

# Landing page, cornerstone pages & lead funnel

Seven Boats Academy

# Key discussion points on Activation, Acquisition, Conversion & Retention

Landing page

Cornerstone pages

Landing page guidelines

Lead magnets

CX - Customer Experience / Customer Journey - CJ

Lead funnels

# Landing Page Guideline - 3 sec litmus test

1. Who are you?
2. What do you do?
3. What benefit I can get from you?
4. CTA - Call to action (Button or link)

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Trust factors

Cross validation

Shareability

# Conversion strategy

Build Cornerstone pages

Interlinks to relevant other pages

Value proposition, benefits & content related to target group

POD - Point of difference / your USP

POP - point of parity / similarities with competitors

Push notification

Automated triggered emails

Use proof

Urgency creator

Exit intent pop up

Chat / whatsapp option

Chatbot

Prompter pop up

Facebook auto reply / auto messaging feature

# Automation Tools

G suite

Basecamp

Trello

Hubspot

Asana

Zoho

Intercom

sendgrid