

Landing Page

Building Your Roads

Filling Up Your Fan Club



INTRO

Website Landing Page

Setting up your website, email marketing accounts, and Google Analytics is very easy, however it can be time-consuming for those that are new to website related activities. You have three options:

1. Outsource to somebody else on Upwork to set it all up for you.
2. Use a simplified platform such as Squarespace or Strikingly.
3. Set it all up yourself on Wordpress.

If your campaign is a one-off quick and small project, or you're not comfortable with websites, we recommend going with option two. If your campaign is a company or plans to be a long-term endeavour, then go with option one or three. This document specifically covers option three. Overall, it will cost around \$100. Remember, the goal of your landing page is to give visitors enough information about your campaign to get them excited, give them a reason to join your fan club, and provide a way to share your campaign with others.

OVERVIEW

1. Website Domain
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ONE

Website Domain

A website domain is the main address of the website. It works the same way a home address works, it's simply coordinates to a location. For example, Facebook's domain is [facebook.com](https://www.facebook.com)

For your campaign, you need a simple domain name that is as similar to your project name as possible. If you already have a company website, it's fine to use that. You can check for availability and buy a domain name from [Namecheap](https://www.namecheap.com).

Tips:

- Try different endings, such as: .com, .co, .me, or .io
- You can try adding the word 'get' in front of the name, e.g. 'getdribble.com' instead of 'dribble.com'.
- Before you buy the name, check you're able to get similar account names on the popular social media platforms such as Facebook, Twitter, Instagram, etc.

TWO

Website Host Server

A website host, or server, is literally where your website is located. When a person on their browser types in an address and presses enter, they start downloading the webpage and displaying it on screen. It is the web host that is sending the files from their servers to people's browsers. That is, a domain is useless without a web server that can host your website so it can be access.

For your campaign, you need to get a reliable web host. The more expensive, the more bandwidth and faster it loads — it supports more people. You can go on the starter plans and upgrade later in the rare change you need more bandwidth when a campaign goes viral.

You can buy your web hosting from the same company that you have your domain, but it's not recommended. There's an endless array of website host options out there, here are some options:

1. [SiteGround](#)
2. [Bluehost](#)
3. [HostGator](#)
4. [WP Engine](#)

THREE

Wordpress

Now that you have a domain and web host, you need a way to build and manage your website. Wordpress is a popular content management system (CMS), which is essentially a back-end interface that you use to upload content, write blog posts, design landing pages, etc. All of the popular web hosting companies have automatic services where they will install Wordpress onto your domain for you. This service is almost always free.



Wordpress Template

New websites used to always be built from scratch, costing many thousands of dollars. These days, building a website only costs a tiny fraction of that because there's so many templates out there. These templates are full customisable, optimised for mobile, and allow even people with zero coding knowledge to build websites.

Wordpress calls these templates 'Themes'. You can browse [Theme Forest](#) for a template, however we simply recommend you go for the [X Theme](#) created by THEMECO. It is very simple to use, scales well, and has many of the necessary integrations. You can take forever looking for perfect themes, don't waste too much time here.

Wordpress Plugins

Plugins are third-party extensions that give your website extra functionality. There are some great plugins that all Wordpress sites should install, including the important security ones to prevent hacking. Here are a few suggestions: Jetpack, Wordfence, Akismet, Google Analytics by Yoast, Wordpress SEO by YoastW3 Total Cache, UpdraftPlus.

Google Analytics

Once your website is set up, immediately connect it with Google Analytics. This is a very simple process. With the above plugin, Google Analytics by Yoast, you just copy and paste your Google Analytics account number/id into a spot, and it'll walk you through the entire process in a minute.

It will take roughly 24 hours before any data shows up on your Google Analytics dashboard.

Landing Page Setup

This webpage is essentially the main page that you send everybody to 'land' on when they are first discovering your campaign. Prior to your campaign going live, this is where you will collect email addresses to fill up your Fan Club and build buzz around the campaign launch. The general structure is:

1. **Hero Image + Hero Text**

A large image with short and captivating text about the product/campaign at the very beginning of the page. This is to capture attention and set up context.

2. **Lead Magnet + Email Submission Box**

The thing that will incentivize visitors to give their email address, will be elaborated in the next step. As you may not have it ready yet, you can leave it part blank in the meantime.

3. **Crowdfunding Campaign Brief**

A brief introduction about the campaign/product/service, you can use the Why I Should Care as a general structure. The key is to reveal enough information so the visitor is excited but not too much that there's no mystery or curiosity left. You may include a small summary of what crowdfunding is (not everybody will understand what it is and how it works).

4. **Social Sharing Links**

This can be either links to your Facebook, Twitter, Instagram, etc. pages so they can follow you. Or it can be sharing buttons so they can share the page with other people.

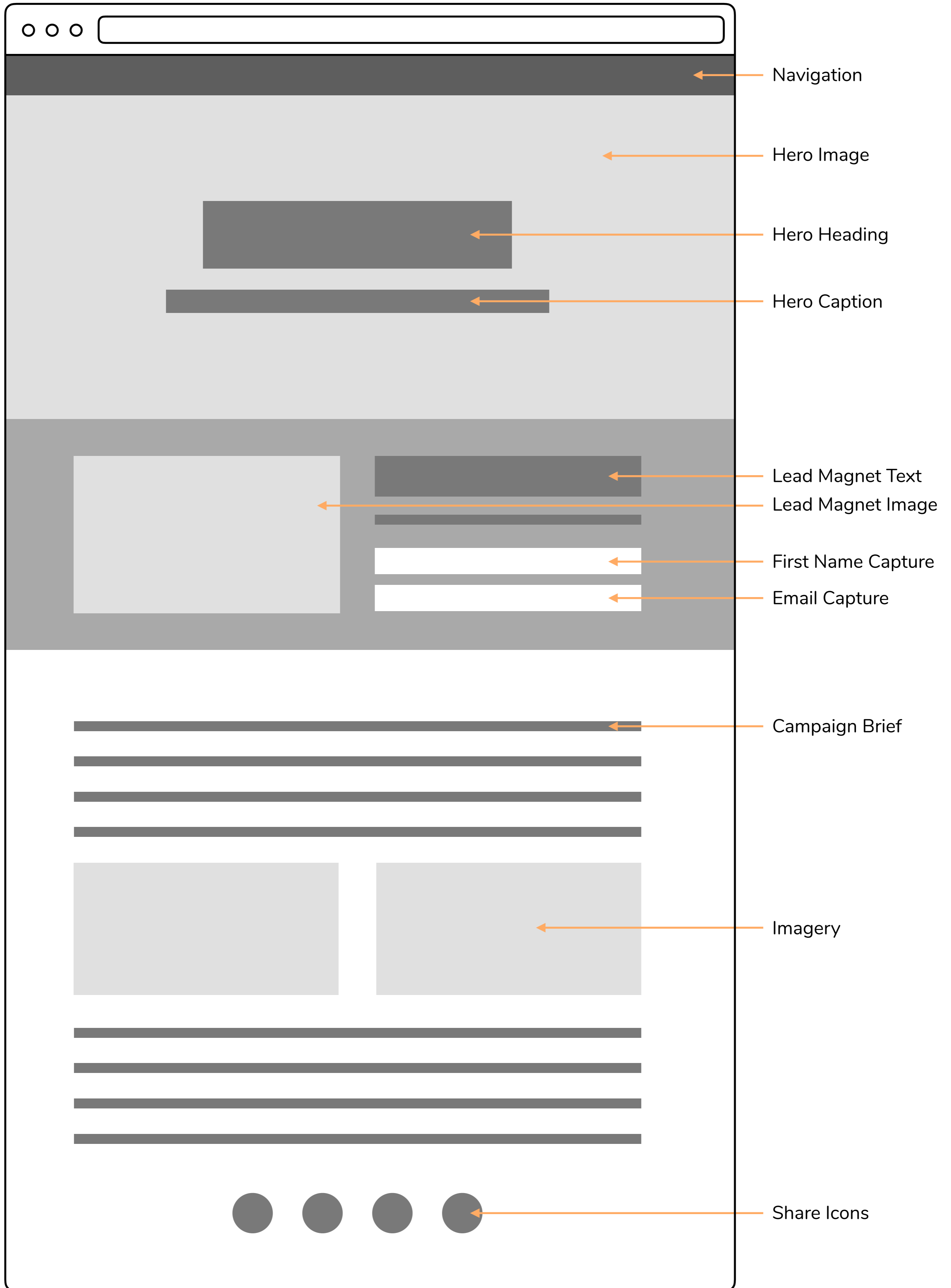
Leadpages

You can find some highly effective examples of landing pages here at [Leadpages](#). You can use the Wordpress Theme (such as X Theme) to create your landing pages, however if you're finding that difficult, Leadpages makes the job even easier. They have a drag and drop builder that you can use without any design or coding experience to create high converting landing pages. Check it out [here](#).

FOUR

Landing Page Setup

A very general example of what the structure of the landing page will look like.



Email Marketing Setup

Collecting email addresses can be as simple as a list inside a spreadsheet, but there are better options by signing up for an email marketing software. These platforms provide tools to manage your email list, create email newsletters, and sending emails that are not caught in the spam filter.

There are many good options such as Aweber, ConvertKit, Infusionsoft, etc. but they're only necessary if you're looking to do serious email marketing in the future. We recommend going with Mailchimp because it's free for your first 2000 email subscribers and is easy to use.

Once you've created an account, you must link it with your website. The Wordpress X Theme has a specially made Mailchimp extension that makes the process super simple. Follow its instructions.

Be sure you set up the option where email subscribers must confirm their email address. That is, once somebody submits their email address, they must go to their email and confirm it. This will highly reduce the chance of your future emails being caught in spam.



Lead Magnet Setup

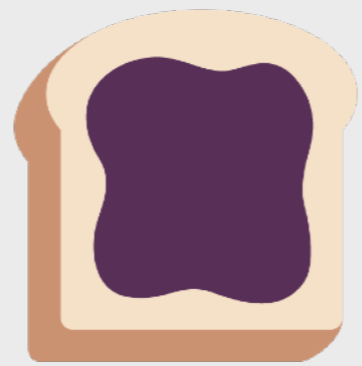
The purpose of the lead magnet is for you to collect potential customers by giving them a free piece of value in exchange for their email address. The free piece of value should solve a similar problem that your crowdfunding campaign does. It can be a video, a checklist, a webinar, an e-book, a resource list, etc. Be sure that you tested your lead magnet your Tribe to see if they find it enticing.

On your landing page where you display your lead magnet, write a benefit driven title, brief explanation, and insert an image. The image will help elevate its perceived value.

Connecting Lead Magnet With Email Submission

Once your lead magnet is ready, you need to connect it with your website and email marketing software. The process is pretty much the same for all platforms:

1. Upload the lead magnet onto your website, or if it's a video place it on its own page.
2. Go to your email marketing platform (such as Mailchimp) and go into the email list settings. There will be an option for when a user confirms their email address, they will be sent to a page. This is usually a 'thank you' page. Set it to be the URL location of your lead magnet.
3. Test it. Go to the landing page, enter your email address, receive the confirmation email, click confirm in the confirmation email, and check to see if you can find the lead magnet.



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