

# Email Marketing Landing Pages

A recent review by email marketing firm Silverpop revealed that many email marketing campaigns are let down by poorly designed landing pages. If the landing page doesn't grab the reader's attention they will click away – which is what 50% of recipients appear to be doing.



The study looked at 150 email marketing campaign landing pages, finding that many were confusing and cluttered, resulting in 50% of readers clicking away after just 8 seconds.

The report indicates that email marketers have just a few seconds to entice the reader. One key factor is the look and feel of the landing page. It should fit comfortably with the tone and design of the email newsletter itself; if it doesn't, visitors can get confused and abandon the site. The Silverpop report found that 35% of the campaigns studied included landing pages which looked nothing like the email that generated the click-through. It's an important point that seems to be often overlooked.

The promotional copy on the email should be powerful and compelling – enough to entice the reader to continue. However, over 50% of the campaigns studied did not feature strong copy on the landing page. For a message to have maximum impact, it needs to be consistent throughout: from email to landing page. Best practice suggests repeating the offer on the landing page, reiterating the call to action that prompted the reader to click through from the email.

Finally, 17% of the surveyed campaigns took visitors directly to the website's homepage rather than a specific landing page relating to the email contents. This creates a feeling of disappointment as the reader is directed to a page which simply fails to deliver on the promise implied by the email newsletter copy.

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