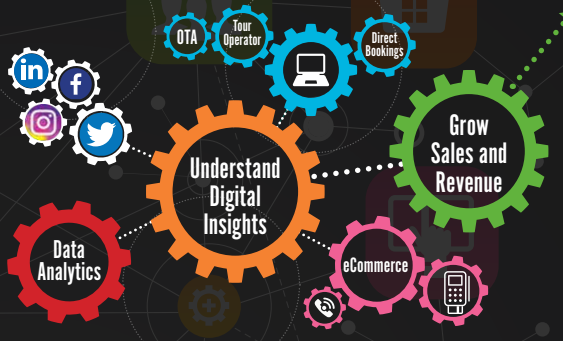


Landing Page Design >>> Essential Elements



1

- MAIN HEADLINE**
Entice them with a compelling headline that evokes emotion or action.
- SUPPORTING HEADLINE**
Clear summary of what is on offer, so they know if it is for them or not. Consider including your USPs.
- SUPPORTING TEXT**
Incentivise them with a package.
- HERO IMAGE(S)/VIDEO**
Calling out the target audience with an image that speaks to them.

2

- SUPPORTING IMAGE**
Relevant to the offer and/or the target audience(s).
- IDENTIFY THE PROBLEM**
Refer to the emotional and practical needs of your audience.
- SOLUTION/BENEFITS**
Tell them how you will meet those needs and address any blockers to booking as well as the benefits.

3

- OFFER HEADLINE**
- OFFER & PRICE**
Summarise the offer and price. This can be done in one line or with a title and short description.
- 3 IS A GOOD NUMBER FOR OFFERS**
But if you just have one offer, that's fine.
- CALL TO ACTION**
Complete the following 'I want to'

4

- PROMOTE THE DESTINATION**
Visitors want a full experience. Give them details on other experiences they can enjoy in your area.

5

- SOCIAL PROOF**
Reviews, Ratings

6

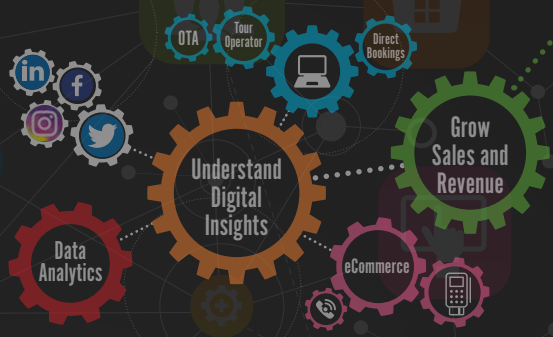
- ANSWER SALES OBJECTIONS**

7

- CONTACT DETAILS**
Provide multiple ways they can contact you
- EXPERIENCE BRAND LOGO**
- PRIVACY & T&CS**
Link to your Privacy Policy and Terms & Conditions (pop-up)

NO DISTRACTIONS ON YOUR LANDING PAGE

Once you get someone to visit your dedicated offers landing page your aim is to keep them there and convince them to book. Therefore, you need to remove anything from the page that may distract them. This means no menus and no links off to other websites (unless it is your booking site) and no links to other pages on your own website. Once they leave this page, your chances of getting the sale drastically reduces.



MAIN HEADLINE

HERO IMAGE

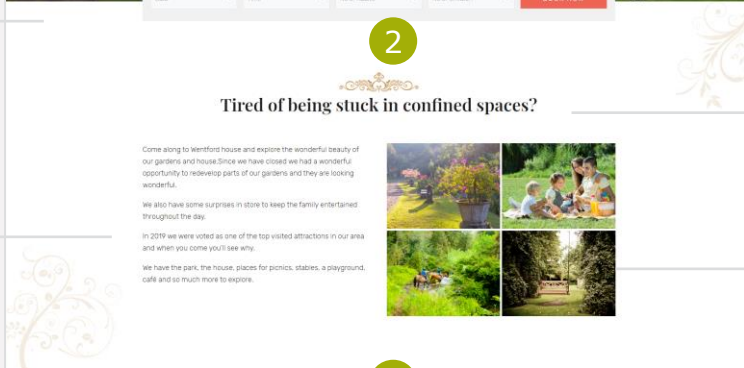
SUPPORTING HEADLINE

SUPPORTING TEXT

SOLUTION/BENEFITS

IDENTIFY THE PROBLEM

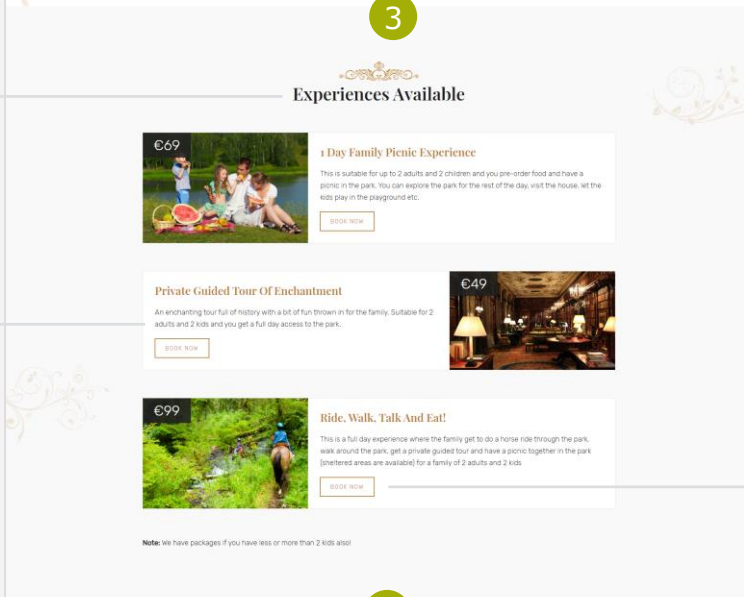
SUPPORTING IMAGES



OFFER HEADLINE

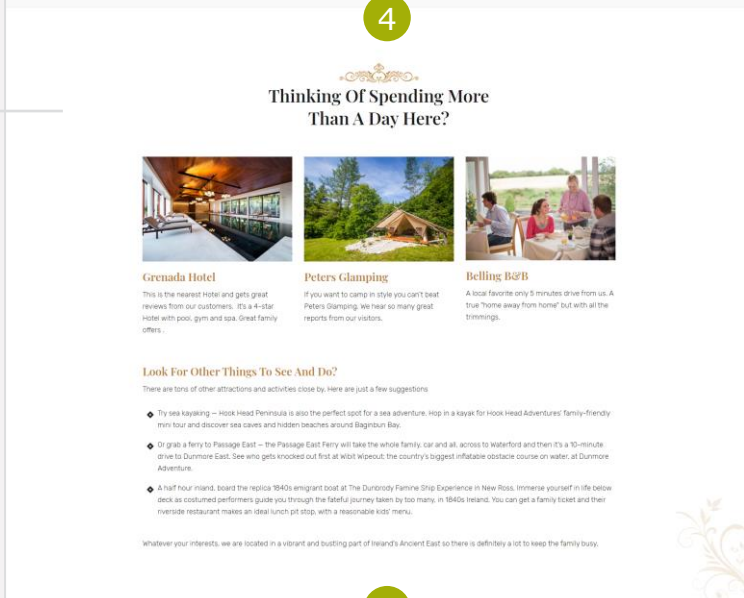
Experiences Available

CALL TO ACTION



PROMOTE THE DESTINATION

Thinking Of Spending More Than A Day Here?



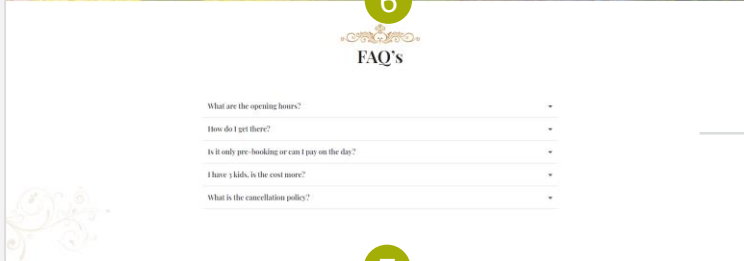
SOCIAL PROOF

Testimonials



ANSWER SALES OBJECTIONS

FAQ's



CONTACT DETAILS

7



EXPERIENCE BRAND

PRIVACY & T&CS

TIPS ON DRIVING TRAFFIC TO YOUR LANDING PAGE

Once your dedicated offers landing page is built, next step is to run a targeted campaign to drive relevant traffic to the page. Here are some places we would advise you to promote a link to your landing page from.

- From your homepage
- From your business listing on DiscoverIreland.ie
- Online ads campaign
- Via social media – including pinned posts
- Email marketing campaign
- In your email signature
- Any other relevant online listings