether users bounce back to the search results. If your landing page isn't properly matched your ad quality will suffer over time.

Example of **Above Average** Ad Relevance / High CTR:
- User searches for "Birthday Party Ideas"
- Your ad for birthday parties at a game is served

- User has been to a page on your website related to birthday parties and/or is in-market for birthday parties
- Your Facebook ad for birthday parties at a game is served

- User has been to a page on your website related to birthday parties and/or is in-market for birthday parties
- Your Display ad is served on happymomhacks.com

Common Pitfall: Landing Page is not relevant

Google

Birthday Party Ideas

Birthday Parties | Cincinnati Cyclones Starting at $14 Per Person
Ad cycloneshockey.com/birthday-party

Celebrate birthdays with the Cincinnati Cyclones! All packages include tickets to a game of your choice and your name on the video board!

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AD QUALITY

Practice: Match a granular landing page to a specific adgroup that is narrowly targeted to the right people at the right time.

Example of **Best Possible** Ad Relevance / High CTR / High Landing Page Experience:

- User searches for "Birthday Party Ideas"
- Your ad for birthday parties at a game is served

- User has been to a page on your website related to birthday parties and/or is in-market for birthday parties
- Your Facebook ad for birthday parties at a game is served

- User has been to a page on your website related to birthday parties and/or is in-market for birthday parties
- Your Display ad is served on happymomhacks.com

+ Landing Page is narrowly focused on Birthday Parties, Loads quickly, and has a clear CTA
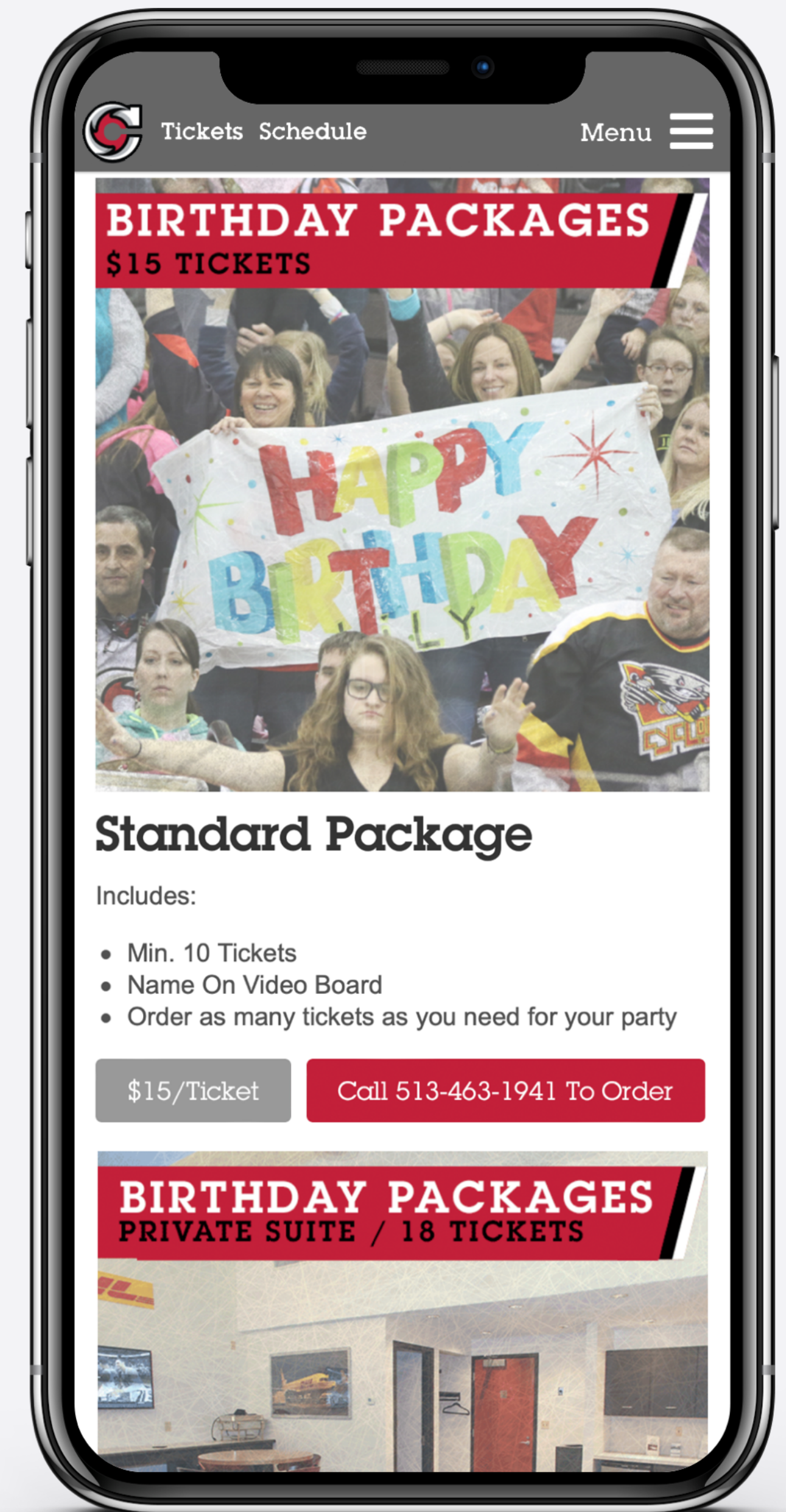
NARROW FOCUS
Having one clear focus on a landing page is always best

Key areas	Homepage	Landing page
Objective	Highlights a broad range of content to offer an overall perspective. Multiple objectives.	Focuses on one single objective—to deliver specifically requested content.
Distractions	Many. Full range of navigable options. A web design that includes links, images, navigation bars, etc.	Very few. Clean-cut. Call to action, image, text.
Desired action	Entice visitors to dive deeper into the website.	One single call to action that captures leads and drives sales.

The Paradox Of Choice: More Options Tank Conversions
Barry Schwartz Ted Talk
KISS - Keep It Simple, Stupid

THE JAM STUDY

A grocery store conducted 2 tasting sessions. In one session shoppers were allowed to sample 24 flavors of jams, and in the other session they were allowed to sample 6 flavors

24 Choices of Jam   vs   6 Choices of Jam

Attracted 60% of Shoppers   Attracted 40% of Shoppers

Shoppers sampled 2 flavours on average   Shoppers sampled 2 flavours on average

3% of shoppers bought jam   30% of shoppers bought jam

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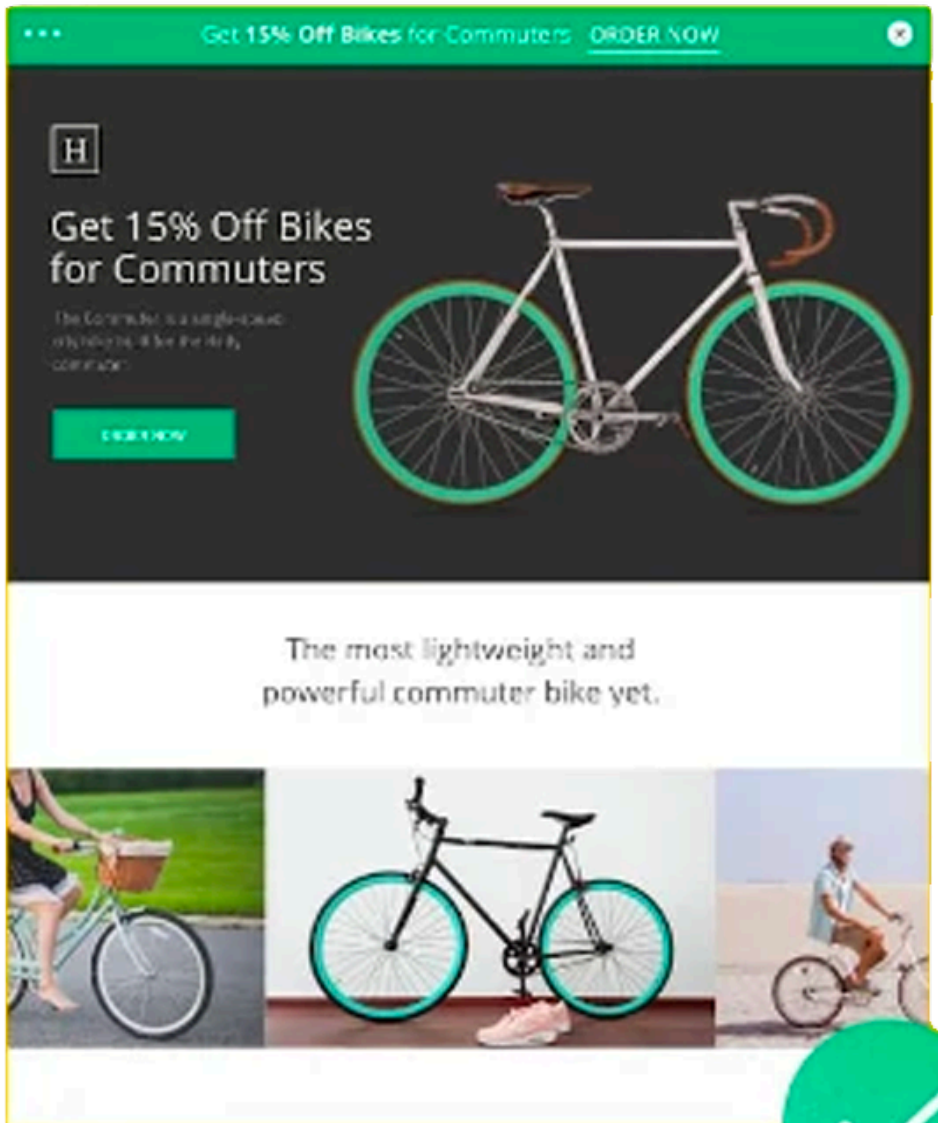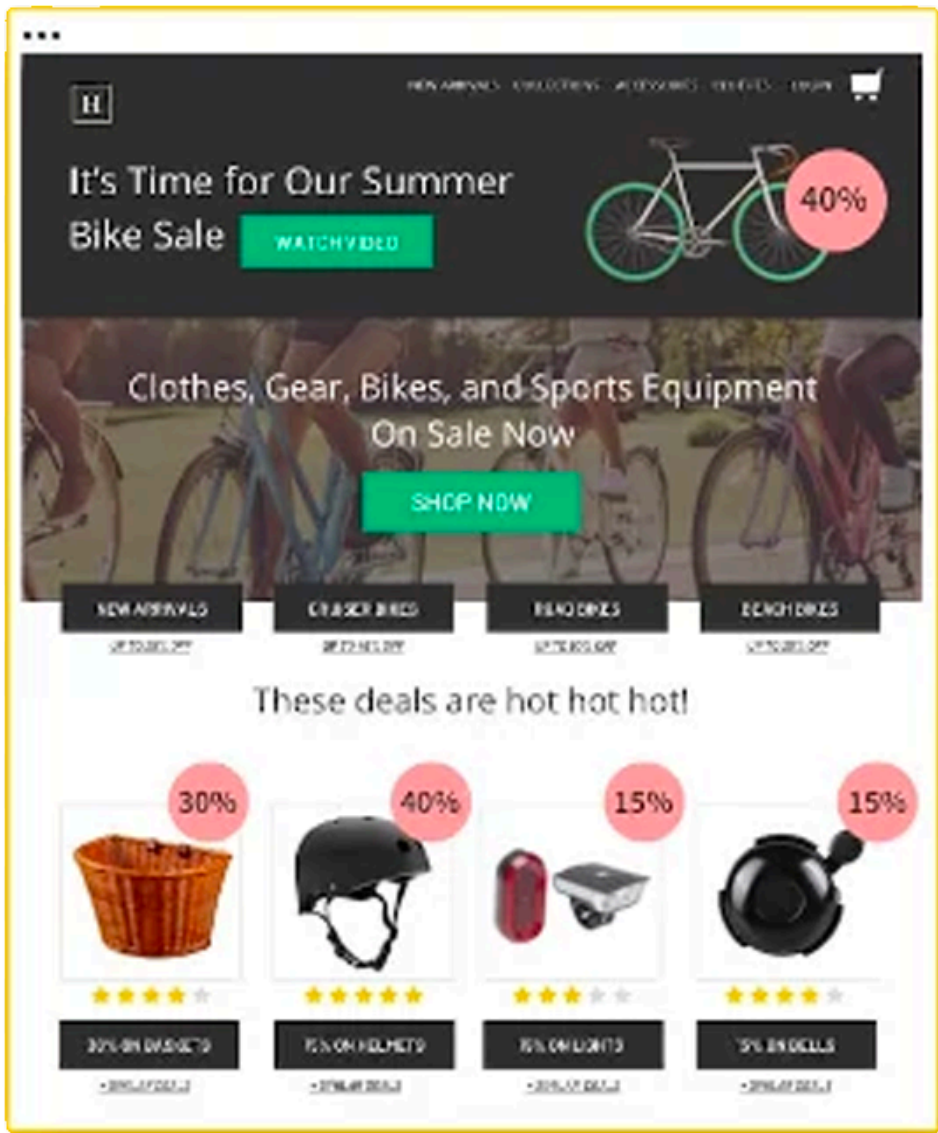
CLEAR CTA

Having one clear & compelling Call To Action is important.

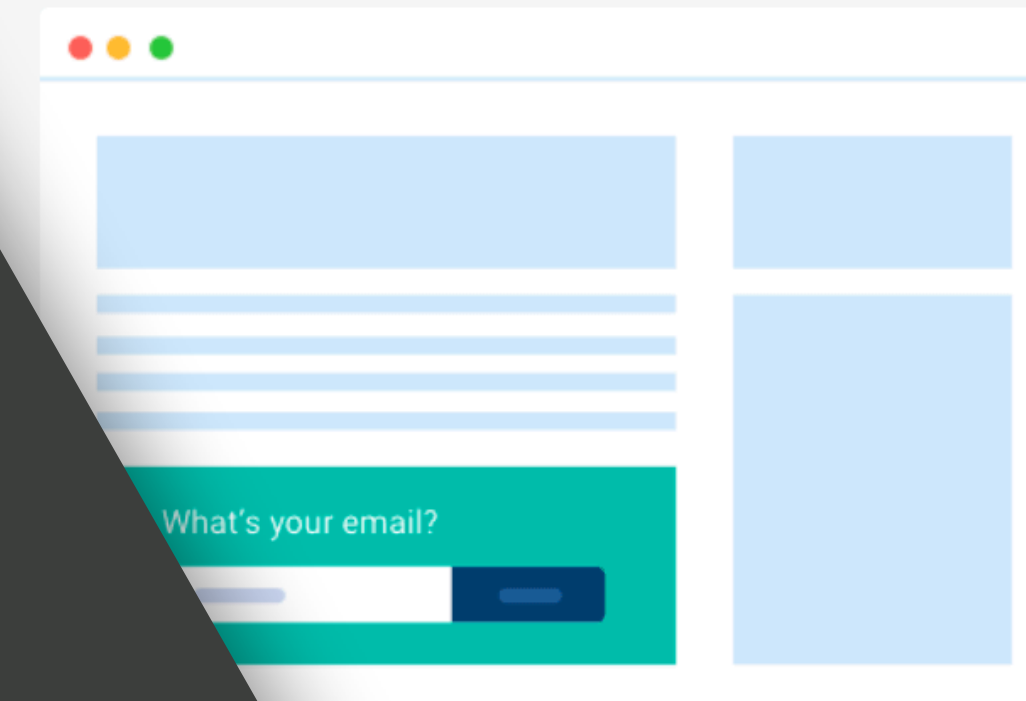**Use a Simple, Compelling CTA**: Download a Free Guide, Order Tickets Now, Show Me How

Offer a Solution: Save Money When You Bring a Group, Learn How to Fundraise with the Cyclones, Book Your Birthday Party for as low as $14/person

Place a CTA above the fold (on mobile): You have less than 7 seconds to hook 'em, so don't hide the bait
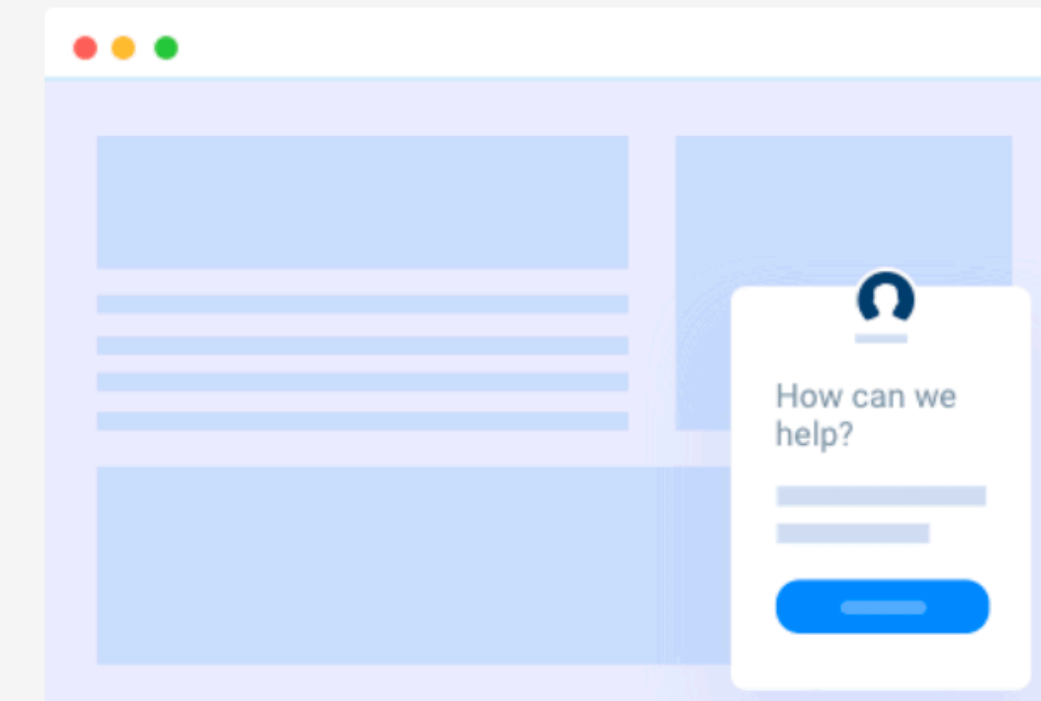
Don't Be Shy: Big Buttons, Bold Letters, Bright Colors

Get rid of distractions: Get to the point & don't offer any other solutions to their problem. Some of the highest converting landing pages don't even have navigation/breadcrumbs to explore the rest of the site.
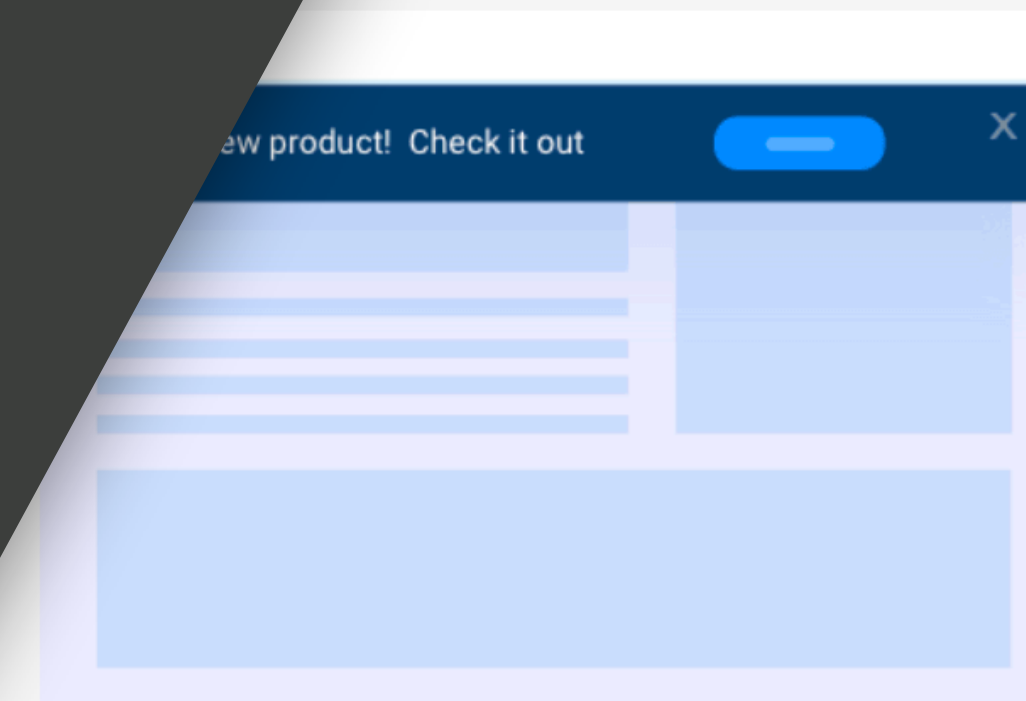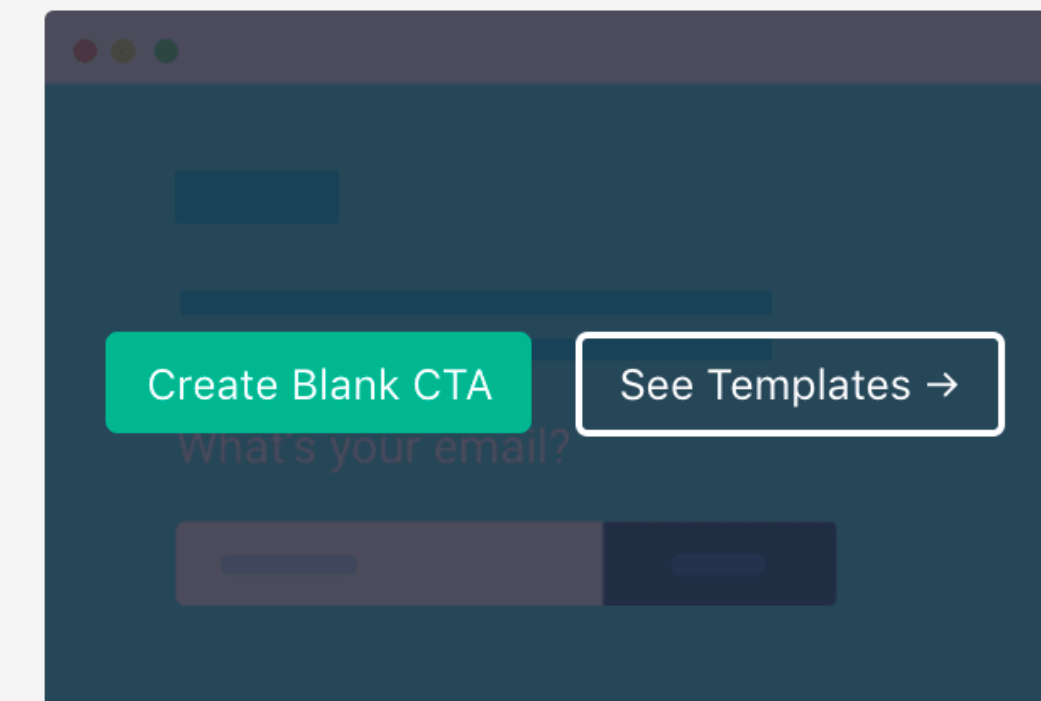
Embedded CTA

What's your email?

Hook Popup

How can we help?

Sticky Bar

ew product! Check it out

Landing Page

Create Blank CTA   See Templates →

What's your email?

Ian Bolender | ian@patchboard.co

LANDING PAGE IDEAS:

If you find yourself linking to your homepage for a campaign then you need to evaluate whether your targeting is as efficient as it should be. Here are a few examples of landing pages for ECHL teams:

- **Event Detail Pages**
  Every event deserves one dedicated landing page to focus on conversions for that particular event. Give users everything they need to know about their ticketing options & experience during that game on a single page.

- **Multi-Game Ticket Packages**
  If running a campaign for a specific package then consider creating a landing page for each package.

- **Ticket Specials**
  If your campaign is for a Family 4-Pack for a specific game then consider creating a landing page with that same focus.
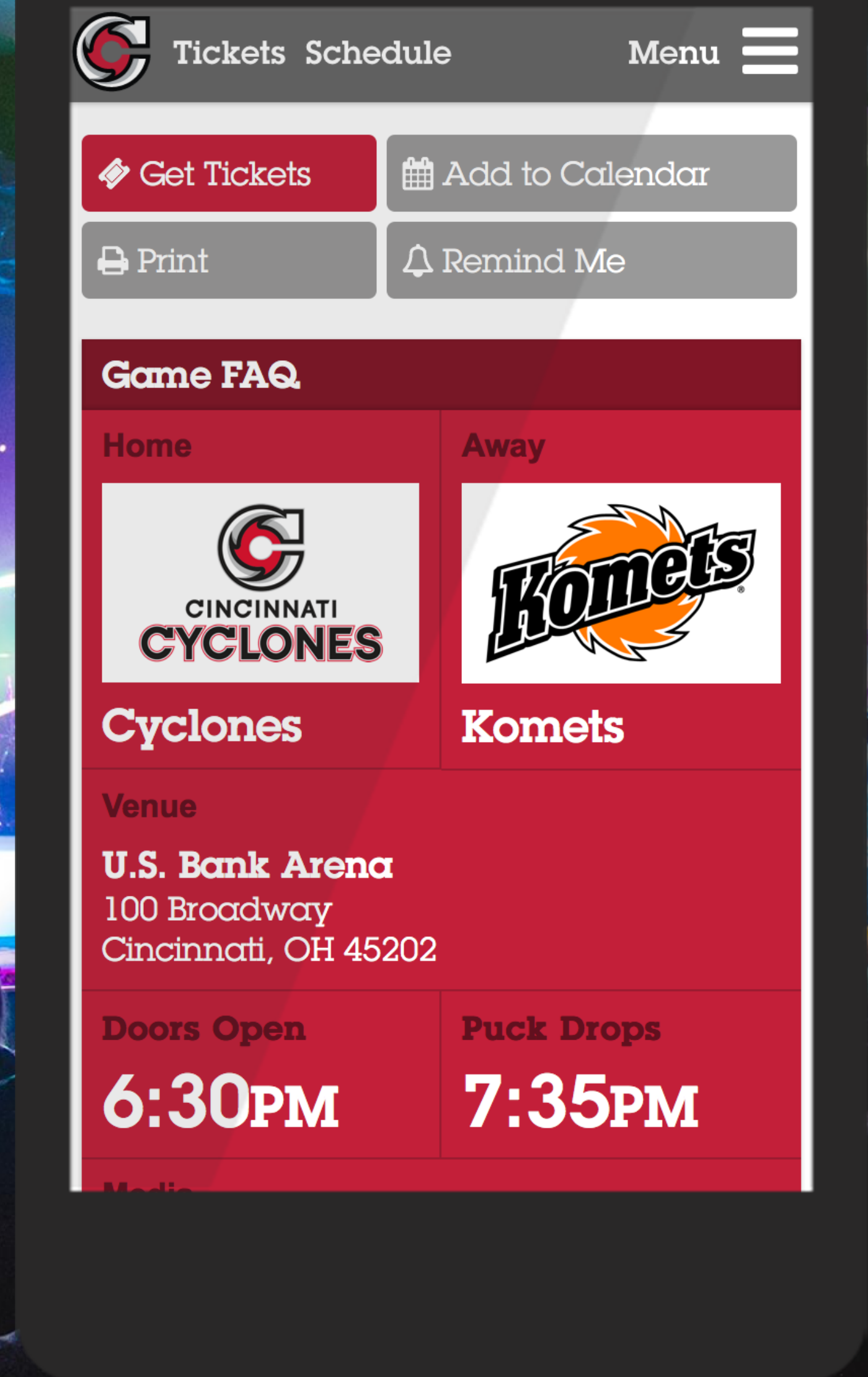
- **Birthday Parties**
- **Group Sales**
- **Fundraising**
- **Scouts**
- **Field-Trip Game** (with a teacher/curriculum focus)

Tickets Schedule   Menu

Get Tickets   Add to Calendar

Print   Remind Me

Game FAQ

Home	Away
CINCINNATI CYCLONES	Komets
Cyclones	Komets

Venue

U.S. Bank Arena
100 Broadway
Cincinnati, OH 45202

Doors Open	Puck Drops
6:30PM	7:35PM

OR STAY ON PLATFORM

If conversions can occur on platform you will see they highest conversion rates by not asking users to leave.

Instant Form 4-Pack Campaign

- 298 Leads in 7 Days
- ~ $3.36/Lead
- High Conversion Intent

Ad Set	Results	Reach	Impressions	Cost per result
Affinity	198 On-Facebook Leads	28,048	71,193	$3.35 Per On-Facebook Le…
Retarget	100 On-Facebook Leads	14,520	44,424	$3.36 Per On-Facebook Le…
Results from 2 ad sets ⓘ	298 On-Facebook Leads	37,840 People	115,617 Total	$3.36 Per On-Facebook Leads
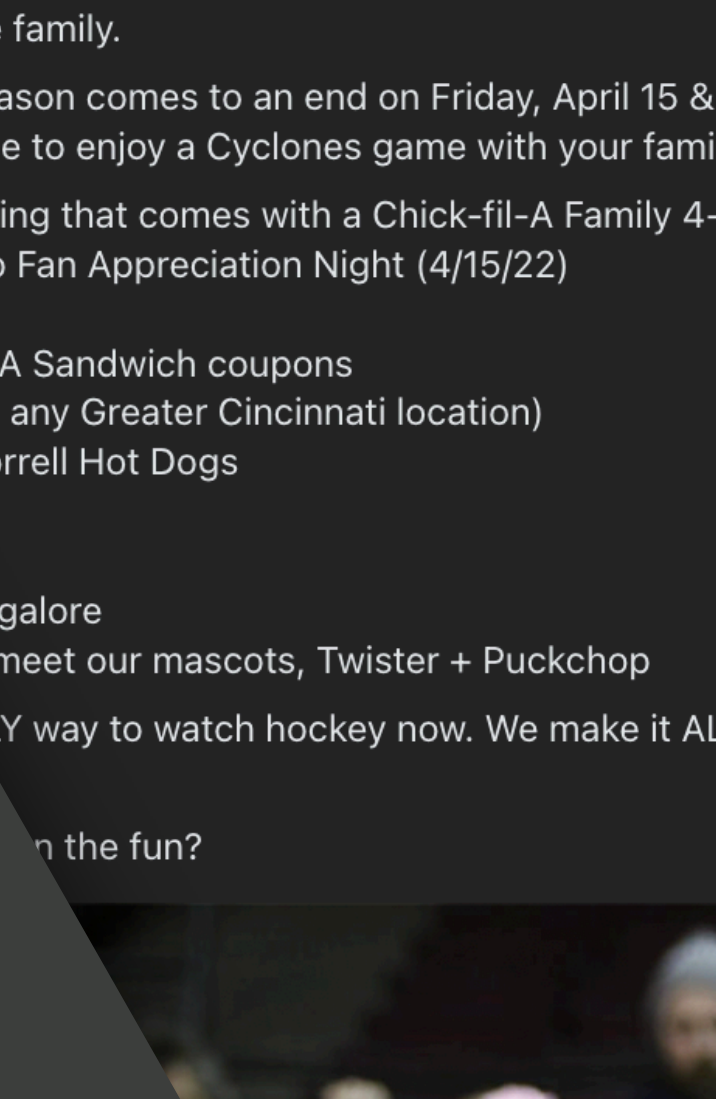
Cincinnati Cyclones ✓
Published by Ian Bolender · April 5 at 3:46 PM · 🌐

Are you tired of boring sporting events? We sure are. That's why the Cincinnati Cyclones have changed the fan experience. Our games are filled with high-energy music, wacky entertainment during intermissions, and exciting theme nights. We really have something for everyone in the family.

Our Regular season comes to an end on Friday, April 15 & we want to make sure you don't miss your last chance to enjoy a Cyclones game with your family.

Here is everything that comes with a Chick-fil-A Family 4-Pack:
👉 4 Tickets to Fan Appreciation Night (4/15/22)
👉 4 Hats
👉 4 Chick-fil-A Sandwich coupons
(redeemable at any Greater Cincinnati location)
$1 John Morrell Hot Dogs
Soda
Beer
ways galore
to meet our mascots, Twister + Puckchop
NLY way to watch hockey now. We make it ALL about th

n the fun?

Chick-fil-A Family 4-Pack
4 Tickets, 4 Hats, and 4 Chick-fil-A Sandwich coupons

👍❤️ 108   23 Comments

facebook
Your Feed   Favorites   Recent

Cincinnati Cyclones

We help create family memories

Cincinnati Cyclones games are filled with fun for the whole family. We want your experience to be more than just be watching a hockey game.

Fill out the following information and we'll help you select great seats to make your night the best ever.

Next

Home   Watch   News   Groups   Notifications   Menu

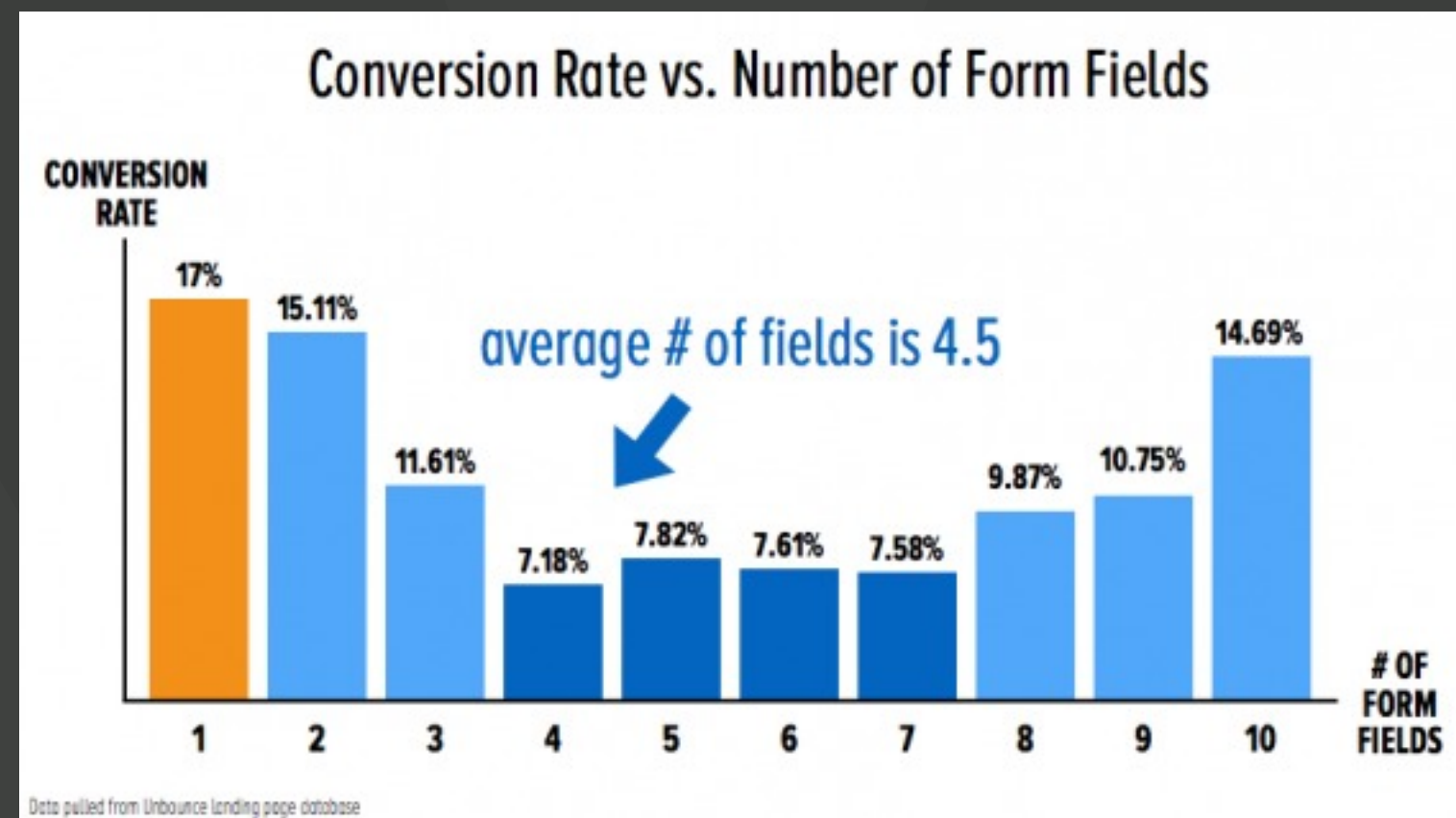Ian Bolender | ian@patchboard.co

OPTIMIZATION

Technical aspects of your landing page are an important factor when determining ad quality + increasing conversion rates.

Technical:

- Page should load in under 400ms
  Check your performance here: https://pagespeed.web.dev

- Page should be responsive
  Check your mobile-friendliness:
  https://search.google.com/test/mobile-friendly

- Limit Form Fields

Conversion Rate vs. Number of Form Fields

ALWAYS BE TESTING

A/B Test constantly. Things change & you may be surprised to find that what didn't work last season will work now.

Variant A   VS   **Variant B**   VS   **Variant C**

Landing Page Partners that offer A/B Testing:
- Unbounce
- Leadpages

Elements to Test:
- Images
- Copy (Long Form vs. Short Form)
- Headlines
- CTA
- # of Form Fields
- Page Layout

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UTM PARAMETERS

UTM Parameters are short text codes you can add to URLs to help give you visibility to the performance of a campaign.

Campaign Source: The Social Network, Search Engine, Newsletter Name, etc..
example: utm_source=facebook

Campaign Medium: The Channel driving traffic (organic social, paid social, email, display, etc.)
example: utm_medium=paid_social
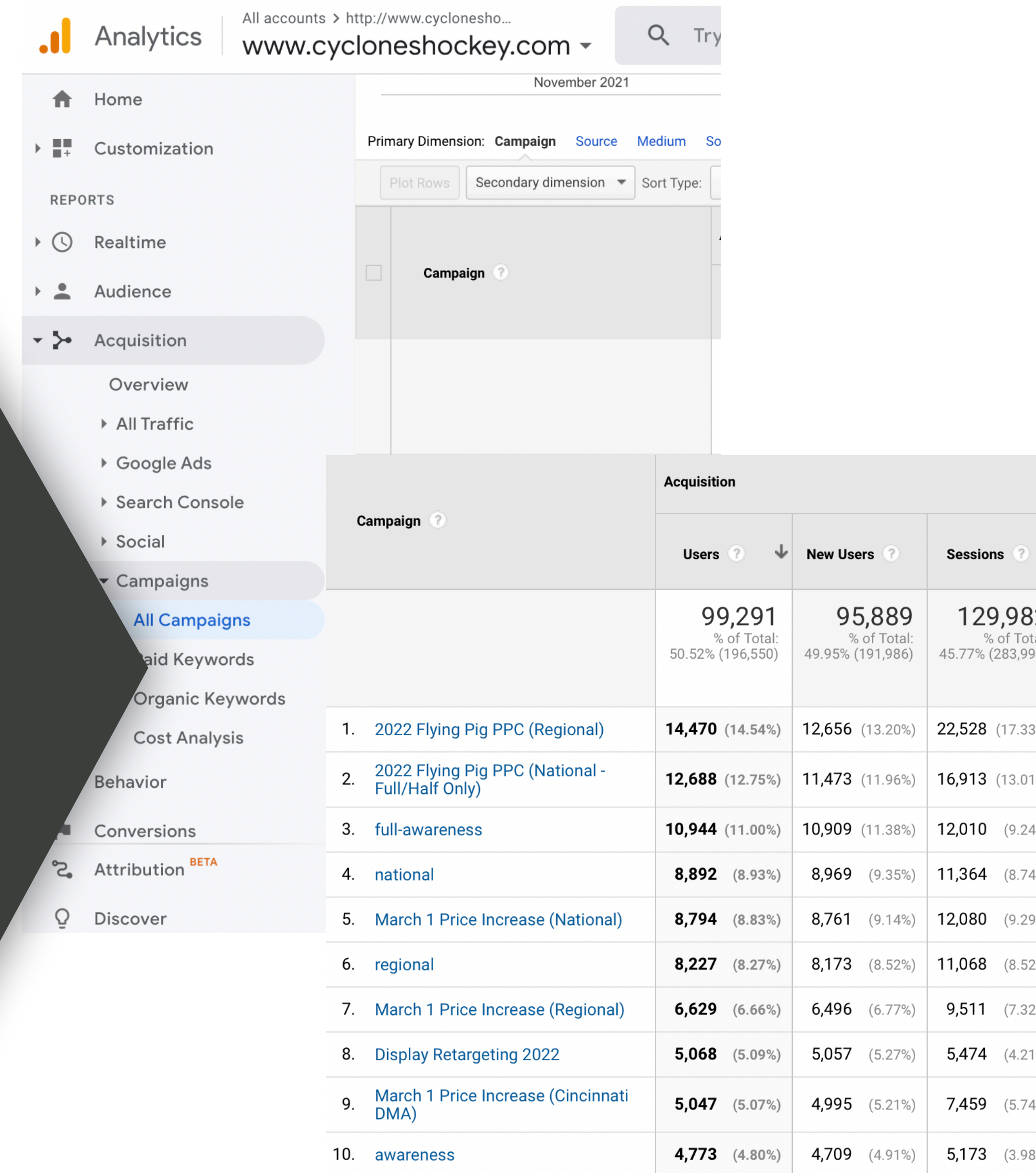
Campaign Name: The specific campaign that you ran
example: utm_campaign=4pack_offer

Example URL:
https://cycloneshockey.com/game/2022/04/15/fan-appreciation-weekend?
utm_source=facebook&utm_medium=paid_social&utm_campaign=4pack_offer

Google UTM Parameter Builder

NEXT STEPS:

MAY 19: HOW TO CREATE CUSTOM AUDIENCES

- Step-by-step instructions on how to create custom audiences
- Recommendations for evergreen audiences
- Recommendations for Game Specific audiences

JUNE (LEAGUE MEETINGS): DIGITAL MARKETING PLAYBOOKS
Learn how to implement digital marketing campaigns that have a proven track-record.

- 14-Day Facebook/Instagram Retargeting Campaign
- Previous + Potential Group Leader Campaign
- Field Trip Day Campaign Targeting Educators
- Game Day FAQ Email / Post-Game Thank You Email

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