

CASE STUDY: ACQUIRE ONLINE LEADS WITH LANDING PAGES

SiteMagnify

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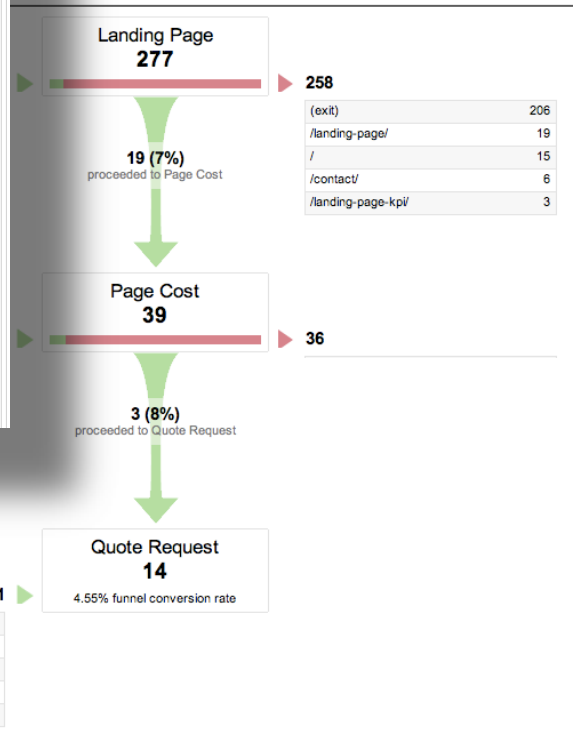
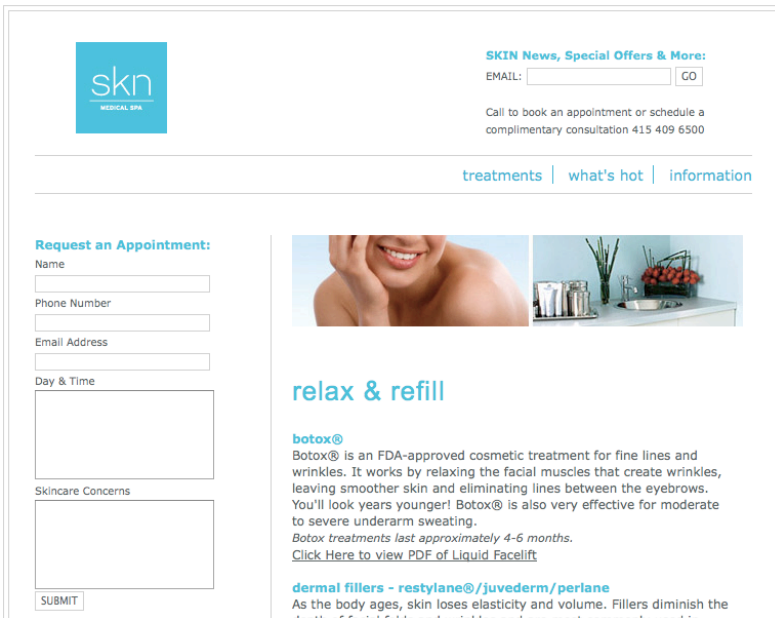
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CHALLENGE

The client had a brick and mortar shop, but needed to attract more customers. They were aggressively advertising off-line through traditional media such as print ads in magazines, flyers, direct mail and sponsored business listings. Only thing missing was an easy way to capture prospect interest.

RESOLUTION

SiteMagnify quickly identified the client's audience and noticed that many prospects were upscale urban residents. Most prospects searched online for the client's website to find services information, read about them in detail and book appointments. The first step was to create an easy to use landing page that served all these needs, second was to make sure these prospective customers quickly found the client's website among their crowded competitors. The result was an increase in booked appointments.



SITEMAGNIFY: YOUR INTERNET ADVERTISING SOLUTION



- Prospects search On-line! Create easy to use landing pages that meet their expectations.
- Facilitate prospective customers' search patterns and make it as easy as possible for them to contact you.
- Make sure your website is SmartPhone friendly and easy to navigate.
- Create conversion funnels and track visitor on-site click paths from start to end.