CREATING | MARKETING | PROMOTION | PROFESSIONAL DEVELOPMENT

Creating MLM (Network Marketing) Landing Pages

One of the most important inbound marketing elements for your mlm business is the landing pages.

by **David Feinstein**

975 words | 4 pages

One of the most important inbound marketing elements for your mlm business is the landing pages. These pages are powerful tools that you will use to convert pre-leads into leads.

The purpose of a landing page is to get your visitor to subscribe to your valuable information without comprising your gift. What do you offer to your pre leads or leads?

There are three stages to the buying cycle and includes awareness, consideration and decision stage. You can offer different rewards at each of the various stages to seduce the lead to move further down the sales channel.

The awareness stage is where you send out content that causes awareness about your brand and products. You should have content that discusses problems in the real world or product focused. Your website may focus on the prospect, products or marketing elements. There are advantages and disadvantages to each one. No matter which style you choose, the buying cycle will remain unchanged. The positioning of your *mlm business* in the face of the market is very important in the design of

the website. The three styles will be completely different from one another and so it is very important to weigh the decision carefully before you put up the website.

As you progress throughout your website design, your content will have a life of its own.

Depending on which style you have chosen, you may need to focus on a specific element for the content marketing aspect. You may need to use testimonies, product reviews, and product blogs if you choose to focus on the marketing or products of the business.

You can focus on solid content for your mlm business, in regards to public relations such as your business overview, gains and advantages to your style for the marketing aspect. There are of course limitations that may cause harm to your business.

As you design your landing pages, make sure to use headers, bullet points or other styles for your formatting and layout. Keep it short and simple for your pre leads. The call to action logo should stand out from the rest of the page. You can use a button or other form for visitors to click on to for their gift.

Your primary goal is to get an email signup and contact information so you can send them other enriching content. Not having the call to action set up to your email list will cause you much frustration later on.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves*

at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."