



pURL Marketing Best Practices

The use of pURLs can improve the future of offline and online marketing. It allows integrated marketing for direct mail, and it makes email marketing more relevant.

The central element that makes a pURL work is an attractive, pertinent, high-converting landing page.

The user can access this landing page:

- by clicking on an email link.
- by typing the link from a direct mail piece.
- by scanning a QR code if using a mobile device.

Studies have shown that up to 80 percent of visitors will leave a landing page within 8 seconds for one simple reason: they don't find a compelling message that relates to their interests and needs.

The main attraction of a pURL page is its relevance, which is why it works so well to increase conversions.

Although there are numerous ways to deploy pURLs to launch a successful campaign, here are three proven best practices:

1. Create a User-Friendly URL

A simple, easy, and memorable URL is the best one to use. While this may not be important when it is sent through an email because a user simply has to click a link, it does make a difference when it is included in a direct mail piece and the user has to go to a computer and type it in.

One way to make a pURL user-friendly is to include the user's name in the main address rather than appending it after some forward slashes.

Also, when you keep it short, it's easier to remember and easier to enter into a browser.

For example:

Instead of `http://www.yourwebsiteaddress.com/april issue/mark.anderson`

Try `http://mark.anderson.yourwebsiteaddress.com`

Usability studies have shown that using a personal name before the URL works the same way that a vanity license plate does: It increases a sense of ownership.

2. It's All About Relevance.

Pre-populate the fields in the landing page and make text and images relevant to the visitor. The copy should change to suit the visitor who hits the landing page.

Personalization begins the dialogue, instantly creates significance and rapport, and makes the message appear to be a one-on-one conversation.

3. Optimize Landing Pages for High-Conversion.

Here are some tips to design an optimum landing page:

- Make the benefits of the offer clear right away.
- Put the offer on the first fold.
- Enhance text to make it stand out, like colors, bolding, etc.
- Tell the visitor what happens rather than simply offer a "submit" button.
- Use an 800 x 600 resolution.
- Sell the product below the image
- Use images of people rather than cartoonish clipart.
- Make the images clickable.
- Make the text easy to read, black letters on a white background.
- Put the opt-in box or order form on the right.

When you combine personalized URLs with your direct marketing, you can watch your response rates soar. If you're interested in offering this High Response Rate, High ROI technique to your own clients, but want to understand it a little better first, visit www.PurIReport.com.