



Simon West Nett Sales LLP

*Turn Clicks into Customers with
High-Converting Landing Pages.*

What are Landing Pages?

And why should you care...



- Standalone
 - Single Focus
 - Not Website
 - Private
 - Personal
-

Why use them?

- Control format
- Keep off website
- Drive engagement
- Append data
- Prevent Unsubscribes

Try it...

www.mysalesmachine.co.uk/gator

Your Email address:

Hi

Thanks for subscribing to this Landing Zone session.

[This landing Zone](#) has static data on it that I may not want to put on our website - or don't have time to get a web designer to add.

By contrast [this landing zone](#) is getting you to sign up. You'll see that you go through to a second page once you confirm your email address...

There are plenty of other uses for Landing Zones. You already have one as an email unsubscribe link, but it would be far more effective to use a Preference Centre.

[Like this one](#)

Thanks for listening!!

Cheers,
Simon

MySalesMachine

E: simon@nett-sales.com

[View Online](#) | [Opt out of future communications](#)



Examples

Static Page



The Maths of Data...

Often when we are planning an email campaign for a client, one of the biggest questions we face is "how many records are needed to achieve the results expected?"

Whilst we are firmly of the opinion that you can never have too many contacts to engage with, there are practical limits, especially if you are purchasing records or gathering them by telephone research. So here is our rule of thumb for email campaigns...

[CLICK HERE TO FIND OUT MORE](#)



How Your Health Can Affect Your Sales...

Are you healthy? Really healthy? Are you sure? The overwhelming majority of salespeople I have encountered are not healthy. The life of the business person does not lend itself to healthiness. You may well be physically fit and not overweight, but this is not the same thing as being healthy...

[CLICK HERE TO FIND OUT MORE](#)



Examples

Unsubscribe

Wait!! Are you sure you want to unsubscribe?

Please confirm your unsubscribe...

Would you like to stop emails from us being sent to s****t@c*****r.co.uk?

Yes, please remove me

If you do not wish to unsubscribe, please close this window.
Thank you.



Using **GatorUnsubscribe**® ensures permanent removal from this mailing list. You may still be subscribed to other mailing lists.

Preference Centre

GROUPON

[Home](#) [Local](#) [Goods](#) [Getaways](#) [Clearance](#)

Manage Subscriptions

Tell us which emails you'd like to receive. You can change these at any time.

Daily Deals

Indianapolis

[Add Another City](#)

Deal Categories

Getaways

Goods

Occasions

Live

Coupons

Ideel

Restaurant Delivery & Takeout

BeautyNow - Salon & Spa Booking

Email Notifications

Reminders

News and Updates

Surveys

By subscribing, I agree to the [Groupon privacy](#) statement.

Save

Squeeze Page



Our Blog

The 5 steps to effective sales systems

"How can I get everyone in the sales team selling effectively while tracking their activity & sales, without drowning in paperwork and complex systems?"

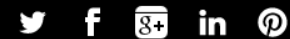
This comprehensive guide will cover:

- Capturing leads
- Engaging with leads to drive enquiries
- Turning enquiries into orders
- Delighting customers
- Securing repeat business

Get your copy of **5 steps to effective sales systems** by email now

Enter your email here

SEND ME THE GUIDE!



Data Append



[Our Blog](#)

Thanks!

We're sending you "The 5 steps to effective sales systems" by email.

I'm sure you would agree that there is always plenty to keep up to date with when working in sales and marketing. So we're constantly researching new ways to help you attract and retain clients and we'd love to share these with you.

So please tell us a bit more about you so we can make sure we send you relevant hints tips and articles:

Enter your email here

First Name

What is your role in your business



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