



Tutorial Two

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Tutorial

Assignment One Overview

Landing Page Elements

Design Principles

Navigating the Rocketspark Platform + Small
Group Activity



Assignment

Overview



Your Assignment

Display Ad

How potential consumers become aware of your business/product/service

Landing Page

How you convert a potential consumer into a purchasing/enquiring consumer

Post-Conversion Communication

How you retain that consumer past the initial conversion



Display Ad + Post Conversion

Screen shot of your display ad and your post conversion email (6 marks - in Assignment Brief, 7.5 marks in marking rubric)



Digital Marketing Plan

Is worth 12/30 marks for your assignment 1 grade

- **Product/service description (2.5 marks,)**
- **Target market (3.5 marks)**
- **Situational analysis(2 marks)**
- **General marketing strategy (e.g., cost leadership, differentiation, niche etc) (1 mark)**
- **Business Model? (1 mark)**
- **For your landing page explain (landing page): (2 marks,)**
 - **The objective and SMART goal of the marketing campaign that your ad and landing page will be used for (e.g., purchase, lead generation, awareness);**
 - **Detail the key message to be delivered via landing page;**
 - **Detail and justify an Introductory special and/or limited-time offer**



Landing Page + Report

Is worth 10.5/35 marks for your assignment 1 grade

- Unique value proposition (3.5 marks)
- Hero Shot (1 mark)
- Product/Service Benefits, (1 mark)
- Social Proof, (1 mark)
- Call-to-Action. (1 mark)
- Self-reflection –(3 marks

Discuss the 7 design principles, where they are used and why it resonates with the target market



Landing Page

Elements



What is a landing page?

Landing Pages are designed to direct visitors to a single call-to-action (CTA) without any distractions.

The only clickable item on the page should be the CTA buttons - all of which should be the same.

E.g. the action you want visitors to take is it to "Shop Now" - you can have multiple buttons but they should all be "Buy Now".



Unique Value Proposition

Made up of 4 parts

Main Heading

Top of the page, draws consumers in, sells the business/product/service in 1 sentence

Supporting Sub Heading

A little bit longer than the main heading, sits underneath it, gives a little more information to the main heading

Reinforcement Statement

Sits halfway down the landing page, used to reinforce the benefits of the business /product / service

Closing Argument

Last chance to sell, consumer has made it through the entire page, positive reinforcement and encouragement is needed



Unique Value Proposition

1. What problem does your product/service solve?
2. How is your product/service different from those of your competitors?
3. What specific benefits does your product/service offer to customers?
4. Why should customers choose your product/service over others in the market?



Hero Shot

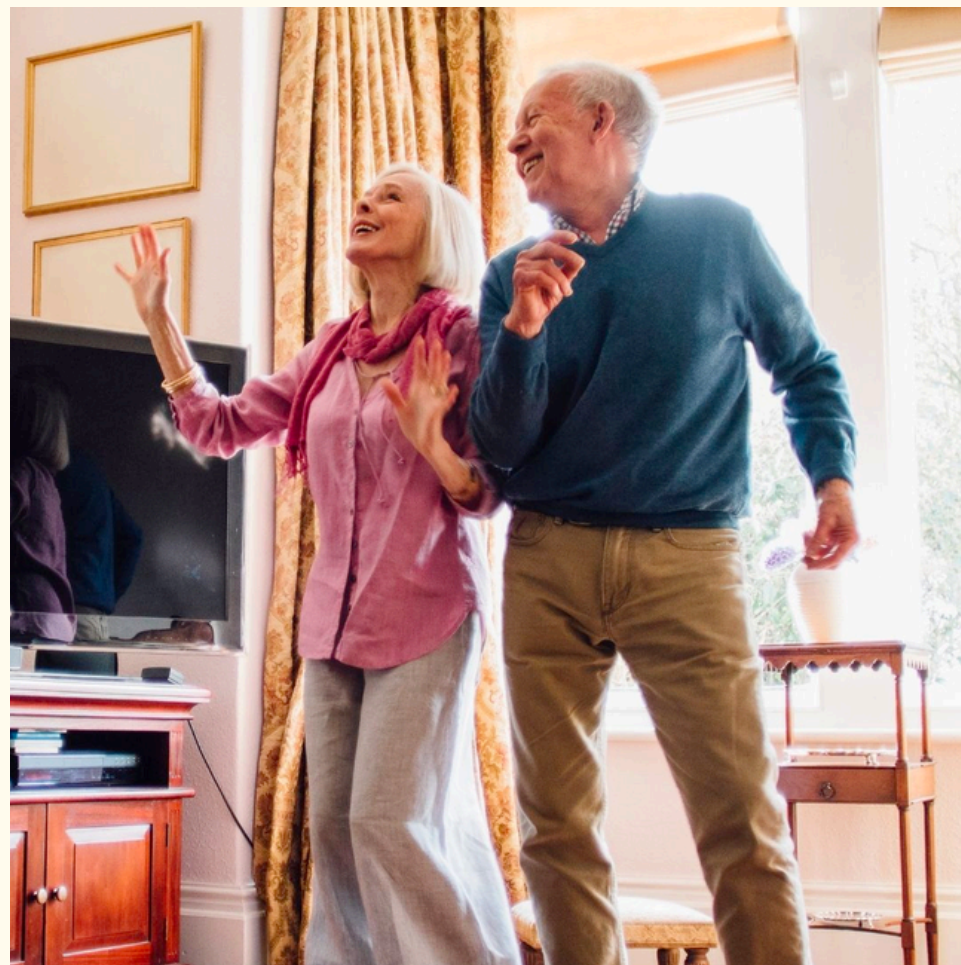
Hero Shot should depict either

- Product
- Consumer Behaviour/Feeling
- Service In Action
- Product in Action

Product



Consumer



Service



Hero Shot

We do this to engage with the consumers by capturing their attention.

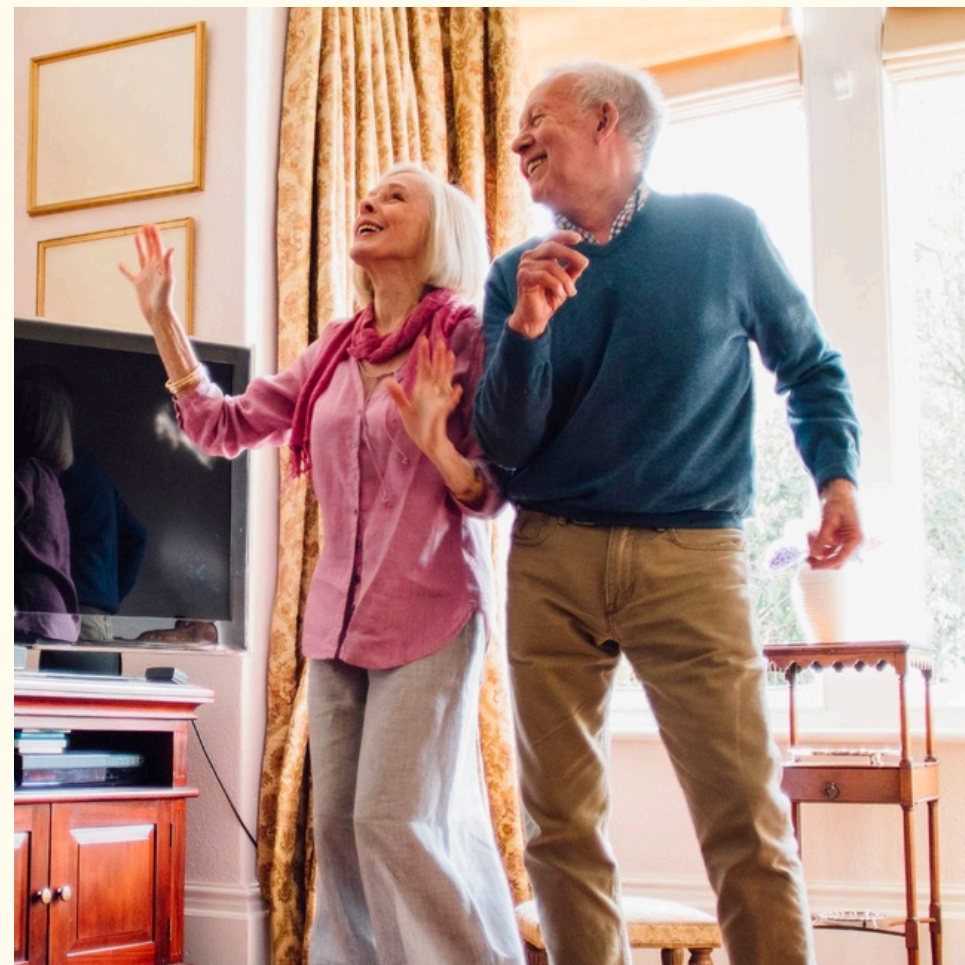
It further communicates the Unique Value Proposition and allows the consumer to imagine themselves utilising your products/services



Product



Consumer



Service



Benefits

- Features are what the product or service does, describing which attributes set it apart from the competition.
- Benefits describe why those features matter and how they help the target audience.
- Always relate back to the target markets needs and values

Features

- Memory Foam Soles
- Striking Aqua Colour
- Low Arch Support



Benefits

- Memory Foam Soles provide comfort in every step
- Striking Aqua Colour to stand out in your next competition
- Low Arch Support to keep you on your best balance



Social Proof

- Prove that you are trustworthy
 - **Reviews** - Shows other people are buying from you
 - **High Quality Photography** - Shows you have invested money in a professional photographer
 - **Social Media** - Shows that you are active on multiple platforms
 - **Affiliate Badges** - Shows you are connected to trustworthy third party companies

Ask yourself: Would you buy something from here?



Social Proof

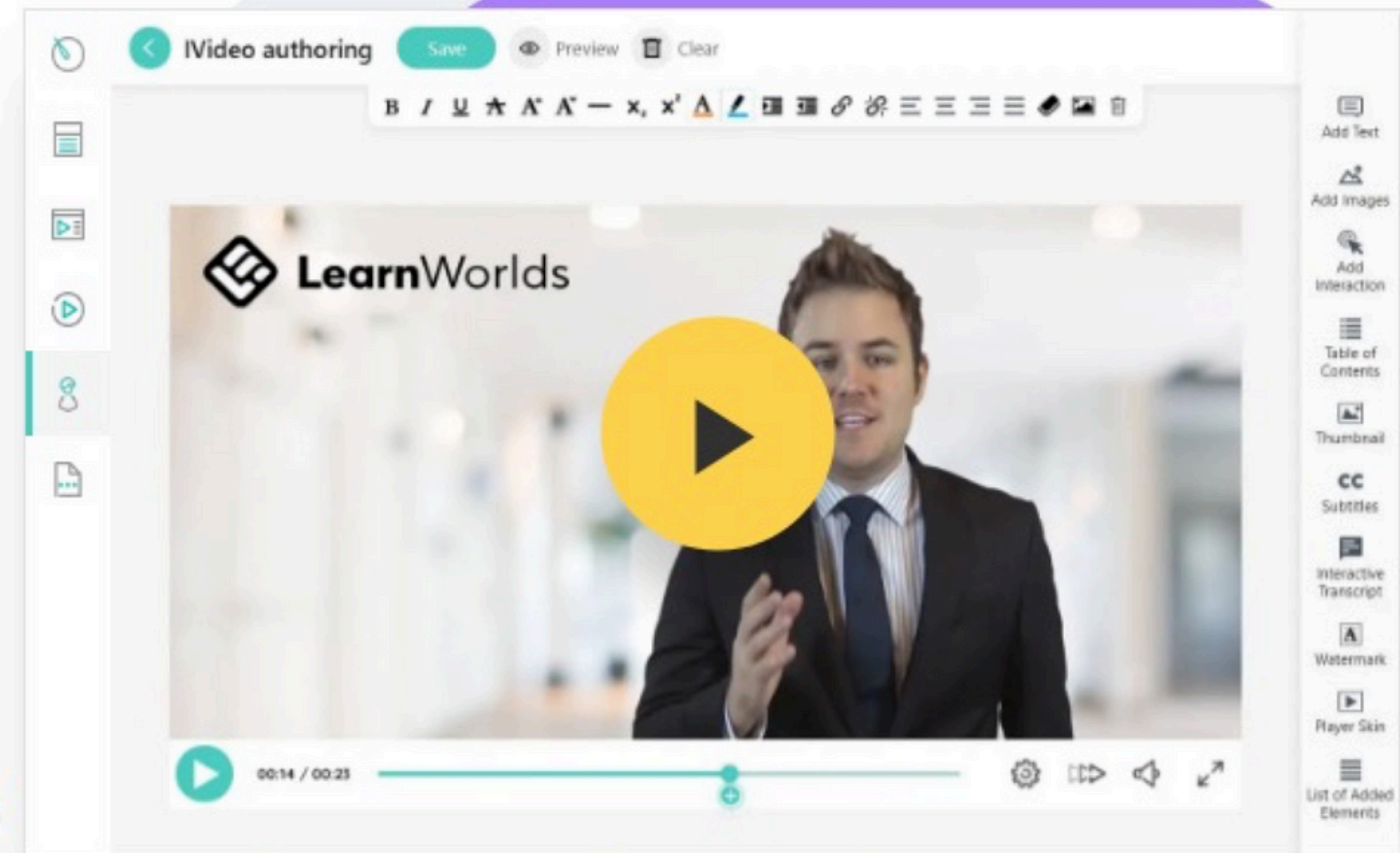
- For Example

Create and sell online courses from your own website

The best online course platform for creating, selling and promoting your online courses. Start monetizing your skills, experiences and your audience.

[Start free trial! →](#)

[Watch a demo](#)



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Call-To-Action

- You should have **ONE** Call-To-Action
- But you can have **TWO** buttons but they must be the same CTA
- Use positive reinforcement around the CTA



Activity

10-15 minutes

In groups of 4 or 5

Create a basic landing page for either a popular brand or celebrity/influencer

Unique Value Proposition

Hero Shot

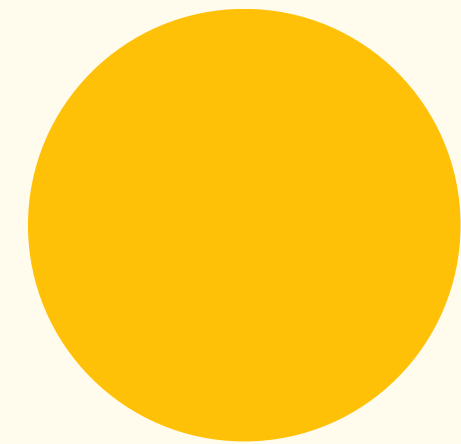
Benefits

Social Proof

Call to Action

Design

Principles



Context

- Is the context of your website relevant to the Target Market?
- Does your Target Market communicate using a similar style of speech?
- Does your Display Ad relate to the Landing Page?
- Does the Post-Conversion Communication effectively communicate the process in which they've completed?

Ensure the messaging and design is what the target market is expecting and that they are all related to each other.



Clarity

- Does each area within your visual aspects have a clear purpose?
- Can your landing page be read quickly?
- Does it support scanning? (Bullet Points)

Ask yourself if everything has a clear purpose, if it doesn't have any purpose remove it



Attention

There are many ways to capture attention:

- Attention Ratio - Things to Click vs Conversions to Complete
 - Attention Ratio Should be 1:1 or 2:1
 - Don't have clickable features that aren't CTAs
- Visual Hierarchies
 - Keep the Important Information at the top of the page
 - Keep similar items together.
- Use Attention principles
 - Anomaly, Affordance, Contrast, Direction, Dominance and Proximity (Gestalt Principles)



Congruence

Similar to context, ensures that everything is aligned with each other.

- Maintain similar colour schemes, font types and photography across all your visual elements
- Consider using your Hero Shot on the display ad



Continuance

How to ensure the consumer understands they've finished a conversion, and how you will keep them interested

- The consumer needs to know that they have completed a conversion, this is why **Post-Conversion Communication** is important and effective in communicating trust
- Imagine purchasing something and not receiving confirmation, so you try one or two more times, then check your bank account and you've been charged 3 times.
- Use positive reinforcement to ensure the consumer has a positive Post Purchase experience
- Use **ANOTHER CTA** on the Post-Conversion to ensure they continue to use your business



Closing

Be positive, be cheerful, be encouraging

- Use colour theory to ensure you pick colours that align with the target markets values, needs and wants
- Use positive messaging near the CTAs to eliminate negative thoughts that may turn a consumer away.
- Negative or too direct wording can often scare consumers, **REMEMBER WHO THE TARGET MARKET IS** and how they would like to be communicated with.



Credibility

On the basis of Social Proof

- Does your landing page look too good to be true?
- Does your landing page have a lot of claims that might be hard to justify?
- Who else is using your business?
- If you came across this landing page would you trust it?



Design Tools

- Colour Palettes - Adobe Colour - <https://color.adobe.com/>
- **Colour Palettes 2 - Happy Hues** - <https://www.happyhues.co/>
- **Font Pair - Fontjoy** - <https://fontjoy.com/>
- **Fonts in the Wild** - <https://www.fontsinthewild.com/>
- Vectors/Icons - Flaticon - <https://www.flaticon.com/>
- **Designing - Canva** - <https://www.canva.com/>
- Design Inspiration - Dribbble - <https://dribbble.com/>
- Brand / Web Design - AWWWARDS - <https://www.awwwards.com/>



The background features several teal-colored decorative elements. At the top, there are several curved, leaf-like shapes pointing downwards. On the left side, there are several horizontal, slightly curved bars. At the bottom, there are several vertical, slightly curved bars. The overall design is clean and modern.

Thank You
enjoy the rest of your week

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