

# Landing page copywriting part 2 - The 5 most important landing page copy elements

[Michael Aagaard]

## **Lesson Objectives:**

- 1. Learn what copy elements to focus your attention and energy on. This helps you prioritize your copy efforts and write more effective copy.**
- 2. Get insight into how to use copy to mitigate drive motivation and mitigate negative emotions.**
- 3. Get a set of formulas and templates that will help kickstart your writing process and keep you focused on the right elements.**

# The Journey Of This Course

Part 9 | Landing page copywriting - part 2

**Lesson 7**  
Qualitative LPO  
research - part 2

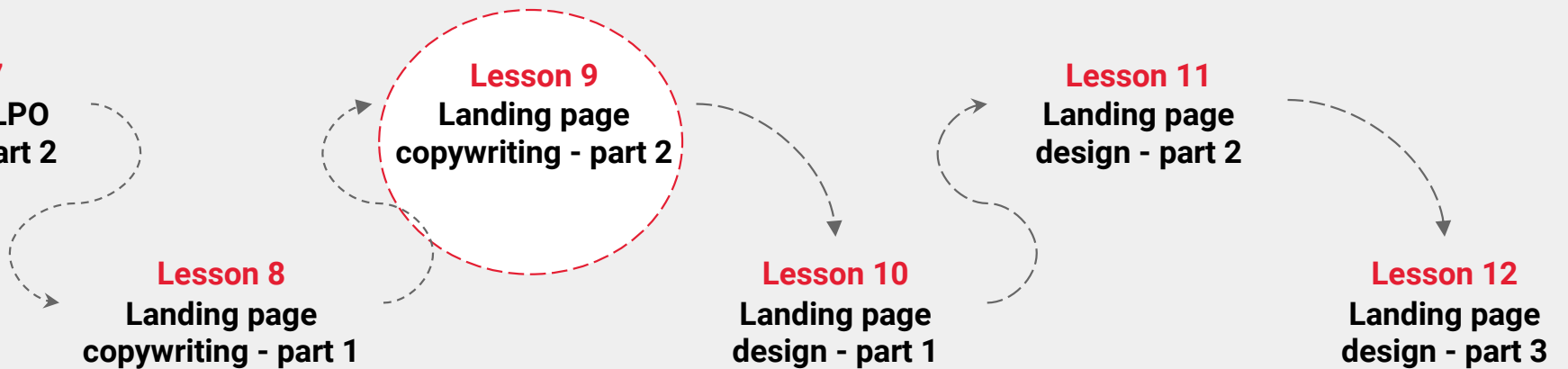
**Lesson 8**  
Landing page  
copywriting - part 1

**Lesson 9**  
Landing page  
copywriting - part 2

**Lesson 10**  
Landing page  
design - part 1

**Lesson 11**  
Landing page  
design - part 2

**Lesson 12**  
Landing page  
design - part 3



# The 5 most important copy elements

<b>Headline</b>	Message match. Capture attention. Trigger dopamine.
<b>Benefits/features</b>	Present important information. Emphasize the value of your offer. Trigger dopamine.
<b>Credibility</b>	Make the content trustworthy. Answer questions. Mitigate cortisol.
<b>Expectation manager</b>	Ensure users know what to expect. Mitigate ambiguity. Avoid disappointment / negative reward prediction errors.
<b>Call-to-action</b>	Make users click.

HEADLINE

FEATURES / BENEFITS

HEADLINE

FEATURES / BENEFITS

CREDIBILITY

EXPECTATION MANAGER

LOGO

**Headline/Value Prop Goes Here**

Customized guest hero and it appears on the landing page and sets you apart about the value of the offer at hand.

- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here

**Form Headline**

Expectation Manager Content goes here. To make it more effective, repeat.

Name:

Email:

Phone:

Relevant CTA Copy

**Social Proof Goes Here**

**Content Area 1 Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Relevant Product Image or Video

- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here

**Content Area 2 Headline**

Relevant Product Image or Video

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here
- Bullet point emphasizing feature/benefit here

**Social Proof**

Social Proof

**Call-to-Action Repeated Here**

Relevant CTA Copy

Expectation Manager Content goes here. To make it more effective, repeat.

**Footer**

HEADLINE

EXPECTATION MANAGER

CALL-TO-ACTION

CREDIBILITY

HEADLINE

FEATURES / BENEFITS

HEADLINE

CALL-TO-ACTION

# Headlines

**CXL**

- ✓ Message match - Logical connection between ad/source and headline
- ✓ Capture attention, trigger dopamine, make users stay
- ✓ Communicate the value of your offer clearly

3 formulas that'll help  
you write headlines

**CXL**

# Headline formula 1:

( **Do something difficult**) in ( **short amount of time** ) without ( **problem** )

## Headline formula 1:

( Do something difficult) in ( short amount of time )  
without ( problem )

Example:

**(Build a landing page)** in **(in less than an hour)**  
without **(help from your developer)**

## Headline formula 2:

( **Do something difficult** ) in ( **a short amount of time** )  
and get ( **something valuable** )

## Headline formula 2:

( Do something difficult ) in ( a short amount of time ) and get ( something valuable )

Example:

(**Build a landing page**) in (**less than an hour**)  
and get (**more sales and leads**)

## Headline formula 3:

Avoid ( something frustrating ) by ( doing something difficult ) in ( a short amount of time ) with ( product x )

## Headline formula 3:

Avoid ( something frustrating ) by ( doing something difficult ) in ( a short amount of time ) with ( product x )

Example:

Avoid (**wasting time on development and design**) - (**build effective landing pages**) in (**less than an hour**) with (**Unbounce**)

# Features / Benefits

**CXL**

- ✓ Emphasize the value of your offer
- ✓ Answer important questions
- ✓ Different formats: body copy, bulleted list, headline, testimonials, paragraphs, etc.

**Build Landing Pages Fast & Get More Conversions**  
 Build a high converting landing page for any campaign and get targeted to the user on mobile or all your web pages.

[View our Unbounce Platform](#)

**How Unbounce Makes You a Better Marketer**

**Unbounce Landing Pages**  
 Unbounce Landing Pages are the only landing page builder that lets you build and launch landing pages without any programming or design background. You can create a landing page in minutes and launch it to your website.

**Unbounce Convertables**  
 Unbounce Convertables are the only overlay tool that lets you create and launch targeted overlays without any programming or design background. You can create an overlay in minutes and launch it to your website.

[View our Unbounce Platform](#)

**NO DEVELOPERS OR DESIGNERS NEEDED**  
 No programming or design background required. You can create a landing page in minutes and launch it to your website.

**SAVE A LOT OF MONEY ON DESIGN**  
 No design background required. You can create a landing page in minutes and launch it to your website.

**EASIER TO MANAGE, EASY TO USE**  
 No programming or design background required. You can create a landing page in minutes and launch it to your website.

**INTEGRATE ANYWHERE**  
 No programming or design background required. You can create a landing page in minutes and launch it to your website.

**Over 14,000 Brands Drive Value With Unbounce**

**Ready-to-Use Landing Page and Overlay Templates**

**Start Using Unbounce Today**  
 Join 14,000+ Brands Driving Conversions with Our Landing Pages & Overlays

[Get All the Good](#)

Free 14-Day Trial. No Credit Card Required.  
 24/7 Customer Support. 30-Day Money Back Guarantee.

Unbounce

## How Unbounce Makes You a Better Marketer

### Unbounce Landing Pages



Build, launch and optimize custom landing pages for any campaign — without developers or tech bottlenecks.

[Learn More >](#)

### Unbounce Convertables



Drive more leads and revenue from any web page by showing targeted overlays to specific users.

[Learn More >](#)

[SEE ALL FEATURES](#)

**Unbounce**

## Build Landing Pages Fast & Get More Conversions

Build a high converting page for any campaign and get optimized for maximum conversion on all your landing pages.

[Get All the Unbounce Features](#)

### How Unbounce Makes You a Better Marketer

**Unbounce Landing Pages**

Build a high converting page for any campaign and get optimized for maximum conversion on all your landing pages.

[Get All the Unbounce Features](#)

**Unbounce Conversions**

Track the performance of your landing pages and optimize for maximum conversion.

[Get All the Unbounce Features](#)

**NO DEVELOPERS OR CODING REQUIRED**

**MATCH ANY DESIGN OR BRAND**

**FASTER TURNAROUND, EASY TO USE**

**INTEGRATE ANYTHING**

### Over 14,000 Brands Drive Value With Unbounce

### Ready-to-Use Landing Page and Overlay Templates

### Start Using Unbounce Today

Join 14,000+ Brands Driving Conversions with Our Landing Pages & Overlays

[Get All the Unbounce Features](#)

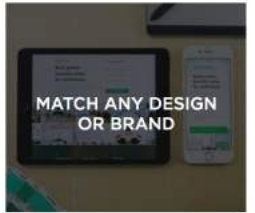
Free 14-Day Trial. No Credit Card Required.

[Get All the Unbounce Features](#)

**Unbounce**



Completely avoid tech bottlenecks; any member of your team can build, launch and optimize Unbounce landing pages and overlays.



Easily recreate any mockup or brand concept. Build from scratch, or start from our gallery of fully customizable templates.



Use the Unbounce drag and drop builder to accelerate your landing page production process, and build high-converting overlays in minutes.



Publish landing pages to WordPress, integrate with Google Analytics, and automatically pass leads to almost any email marketing tool.

# Features vs Benefits?

**CXL**

# Credibility

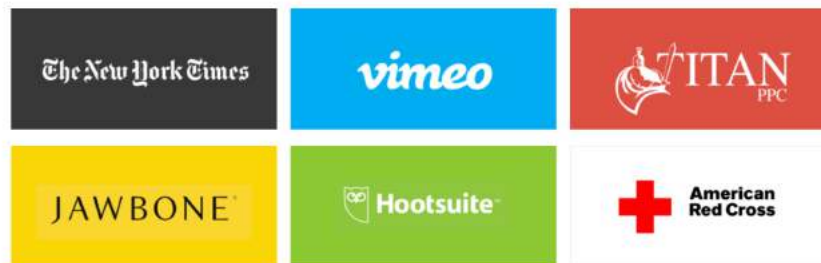
**CXL**

# Relevant facts and figures

## QUICK FACT

Photocrati is one of the most popular WordPress photography themes of all time, with over 30,000 downloads and 18,000 active users.

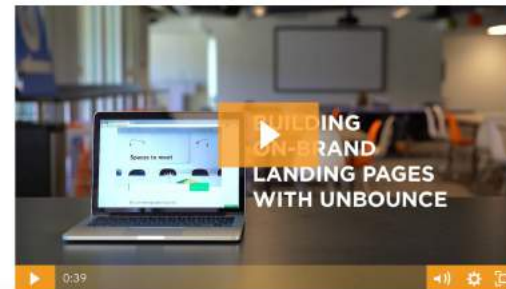
# Social Proof



"My first time using Unbounce, I was able to perfectly recreate my Sketch mock-up in under an hour."



Thiago Costa  
Senior Web Designer, Breather




# Relevant FAQ

**FAQs**

You're not the only one making the decisions. Here's how to answer common questions from your company's key stakeholders.

Campaign Strategist   Designer   Marketer   Developer   I.T



**“I’m concerned that it won’t deliver real value. Will it help us deliver better marketing results (campaign performance, leads, etc.)?”**

By sending traffic to campaign-specific landing pages (instead of generic, low-converting web pages), you can convert more prospects and lower your cost-per-acquisition. Plus, with advanced features like Dynamic Text Replacement, your landing page’s copy automatically changes to match your ad, increasing relevancy and improving your AdWords quality score. Better marketing experiences for your visitors, better campaign results for you. [Learn how other marketers and agencies found success with Unbounce.](#)

# Expectation Managers

**CXL**

Make sure users know what to expect:

Who, what, where, when, how much?

## Request Information about Electrical Technology



I want to know more about...

- Tuition and Financial Aid
- Career Information
- Admissions requirements
- Scheduling and start dates

Campus \*

Select location nearest you

First Name \*

Last Name \*

Email \*

Phone Number \*

Allow text messages from SJVC

\*Required Fields

Request Information

By clicking the "Request Information" button, I expressly authorize SJVC to contact me regarding educational services via email, telephone (including cellular) or text message – using automated technology – at the email address and phone numbers provided. I understand this consent is not required to attend SJVC. View our [privacy policy](#).

## Request Information about Electrical Technology



I want to know more about...  
Tuition and Financial Aid

### Thank You!

Your form has been submitted. We will contact you shortly.  
To speak with an advisor now, please call...

**(866) 544-7898**

In the meantime, check us out on Facebook.



Be the first of your friends to like this



\*Required Fields

REQUEST INFORMATION

By clicking the "Request Information" button, I expressly authorize SJVC to contact me regarding educational services via email, telephone (including cellular) or text message – using automated technology – at the email address and phone numbers provided. I understand this consent is not required to attend SJVC. View our [privacy policy](#).

## Start Using Unbounce Today

Join 14,000 Brands Driving Conversions  
With Our Landing Pages & Overlays

[SEE ALL PLANS](#)

Plans Starting at \$79/mo With Annual Billing.  
All plans include a free 30-day trial.

## Examples of unanswered questions

When will you contact me?

How will you contact me?

Who will contact me?

What is the price?

Will I get spammed?

How much is shipping?

# Call-to-Action Copy

**CXL**

## Your call-to-action should:

- ✓ Motivate the user to click - trigger dopamine
- ✓ Give a clear idea of what happens when you click
- ✓ Be relevant to your conversion goal
- ✓ Start with a verb
- ✓ Focus on what you get - not what you part with
- ✓ Set realistic expectations

## Generic call-to-action copy:

Click Here

Send

Submit

Call-to-action-formula:

When I click the button, I'd like to:  
( **insert phrase** )

Call-to-action-formula:

When I click the button, I'd like to:  
( **get a free quote** )

# Call-to-action-formula:

CTA copy:

Get a free quote

Call-to-action-formula:

When I click the button, I'd like to:  
( **insert phrase** )

Call-to-action-formula:

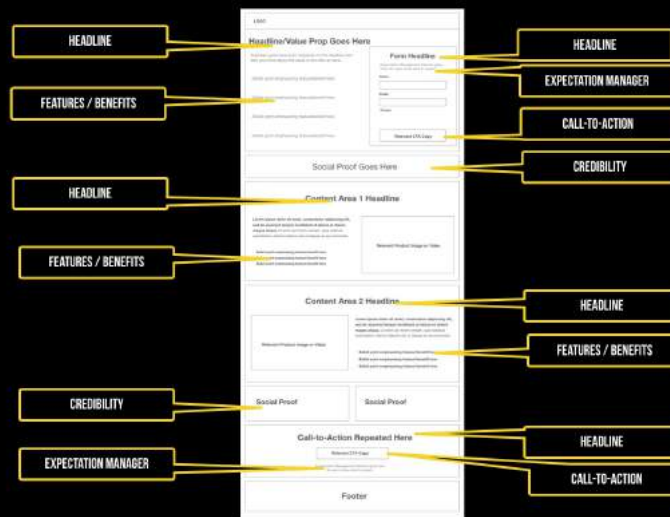
When I click the button, I'd like to:  
( see plans & pricing )

# Call-to-action-formula:

CTA Copy:

See Plans & Pricing

# Get it all into your wireframe And start tweaking



## **Lesson Recap:**

- 1. Learn what copy elements to focus your attention and energy on. This helps you prioritize your copy efforts and write more effective copy.**
- 2. Get insight into how to use copy to mitigate drive motivation and mitigate negative emotions.**
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