

## Step 1

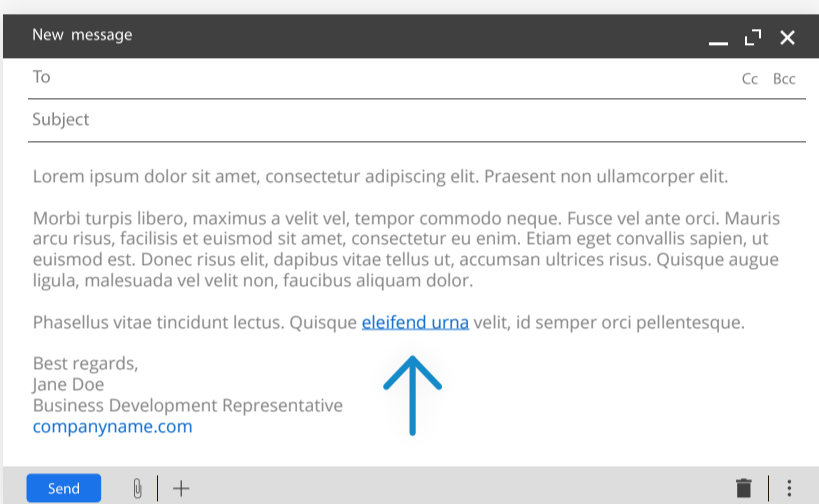
### Page Creation

Page goal and content is aligned with the email campaign, while it's design - with your main site.

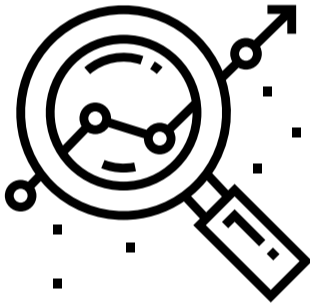
### Adding to Campaign

The link is added to the outreach campaign. Typically the brand name and/or service description words are hyperlinked.

#### DEFAULT PLACEMENT



## Step 2



## Step 3

### Getting Clicks and Visits

Whenever a Prospect wants to know more about the company, and instead closing the email and googling, clicks the link, we don't lose him.

#### IMPORTANT

The landing page is created specifically for people who receive our emails, so pages are **closed from indexation**, not shown in any search results and don't affect your main site performance.

### Engagement and Data Collection

Perfect case scenario - prospect books a meeting from the page, or writes in the chat and sales representative converts him to a meeting.

Even if not, immediately after the prospect has visited the page we know about it. We can then use this information to follow-up or reengage.



## Step 4



## Regularly after launch

### Analytics

We monitor the page performance and suggest updates if needed.