

# Webinar Landing Page Template



→ **2: Hide navigation** - Keep people on your page. Don't let them bounce off. You got them here now we need to keep them. Provide navigation when sending them to a thank you page.

**1: Headline** - This is the first thing people see. Sum up your webinar in a few words.

## MARKETING AUTOMATION WEBINAR

Please join us on [Insert Date] as we talk about the influence Marketing Automation has in saving your company millions each year!

← **3: Description** - Give more value and context around the benefits of your webinar. Highlight your main value propositions.

Be sure to add the date and time here.

→ **Live Webinar - Tuesday, October 28th @ 11 AM EST**

→ **5: Value** - You won't be able to give a full description in your headline and sub headline to provide all the value of your webinar. Use this space to add a full description on what your webinar provides.

### About The Webinar

#### Here's What We'll Cover:

- How much time marketing automation could save your business.
- Why top companies are switching to marketing automation.
- Time = Money and Money = Profits
- 10 steps to take control of your marketing.



↑ **4: Image** - Include a relevant image of your offer. Visuals are the most important element in a landing page.

### Register Now To Claim Your Spot

First Name

Last Name

Email

Claim My Spot

We will never sell your email address to any 3rd party or send you nasty spam.

← **6: Lead Capture Form** - Collect your visitors information with only the information you need. The shorter the form, the better. You can also utilize smart forms that are hidden unless a question is answered in a certain way.

← **7: Call to Action** - This will be the button the visitor will press to submit their information.

↑ **8: Privacy Policy** - It's best to provide a privacy policy and even better if you have a link. This adds trust and is some times required by the ad platforms.

**9: Background on Presenters** - Give a good back ground of the presenters and why they bring to the table for this webinar. Remember to get a good image or head shot of the presenter as well.

## ABOUT THE PRESENTERS



#### John Mcgrady

Senior Sales Executive

[Insert Bio and Background] *Jonas Kent has been in sales his entire life. He has worked with top companies like: Amazon, Ebay, and Nike.*



#### Kendra Thompson

CEO/Founder, GoodWork Inc.

[Insert Bio Here] *Founding a rising company, Kendra is breaking down walls that have never been broken....*

**10: Another Call to Action** - Give them another chance to download the offer.

→ **I WANT TO REGISTER**

**11: Add More Value and Information** - Give more information about the webinar to provide value to your audience.

## ABOUT SALESFUSION

Salesfusion is an email and marketing automation platform. With a team of experienced marketers, we work alongside customers and can execute campaigns on their behalf.

We designed our platform with the typical marketer - and the typical small marketing budget - in mind. Native integrations with the major CRMs help get sales and marketing on the same page and make it easier to work together. Built by marketers, for marketers, every component packs a serious punch, yet is easy to use; from initially attracting prospects, to crafting communications to determining success and areas of improvement.

**12: Add Social Proof to Your Brand** - Show reviews from your clients and to build more trust.



WE'RE FANS OF OUR CUSTOMERS.  
AND THEY'RE FANS OF US.



"We are excited about Salesfusion's function-rich, user friendly approach which is helping us get the most out of our marketing automation investment at a cost-competitive price."

-Ben Lazar



"We selected Salesfusion as our marketing automation platform for a variety of reasons, not the least of which is their integration with MS Dynamics. Their onboarding and trainings have been exceptional."

-Damion Chatmon



"We appreciate that Salesfusion has invested in tools and processes to replicate our workflows, emails and landing pages, thus providing us a seamless transition from Hubspot and ensuring our success with their marketing automation platform."

-Jonathan Dixon