

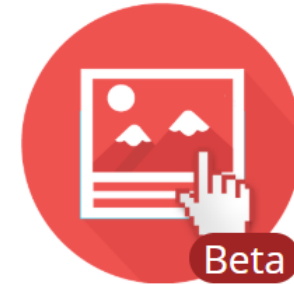
LANDING ZONES

WHAT IS A LANDING ZONE?

A landing zone is a unique web page for recipients to navigate to via a link in a GatorMail email

It is only accessible to the intended recipients

GatorCreator



Create a new Landing Zone
using the drag&drop editor

LANDING ZONES

WHAT IS A LANDING ZONE?

BLOCKS **PAGE STYLE**

Normal Blocks

- BANNER MEDIA
- BUTTON
- CAPTION & MEDIA
- CAPTION & MEDIA
- DIVIDER
- FOOTER
- HEADER
- MEDIA
- NAVIGATION
- SCRIPT
- SOCIAL SHARE
- TEXT
- TEXT BOX
- TEXT & BUTTON


Page Properties

Page Padding: 0

Page Width: Use Percent Widths 600 700 800

Page Background: #377993

Page Background Image



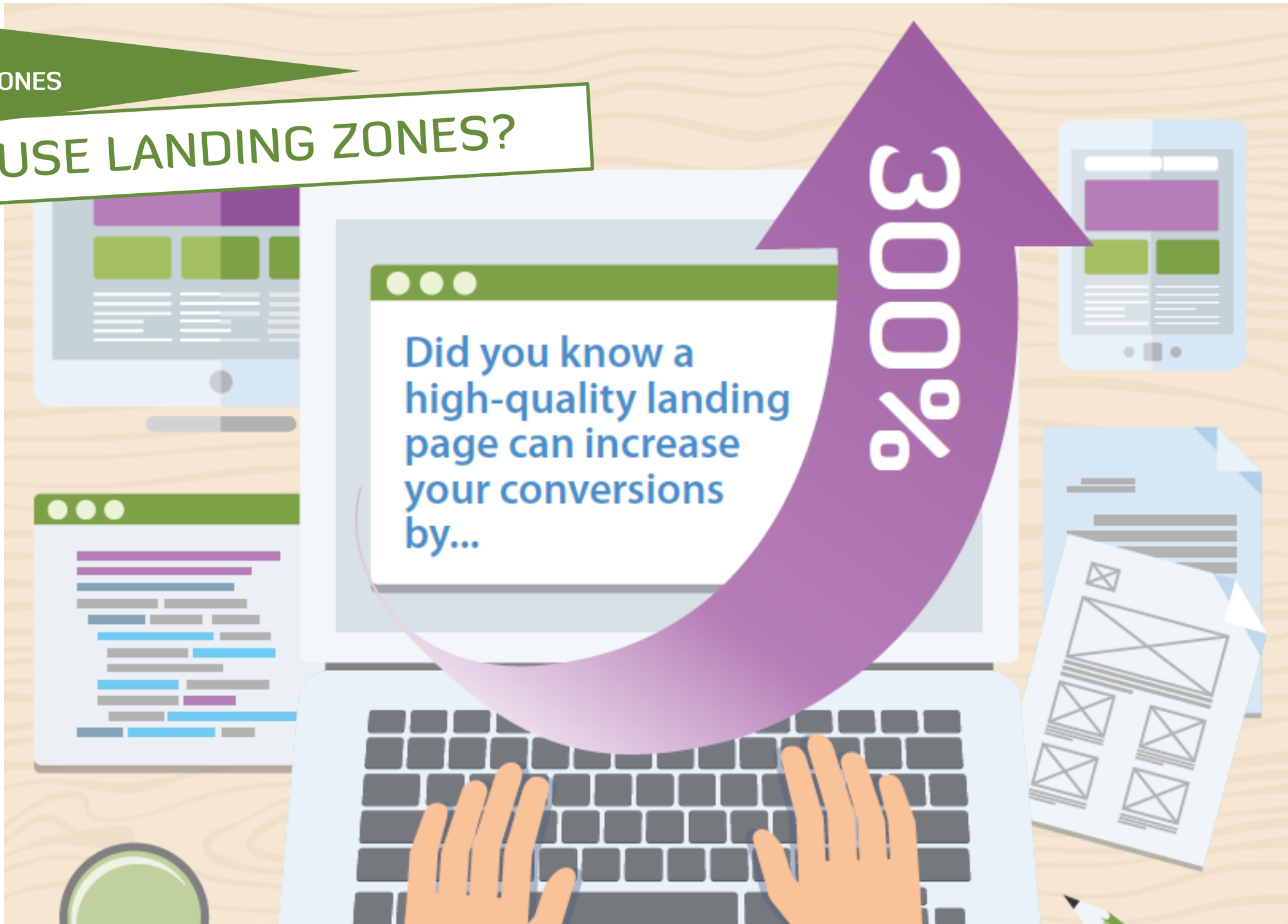
SELECT BACKGROUND **EDIT IMAGE** **CLEAR**

LANDING ZONES

WHY USE LANDING ZONES?

Did you know a
high-quality landing
page can increase
your conversions
by...

300%

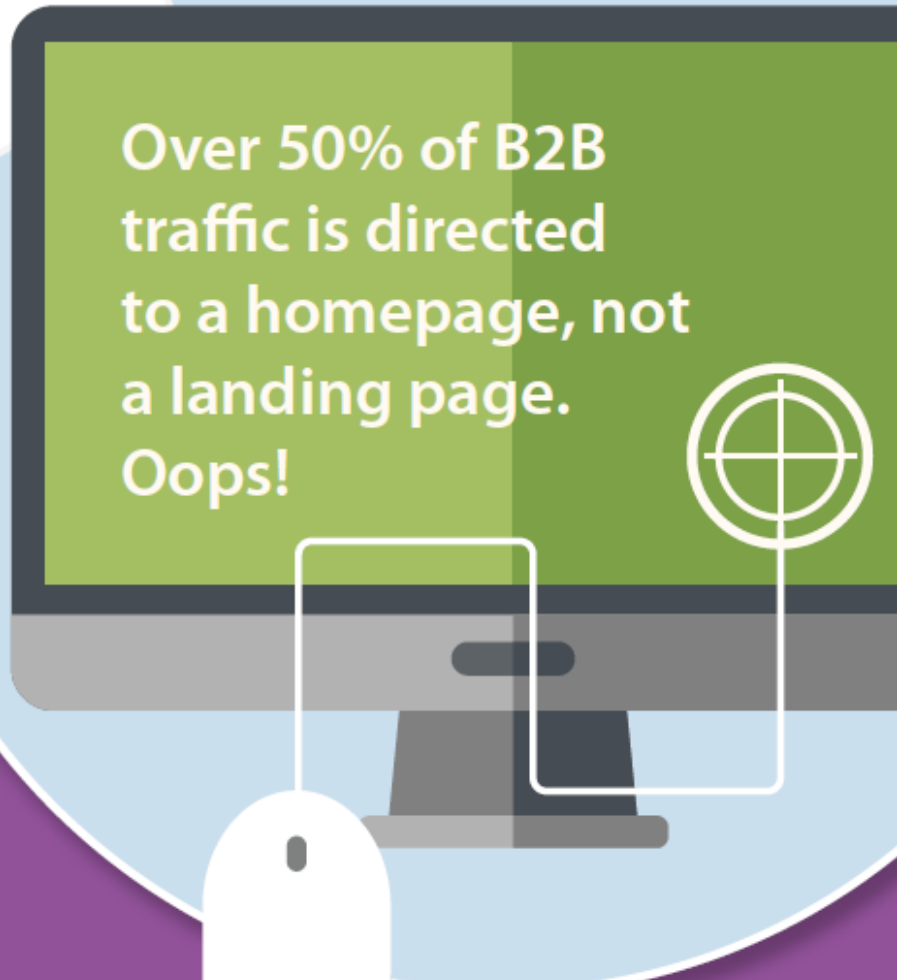


LANDING ZONES

WHY USE LANDING ZONES?

But...

SO WHAT CAN I USE
LANDING ZONES FOR...?



Over 50% of B2B
traffic is directed
to a homepage, not
a landing page.
Oops!

(Source: Marketing Sherpa)

WHY USE LANDING ZONES?

- Dynamic pages
- Web forms
- Private content
- Micro-sites
- Host YouTube videos without showing suggested content



LANDING ZONES

DYNAMIC CONTENT

You may wish to send a personalised message to a contact, perhaps congratulating them on a recent purchase or recommendation.

This email communication could then link through to a landing page, which contains dynamic fields, showing the most relevant content depending on the recipients preferences.



WEB FORMS

Landing zones are particularly useful for hosting web forms. You can use them to capture more information from a contact, either for consent reasons or to allow them to download a piece of content. This may be part of a process, for example confirming an email address, which can trigger something else. This is a much easier process than creating a form on a website.

The image shows a web form builder interface. On the left is a control panel with a red header containing 'CONTENT' and 'BLOCK STYLE'. Below this, there is an 'Edit Button' section with a 'Mode' selector showing 'Web Capture' selected. A '+ WEB CAPTURE CONTROL' section follows, containing two form fields: 'First Name' and 'Email', both set to 'Textbox (Single Line)'. Each field has a move icon, a dropdown menu, an edit icon, and a delete icon. On the right is a live preview of a landing page. It features the 'MEDIAGROUP' logo with the tagline 'your company slogan'. The main heading is 'Improve Your Marketing'. Below this is a paragraph of placeholder text: '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 consequat.' At the bottom, there are two input fields labeled 'First Name' and 'Email'.

LANDING ZONES

PRIVATE CONTENT

Do you have content that you don't want found on search engines?

Use landing pages to show content securely, and easily, which can be fully tracked and controlled within CommuniGator.



JACK WILLS **EXCLUSIVE**

CODE

£20 off Orders Over £80
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Ends tomorrow • Added by S...

Get Code

[View all Jack Wills voucher codes](#)



LANDING ZONES

MICRO SITES

If you don't have access to the backend of your website, you can easily create multiple pages, which can link together, using pre made templates yourself. You don't need a web developer!!



LANDING ZONES

YOUTUBE VIDEOS


It is really difficult to host a YouTube video on your website that doesn't show suggested videos, which is why people host the video on a CommuniGator Landing Zone.



LANDING ZONE FORMATTING TIPS

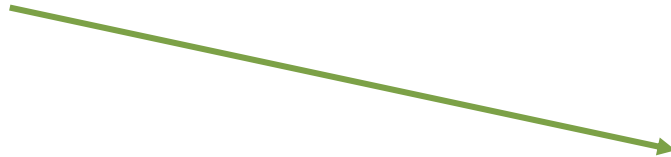
Here are a few things to consider:

- Create scannable content
- Use headings and subheadings
- Minimum font size 14px
- Line-height is your best friend
- Avoid including key information within images
- Never centre align text that's more than two lines long.
- Make your content mobile friendly... this doesn't just mean responsive.

CONTENT	BLOCK STYLE	
	50	50
Left:		Right:
50		50
Selected Media Element ▾		
Hide Media		<input type="checkbox"/>
Full width on mobile		<input type="checkbox"/>
Hide element on mobile		<input checked="" type="checkbox"/>
Background Color		
Show Advanced Borders	<input type="checkbox"/>	
Border Width	0	
APPLY BLOCK APPLY ALL RETURN TO BLOCKS		

LANDING ZONE FORMATTING TIPS

12px line font
No height



14px font
150% line height



HALLOWEEN NEWSLETTER SPECIAL

Lorem Ipsum Dolor Amet

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LANDING ZONE FORMATTING TIPS

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