



## **Lead Capture Page**

With the competitiveness of Internet marketing today, [lead capture pages](#), sometimes referred to as landing or splash pages, are an effective way of marketing a business online. A lead capture page is a webpage specifically designed to collect names and email addresses. Individuals who are promoting the same business or product can personalize a lead capture page so the opportunity appears unique to them.

In order for the lead capture page to be effective it must generate enough interest in a product or service so an individual who is reading the page will request additional information. The pages can be easily designed and should highlight the benefits of the product or service being offered.

The basic elements of the [lead capture page](#) should include a headline, a brief product or service description, an opt-in form, a call to action and a privacy statement. The headline should be designed to grab the reader's attention. A brief description can include a small amount of information about the product or service, benefits of the product or service being offered and a short biography of the author of the page. The opt-in form should request, at a minimum, the individual's name and email address. The opt-in form can also request a phone number, city or country. The call to action should entice the reader to take immediate action, such as requesting additional information. A privacy statement needs to be included on the lead capture page so interested individuals who would like more information on the product or service are guaranteed their personal information is not going to be sold or rented.

Lead capture pages can be used to advertise online in emails, classified ads, pay-per-click campaigns, traffic exchanges, ezine articles and blogs. Offline capture page advertisement can include business cards, post cards, and flyers.