



Marketing With Lead Capture Pages

The use of [lead capture pages](#), also known as a splash or landing page, will allow the individual business owner to personalize their marketing, even if the business owner is promoting a replicated website or program. In other words, personalized lead capture pages will let individual business owners look different than other business owners in the same company promoting the same product.

A lead capture page is a very simple one page website designed to provide only enough information to attract a potential customer's attention, arouse their curiosity and inspire them to opt in to the designated opportunity.

A well designed [lead capture page](#) gives the potential customer the information they seek quickly and funnels them into an immediate decision making situation. They have been presented with the quick information about a business, product or opportunity and if they want to lean more they will need to submit their contact information into a lead capture form located on the capture page.

A lead capture page should highlight the benefits of the offer and provide an online information form that interested individuals fill in which gives permission to contact them directly with additional information.

Once a visitor has completed and submitted the online information form, contact them as soon as possible introducing yourself and including any additional information you want to give them.