

How to

# QUICKLY GET VISITORS

to Your Validation Landing Page



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# About

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## About the Author



Heidi Pungartnik is a designer, speaker, and an online entrepreneur. She started working in the design industry 5 years ago. In 2013, she finally decided to follow her other passion, entrepreneurship, and attended her first Startup Weekend. Her team had no developers on board, but they still won the first prize with [ThoughtProvoker App](#).

Since then, she's determined to teach and inspire more people to start their own businesses, as well as demonstrate the value of design in innovation, marketing, and sales.

Follow her on [Twitter](#) and check out [Design for Founders](#).

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## About Design for Founders

[Design for Founders](#) promotes a different approach to business – a design-driven approach. We explore conversions, marketing, idea validation, and even building a product without writing code.

Solopreneurs, internet marketers, bootstrapping startup founders, app and web developers, ebook authors, and ‘side-projecteurs’ are all invited to a startup party where development takes second place and is being replaced by lean business methodologies.

## About App Idea Validation Course

This ebook constantly refers to the [The App Idea Validation course](#). In case you’re not yet a student there: it teaches how to refine, present, and even sell a mobile or web app - or even another digital product, like an ebook or a course, before even producing it.

Within a single weekend, students learn to design a MVP (minimal viable product), build a landing page, and start collecting pre-orders for their ideas. This way, people with app ideas can avoid wasting time and money on ideas that don’t work. For more info [click here](#).

# Introduction

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So you've finished the App Idea Validation course and you've ideally ended up with a landing page. But your work is not done yet! This ebook will list the best ways to quickly drive traffic to your validation landing page, all of which I've personally used. They are sorted into free and paid ones, but you'll notice that paid methods are much more effective. I think it will prove itself that investing a \$100 into advertising can be of great help in accelerating the validation process. You can even lower this investment with [AdWords](#) and Facebook coupons (just search the web!).

Mind you, not all of the methods described in this ebook are suitable for normal landing pages of

products. In fact, you might waste a lot of money paying advertisements for landing pages in newsletters. As I always point out, you'll need to test what works for you - and this ebook will guide you through ideas.

## Purpose

Let's refocus. What is the purpose of a validation landing page?

Well, first of all it is used to determine if there's enough demand for the particular app idea to start developing it. As I've discussed in the course, exactly how many pre-orders you need to collect will vary by the app's characteristics like its price and end development costs.

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Generally, there is no golden rule about this - but if during the validation period you only make 3 sales of a \$.99 app that's a pretty good indicator that the idea is not going to work.

But we have not yet discussed another purpose of these landing pages and that is - to get worded feedback.

Friends have already given you their opinions, but you'll need to reach further - and internet will definitely help you out (whether you like it or not). See chapter Posting in Online Communities for more.

## Targeting

An omnipresent idea of this ebook is targeting the right

audience. That means that first of all, you need to define your [target market](#). Think about who your customers are. Are they male or female (or neither)? How old? How tech-savy? What sites do they use? etc.

With these assumptions, it will become a lot easier to find and select the best social networks, sites, and newsletters to advertise or guest post in.

So before we continue, please take 10 minutes to elaborate on who exactly is your ideal customer. Draw a picture or find a photo of him or her and list all the relevant characteristics ([here's](#) a list that may come in handy!).

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## Glossary

Here is a small glossary of less known words that appear in this ebook:

**Target audience** is a specific group of people within the target market at which a product or the marketing message of a product is aimed at.

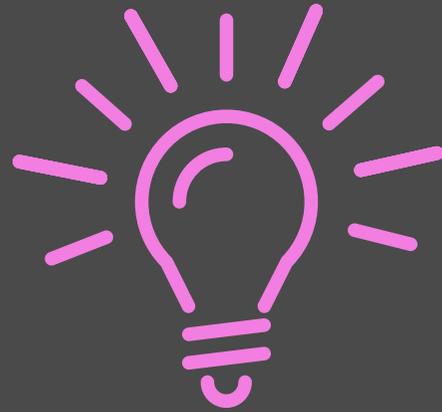
**Conversion rate** is the proportion of visits to a website who take action (e.g. make a purchase) to go beyond a casual content view or website visit.

**Niche (market)** is the subset of the market on which a specific product is focused (by price point, target audience, product quality, ...).

**Keyword** is a word or a phrase that internet users input into search engines to find information.

**Validation landing page (VLP)** is a landing page built with the purpose of finding out how much demand is there for an idea. It features the idea in the form of a simple minimal viable product.

**Post-validation stage** is the process following a (successful) validation - normally marketing and product development.



# PAID METHODS

# Paid Search

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**Pros:** Targeted, effective, relatively cheap

**Cons:** Time to learn

AdWords and other paid search channels are the ultimate tool for driving traffic to your validation landing page. In validation stages you want quick results, so it makes more sense to pay for the most targeted visitors and see where that gets you. And what is more targeted than people who are already searching for a solution to their problem?

I suggest you set up an AdWords account and learn how you can use it for free to find out how many searches of your phrase are made each month. This process is called [keyword research](#) and it's a very useful skill to have in online marketing.

Then, you can dive right in to [advertising with AdWords](#). If you're a rookie, here's how it works: when a web user types a phrase into Google, such as "how to fix a computer at home", I can target them specifically and display them an ad linking to my validation landing page. But I only pay when a user clicks on it (because of the PPC - Pay Per Click model)! Another great bonus is that when visitors leaves my landing page, I can display them my ads again to bring them back and get them to buy (retargeting).

Obviously, there is much more to it, but I'd just waste space here if I went into details. If you're interested, head on over [here](#) for an official walkthrough with videos.

# Social Media Ads

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**Pros:** Highly targeted, PPC pricing (=cheap)

**Cons:** None that I can think of

Advertising is where social media really makes money. With tons of personal information users are willing to share, targeting users by their age, gender, location, and even likes has become super-easy, rather cheap, and effective.

Probably the best place to start SN advertising is on Facebook since it's so [easy to set up](#). Other channels include [Twitter](#), [LinkedIn](#), StumbleUpon, etc., make sure to select the right networks that your target audience surely uses.

Apart from “go advertise on social networks” this is all I have to say about the topic.

# Display Advertising

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**Pros:** Fixed price, ability to advertise on large sites

**Cons:** Non-targeted, can be ineffective and expensive

Since I am mentioning all other advertising methods I feel like I have to talk about display ads as well, even though they're not as effective for validation landing pages. Let me explain why.

Display advertising is in its core very close to offline, real-world advertising. You buy an ad space on a site, upload your small picture (a banner), and hope that people will click through to your page. Usually, this advertising is paid per impression (every time your banner is displayed) or per month (depending on how many monthly visitors that particular site gets). Especially in niches frequented by more tech-savy people, this type of marketing is highly ineffective due

to banner-blindness. Just guessing here, but maybe more design-based products would perform a little bit better in banner advertising.

If you're still not discouraged to use display advertising, check out [BuySellAds](#) and select a site.

# Solo Ads

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**Pros:** Targeted if chosen well, good quality traffic

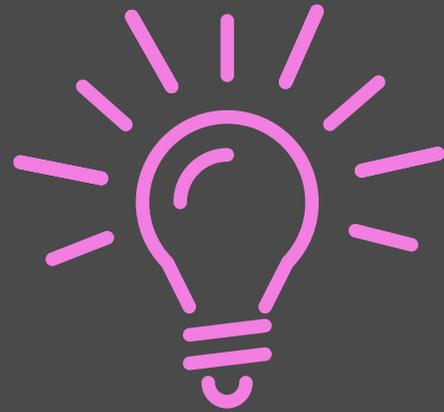
**Cons:** None that I can think of

Solo ads is just marketing jargon for advertising in newsletters. If carried out correctly, they can [convert very well](#), but they might be more suitable for post-validation stages (building an email list and the likes).

Keep in mind however, that solo ads (just like any other type of ads for that matter) don't just work regardless. Be sure to do your research and find the right provider that will actually expose your ad to your target audience. You will be better off finding the right sites and lists yourself instead of trusting agencies to do it.

Yet again, what you want is quality, not quantity. You will get a lot better results from a list of 500 people who are all very interested in your (app) idea or the niche than

from a list of 10.000 of random people from all over the place.



**FREE METHODS**

# Social Profiles

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**Pros:** Trust=sales, getting first-hand, worded feedback

**Cons:** Needs existing following of target audience

For this method, you'll need to have an existing following. Building social profiles and attracting valuable followers is a complex topic that we can't address in this ebook, but for validation purposes, it wouldn't even be appropriate.

Once you do have the right followers that might be interested in your idea, you can start carefully promoting your landing page and collecting their responses. Mostly, people are happy to see that their friends have produced something new, but be careful to avoid spamming them with links. As Gary Vaynerchuck says in his latest book [Jab, Jab, Jab, Right Hook](#), your social media profiles must continually provide tons of value before you even think

about promoting anything. But when you manage to build relationships with people, the conversion rates will go through the roof!

The beauty of social media lies in the direct communication between you and your customers - not only will you be able to make sales, you will directly converse with your customers and get first-hand feedback on your idea.

# Word of Mouth

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**Pros:** Trust=sales, can be more direct, can get you referrals

**Cons:** Possible relationship damage

Friends can be a valuable source of feedback, but it must be taken with a grain of salt. A much better way of leveraging your friends' enthusiasm is by asking them to buy your product. Sure, you can give them a small discount, but they still need to hand you the cash, just like everyone else. An step-by-step example of this approach can be observed in the AppSumo's video [here](#) and of course, in the App Idea Validation course.

Just keep in mind that you're not supposed to intimidate your friends into buying your thing; if they don't want to buy, at least you have a less biased feedback.

# Guest Blogging

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**Pros:** Quality traffic, builds authority and relationships

**Cons:** Takes lots of time and work

Guest blogging continues to be one of the most efficient ways of online marketing. While it may not get you tons of traffic right away, this traffic will be highly targeted - if the blog you're writing for is chosen carefully.

## So, where to find blogs?

First, simply google your niche. For my computer-fixing app from the course, I would search for "computer fixing" and come up with large blogs like Lifehacker, MalwareTips, and TechRepublic. I'll check those out and read posts' headlines so I know what they're writing about. Chances are, if large blogs are writing about it, it must be popular.

If you're confident that your writing will get published on big blogs, go pitch them. I can tell from experience that unless you're at least somewhat of an authority in the niche, you won't get a post published. But no worries - pitching small blogs can work as well.

One way to find these small blogs is by checking comments under posts on large blogs. You'll likely find owners of smaller blogs adding their two cents there - click through to their sites to see if your content would be a good fit.

The key is quality over quantity. Discover if blogs have a responsive audience and enough following. Also make

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sure to ask the owner in advance if it's ok to promote your landing page with the post.

Of course, you can outsource writing posts by hiring a freelancer - I use [oDesk](#) for finding talents. It's worth mentioning that many blogs also accept paid submissions, meaning that your article can get published somewhere for a fee paid on your part.

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