

12 TIPS

An illustration of a hand in a blue sleeve holding a black pen, writing a large green dollar sign. The hand is positioned as if it has just finished writing the sign, with a yellow highlight on the pen tip.

for Writing Landing Pages That Sell Financial Services

Julie Gallagher

A skillfully-written landing page is a big key to online success. It doesn't matter how much traffic you drive to your website if most of those visitors click away again without responding to your offer!

A landing page is a special kind of website. It's a single web page that someone "lands" on when they click a link elsewhere in your marketing materials. Once a prospect lands on your page, the goal is simple: you want to evoke a response. That response could be making a purchase, or simply establishing an online relationship with your business.

Here, then, are twelve tips for writing the kind of landing page copy that gets visitors to respond.

1. **Target your market.** The most effective sales materials are targeted to a specific audience. Thus, "Financial advice for new homeowners" will do better than simply offering generic "financial advice."
2. **Speak your customer's language.** Toss in some facts, statistics, or catchphrases that show prospects that you understand their needs. Position yourself as an expert in meeting those needs and solving your prospect's unique problems.
3. **Put your headline or some of your subheads in the form of a question.** For example: "Do you know that Social Security pays a death benefit of only \$255?" "Smart homeowners know these tricks to avoid foreclosure. Do you?"
4. **Write from the customer's point of view.** Just as a skilled conversationalist gets the other person to talk about himself, a smart marketer knows that focusing on how your customer will benefit will get and hold their attention better than talking about yourself. Not, "We've been in business for 50 years!" but "You can have peace of mind knowing you're getting great coverage at an affordable rate."

5. **Use statistics and facts.** Give specific examples of how and why your business is reliable, skilled and the right choice to do business with. “All of our tax advisors are former IRS insiders.”
6. **Use testimonials.** Quoting what a satisfied customer said about you automatically carries more weight than anything you say about yourself. And if the testimonial mentions a specific benefit, so much the better. “Since subscribing to the Big Bucks Newsletter, I’ve increased returns on my portfolio by 65 percent” has more impact than “I’ve really learned a lot from reading the Big Bucks Newsletter.”
7. **Add immediacy.** Include some sort of time element. Instead of writing “Improve your portfolio’s performance by 40 percent” write “Improve your portfolio’s performance by 40 percent this year.” Also, don’t forget to give the visitor a reason to respond now. If a prospect postpones the decision to respond until later, odds are they’ll forget about it, and “later” will turn into “never.”
8. **Add a toll-free number or live chat.** People like to feel they’re dealing with real people, not just words on a screen. Also, having a way to readily contact a live person reassures the prospect that she can reach you if she has questions or concerns.
9. **Emphasize your guarantee.** This also builds trust, by assuring your customers that they’re protected if anything goes wrong. If for some reason you don’t want to offer an explicit guarantee, instead give examples of how you will go out of your way to ensure customer satisfaction. Even if you’re only asking visitors to sign up for a free e-zine, make it clear that they can easily unsubscribe at any time if they wish, and that you won’t pass on their personal information to a third party.
10. **Add a third-party certification seal.** Visitors associate these seals with online safety, which adds to your credibility. This is especially important if the purpose of your site is to directly sell a product. Customers want to know that their personal and payment information will be safe.
11. **Clearly tell your audience what you want them to do.** Never assume that because there’s an order form on the page that people will know exactly what to do. Always explain your offer, then tell the reader what step to take next: “Click here to sign up for our free e-zine” or “Call us now for a free, no-obligation review of your investment portfolio.”
12. **Add a P.S.** If your page is written in the form of a sales letter, don’t forget to add a post script. Studies show that people often read these even if they skip the rest of the letter. Either repeat your offer and urge the reader to act now, or offer an additional incentive for prompt action: “P.S – If you respond today, in addition to all the other benefits outlined above, you’ll also receive a free Special Report entitled...”

There you have it. Apply these suggestions to your landing page, and watch your conversion rate climb.

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