

WEB MARKETING

Publicidade e Marketing
Aula 11

HOJE NO MENU



**LANDING
PAGE**



**CONVERSION
OPTIMIZATION**



**A/B
TESTING**

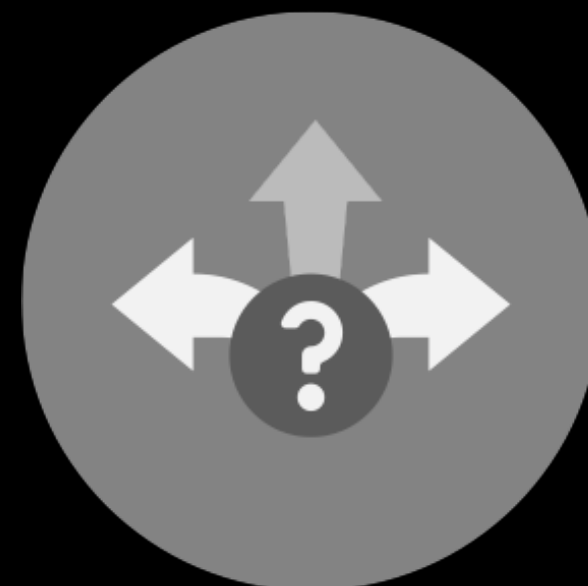
HOJE NO MENU



**LANDING
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MINI-DESAFIO



CENÁRIO

Um professor pediu-te para criares uma *landing page* para promover e vender o seu novo curso online (matemática para profissionais de Marketing).

Que secções criarias?

Como divulgarias a página?

WORKFLOW



BLOG
GOOGLE ADS
E-MAIL MARKETING




LANDING PAGE



AÇÃO

BONS EXEMPILOS

SHOPIFY


Start free trial

Get your first month for €1 and earn up to \$10,000 in credits

Sign up for a free trial and your first month is €1. Then earn 1% for every sale as credits to use on your Shopify subscription. Make sales and have Shopify pay for itself!

Start free trial

Try Shopify free for 3 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.




UP TO
\$3,000
SUBSCRIPTION CREDIT

\$0

\$1M


\$300,000 in sales

For every sale, you'll earn 1% back in subscription credits for the first 6 months, up to \$10,000 depending on your plan. [Terms Apply](#)




Customizable templates

Free website designs to launch your store quickly and easily.



All in one

Shopify takes care of everything from marketing and payments to secure transactions and shipping.




A safe and efficient platform

Millions of users trust Shopify to manage their online stores.

BONS EXEMPILOS

CONVERSION LAB




Supercharge your conversion rates and increase sales

We help you grow by designing high-converting landing pages and optimizing them through A/B testing to give you more signups, leads, and customers.

[Get my free consult](#)

No tricks, just friendly advice

*Hi there! I'm Finge,
Founder of ConversionLab*




Conversion Rate
+36% vs last 6 mths

Cost per lead
-24% vs last 6 mths


**Don't waste money on more traffic
- fix your landing pages first**

Benefit from our expertise in designing and managing conversion-centered landing pages for your paid traffic. Once we've designed, completed copy, and built your landing page, we optimize it to perform even better over time.




Increase conversion rates

Highly targeted landing pages will increase your conversion rates, and optimization with A/B testing takes you to the next level.




Reduce cost per acquisition

Higher conversion rates means you get more business from your current traffic, and reduce cost per acquisition.



Improve your ROI


Stop wasting money on more traffic. Get more leads on your existing traffic instead. At the end, this skyrockets your ROI.



BONS EXEMPILOS

AMY PORTERFIELD

AMY PORTERFIELD



BRAND NEW! FREE EMAIL MARKETING TRAINING

How To Have A 10,000 Subscriber Year

A 60-Minute Workshop With New York Times Bestselling Author and \$100 Million Dollar Business Owner, Amy Porterfield

Free bonus when you attend

How to Have a 10,000 Subscriber Year

Event Schedule

Select event date

Select event time

Register Now to Save Your Spot

First Name

Email Address

REGISTER NOW

2023 NEW YORK TIMES BESTSELLING AUTHOR

TOP 20 APPLE PODCAST RANKING

BUSINESS INSIDER


Entrepreneur

Forbes

FSTCOMPANY

Mashable


MSNBC



Grew her list by 4,000 in 2 days!

"I watched your list building masterclass. The next day I went and made a lead magnet for my ideal customer. I made my lead magnet in 20 minutes. Created my landing page. Sent it out."

Within 2 days I got over 4,000 subscribers! I had to turn notifications off. Just wanted to share. Thank you for



BONS EXEMPILOS

TOWER (WEBINAR)



The poster features a stylized illustration of an iceberg. The tip of the iceberg, which is above the water line, is white and jagged, with a small flag on top. The rest of the iceberg, which is below the water line, is dark blue and much larger, representing the hidden power of Git. A small yellow and white boat is visible in the water near the base of the iceberg. The background is a gradient of light blue to white.

Live Webinar Limited Seats!

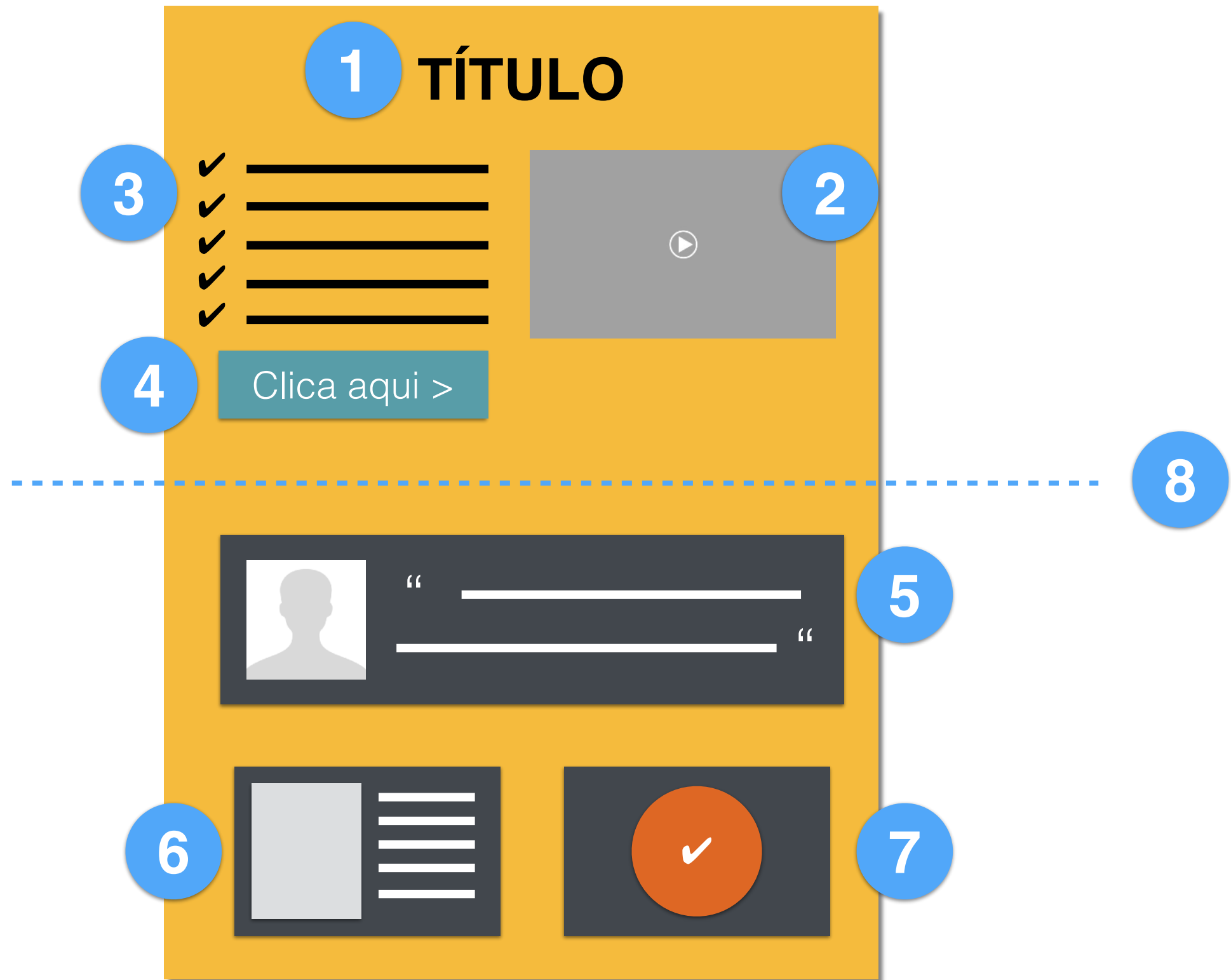
17 Ways to Undo Mistakes with Git

Git is like an iceberg to most people: they know the basic commands, but miss out on its *real* powers.

In this 1-hour webinar, we show you how Git can save your neck - by helping you roll back, revert, and generally undo almost any mistakes that might happen.

Level up your development skills and sign up now - *it's free!*

LP - CARACTERÍSTICAS

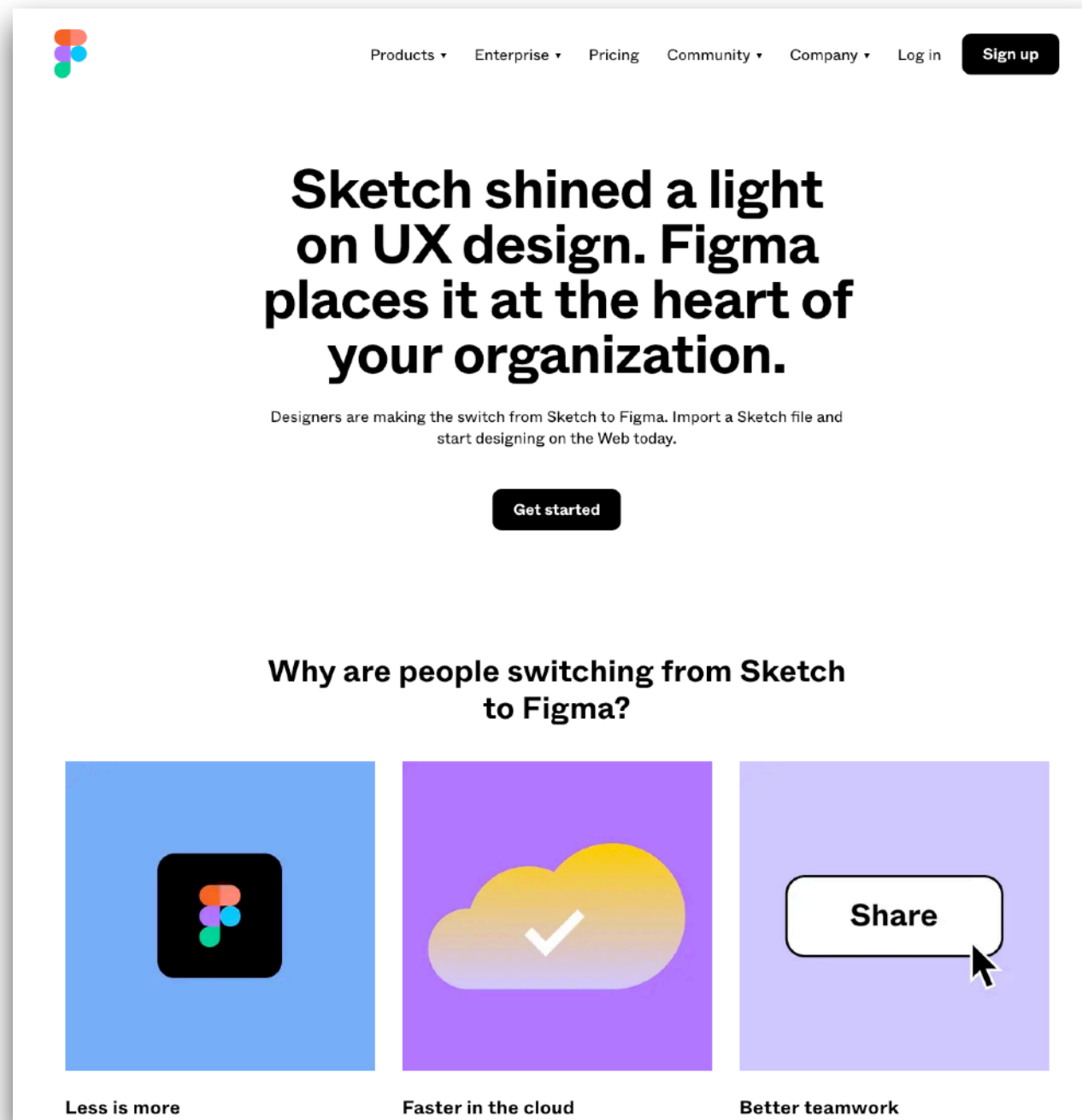


CARACTERÍSTICAS DE UMA LP

- 1 Título conciso, com promessa e benefícios claros
- 2 Imagem ou Vídeo a apresentar o produto/serviço - visuais convertem melhor que texto
- 3 Benefícios - *bullet points* ajudam na legibilidade
- 4 Formulário ou botão Call to Action - com copy atrativo e cor contrastante, para aumento de conversões
- 5 Testemunhos - para criar credibilidade e “social proof”
- 6 Mais fotos e descrição do produto/serviço
- 7 Outras certificações que possam gerar confiança
- 8 Garantir que os elementos + importantes estão “above the fold”

COMPARAÇÃO DE PRODUTOS

FIGMA VERSUS SKETCH



The screenshot shows the Figma website homepage. At the top, there is a navigation bar with the Figma logo on the left and links for Products, Enterprise, Pricing, Community, Company, Log in, and a Sign up button. The main headline reads: "Sketch shined a light on UX design. Figma places it at the heart of your organization." Below this, a sub-headline states: "Designers are making the switch from Sketch to Figma. Import a Sketch file and start designing on the Web today." A "Get started" button is positioned below the sub-headline. Further down, a section titled "Why are people switching from Sketch to Figma?" features three columns. The first column, titled "Less is more", shows the Figma logo on a blue background. The second column, titled "Faster in the cloud", shows a yellow checkmark inside a cloud on a purple background. The third column, titled "Better teamwork", shows a "Share" button with a cursor icon on a light purple background.

Products ▾ Enterprise ▾ Pricing Community ▾ Company ▾ Log in Sign up

Sketch shined a light on UX design. Figma places it at the heart of your organization.

Designers are making the switch from Sketch to Figma. Import a Sketch file and start designing on the Web today.

Get started

Why are people switching from Sketch to Figma?

Less is more

Faster in the cloud

Better teamwork

COMPARAÇÃO DE PRODUTOS

LATER VERSUS BUFFER

The screenshot shows the Later website's landing page for the comparison article. The header includes navigation links for 'Social Media Management', 'Influencer Marketing', and 'Link in Bio', along with the Later logo, a menu (Solutions, Product, Pricing, Resources, Blog), and buttons for 'Log In' and 'Create Free Account'. The breadcrumb trail reads 'Later Social™ > Later vs. Buffer'.

BUFFER VS. LATER

Why Later is the best Buffer alternative

Later's brand-building tools take a visual-first approach to social media marketing and social commerce. Plus, creator and brand partnerships that help you grow your audience, boost engagement, and make more money.

[Start Free Trial >](#)

The visual interface on the right shows a social media post from 'B Studio @b.studio' with an 'Auto Publish' toggle set to '06/02 4 AM'. Below the post is a 'Show All Reels' toggle and a grid of images. At the bottom of the interface are social media sharing icons (Instagram, Facebook, Pinterest, etc.) and a '4:00 AM' time indicator.

THE BUFFER ALTERNATIVE FOR YOU

One app. Endless tools for growth.

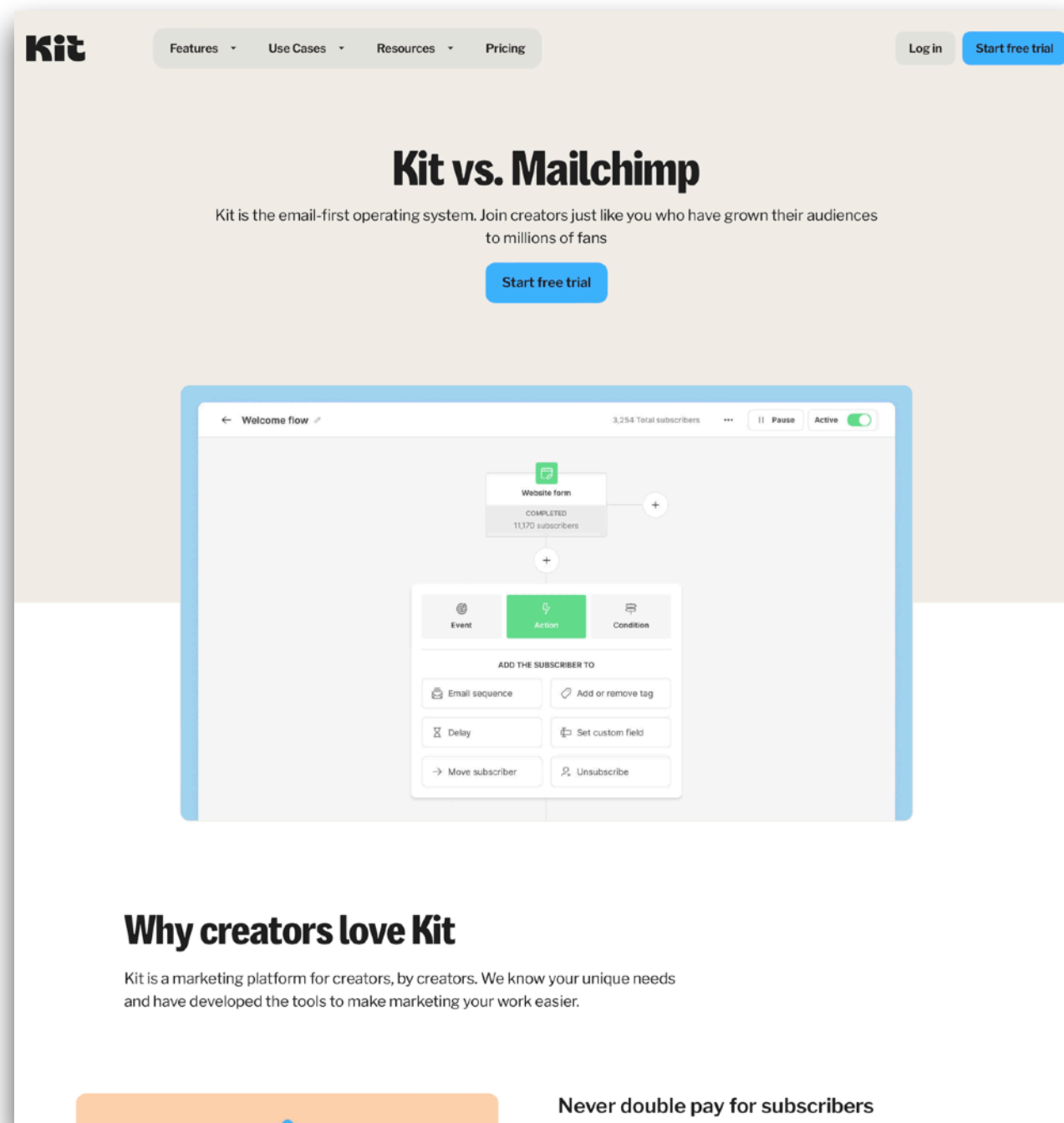
Unlike Buffer, Later helps you manage your social marketing, social commerce and brand partnerships in one platform

- Automatically publish your posts**
Instagram posts, Reels, TikToks, you name it. Later lets you [schedule ahead](#) and save time while you're at it.
- Curate the perfect feed**
Preview and rearrange upcoming posts to find the perfect vibe with Later's [Visual Planner](#).
- Make your grid shoppable with Link in Bio**
Drive traffic and increase sales with [Link in Bio](#), Later's link in bio tool.
- Collaborate on brand campaigns**
Later helps [creators](#) and brands to find each other and collaborate on social marketing campaigns.

The footer contains a comparison table with three columns: 'Features', 'Later Social', and 'Buffer'.

COMPARAÇÃO DE PRODUTOS

KIT VERSUS MAILCHIMP



The screenshot displays the Kit website's landing page for its comparison with Mailchimp. At the top, the Kit logo is on the left, and navigation links for Features, Use Cases, Resources, and Pricing are in the center. On the right, there are 'Log in' and 'Start free trial' buttons. The main heading is 'Kit vs. Mailchimp', followed by the text 'Kit is the email-first operating system. Join creators just like you who have grown their audiences to millions of fans'. A 'Start free trial' button is positioned below this text. The central part of the page features a large, light-blue-bordered box containing a visual representation of a marketing flow. This flow starts with a 'Website form' step, which is marked as 'COMPLETED' and has '11,170 subscribers'. Below this, there is a section titled 'ADD THE SUBSCRIBER TO' with several options: 'Email sequence', 'Add or remove tag', 'Delay', 'Set custom field', 'Move subscriber', and 'Unsubscribe'. At the bottom of the page, there is a white banner with the text 'Never double pay for subscribers'.

Kit Features Use Cases Resources Pricing Log in Start free trial

Kit vs. Mailchimp

Kit is the email-first operating system. Join creators just like you who have grown their audiences to millions of fans

Start free trial

Welcome flow 3,254 Total subscribers Pause Active

Website form
COMPLETED
11,170 subscribers

Event Action Condition

ADD THE SUBSCRIBER TO

- Email sequence
- Add or remove tag
- Delay
- Set custom field
- Move subscriber
- Unsubscribe

Why creators love Kit

Kit is a marketing platform for creators, by creators. We know your unique needs and have developed the tools to make marketing your work easier.

Never double pay for subscribers

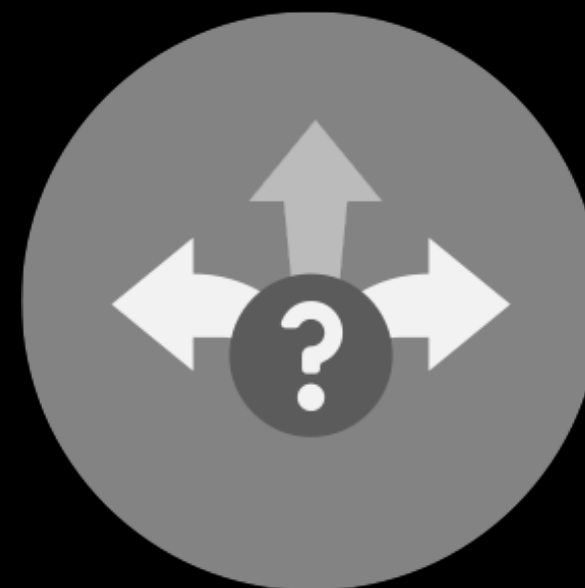
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**A/B
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PORQUE É QUE É IMPORTANTE?

MAIS CONVERSÕES = WIN

Se mais visitantes agirem da forma que queremos, maior será a nossa receita.

ANGARIAR UM NOVO VISITANTE PODE SER DISPENDIOSO

Se duplicarmos a nossa taxa de conversão, estamos a reduzir o nosso custo de angariação para metade.

OS RESULTANTES DIFEREM CONSOANTE A AUDIÊNCIA E A INDÚSTRIA

Lá por ter resultado para os outros, não significa que também resulte para ti.



ANTES DE COMEÇAR

É FUNDAMENTAL ENTENDER O QUE DEVEMOS TESTAR!

É bom melhorar as conversões, mas tal nem sempre é sinónimo de maior receita - este deverá ser sempre o grande objectivo.

Ex: Aumento de preço que se traduz em menos conversões, mas maior receita.

E QUAL É A EXPERIÊNCIA DE QUEM QUER COMPRAR?

Google Analytics
Inquéritos ao Consumidor
Testes de Usabilidade

TESTES FREQUENTES

ALGUNS EXEMPLOS DE TESTES FREQUENTES

1. Copy dos Títulos
2. Copy e Cor dos botões CTA
3. Copy longo Vs Copy curto
4. Adição/Remoção de campos no formulário
5. Vídeo Explicativo Vs Imagem
6. *Buy Now Vs 30-day Trial*
7. Copy e Fotografias dos Testemunhos
8. Slider Vs Imagens Estáticas
9. Alteração do Preço

ERROS A EVITAR

ALGUNS ERROS HABITUAIS

1. Terminar um teste sem ter recebido tráfego ou conversões suficientes para tirar conclusões.
2. Realizar demasiados testes em simultâneo.
3. Testar demasiadas variáveis no mesmo teste.
4. Não estar disposto a testar todos os aspetos da página.
5. Olhar para as micro-conversões, e não para o que importa.
6. Seguir as “boas práticas online” em vez de verificar se se aplicam ao seu próprio negócio.

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MECÂNICA DE UM TESTE A/B

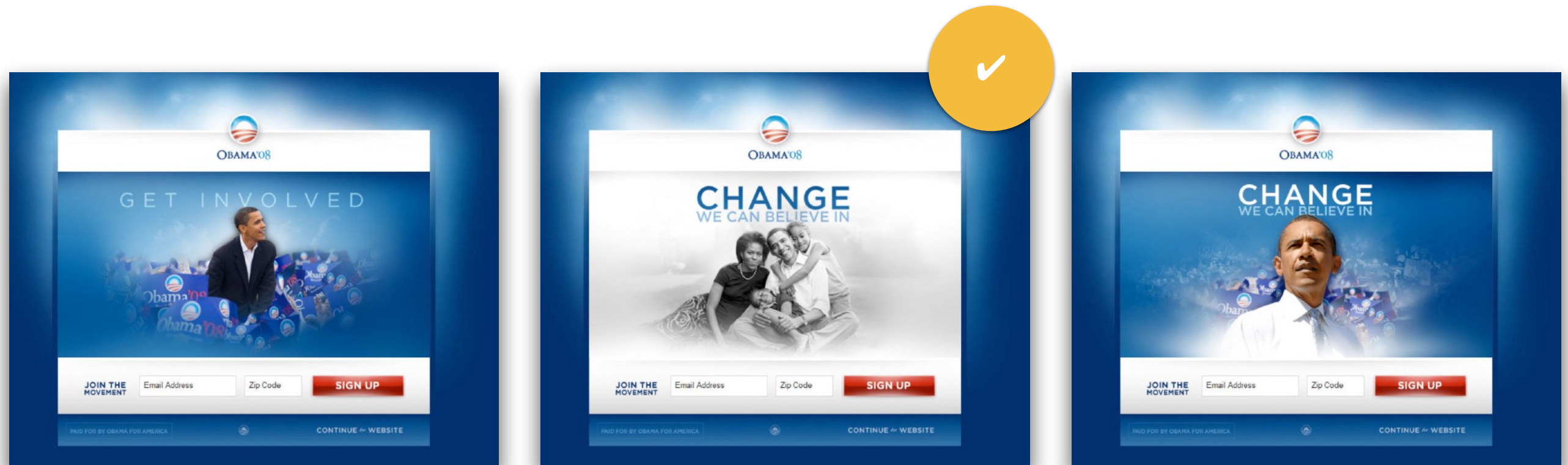
Com uma amostra de utilizadores, testam-se alterações ao *copy* ou *design* do site, para verificar qual a variação que apresenta melhor conversão



O VENCEDOR DO TESTE DEVERÁ PASSAR PARA PERMANENTE NO SITE

OBAMA '08


CAMPANHA DE OBAMA À PRESIDÊNCIA, COM A AJUDA DA EQUIPA DO OPTIMIZE



Objectivo: ganhar o maior número de subscritores para a newsletter.
Foram apresentadas a 310 mil visitantes 24 variações da página,
com 4 botões distintos, 3 imagens e 3 vídeos.

EXEMPLO TOWER


REFORMULAÇÃO DA PÁGINA “PRICING”

 TOWER

Features ▾ Use Cases ▾ Pricing ▾ Support ▾ [Get Started - It's Free](#)


Plans & Pricing

Some of the world's best software and design teams are using Tower every single day. Join them now!



You will build better software - guaranteed!

Over 100,000 professionals use Tower to be more productive with Git - and we're confident that you'll love it, too! So confident, in fact, that we offer a [30-day guarantee](#). If Tower doesn't work for you, you'll get a full refund. No questions asked.



Dan Counsell
CEO at Realmac

"Tower is the perfect Git client, I honestly wouldn't want to use anything else."

Plans & Pricing

Some of the world's best software and design teams are using Tower every single day. Join them now!

Mac and Windows

↓

All plans include versions for Mac and Windows

Target Users

Basic

For individuals

\$69

per user

billed annually

✓ 1 user ⓘ

✓ macOS & Windows version

✓ Unlimited app updates

✓ Pull Requests & Services Manager for cloud code hosting ⓘ

Buy Now

Download Free Trial

Mac and Windows

Most Popular

Pro

For professionals & small teams

\$99

per user

billed annually

✓ Everything in Basic

✓ Pull Requests & Services Manager both cloud & on-pre ⓘ

✓ Basic team management

✓ Dedicated billing and admin roles

✓ Consolidated billing

Buy Now

Download Free Trial

Recommended Plan more prominent

For large teams & enterprises

Contact us

to get a custom quote

Everything in Pro

✓ Advanced team management

✓ Invoicing & wire transfer

✓ Priority support

✓ Advanced deployment & activation

✓ SAML-based SSO (coming soon)

Get in touch

Download Free Trial

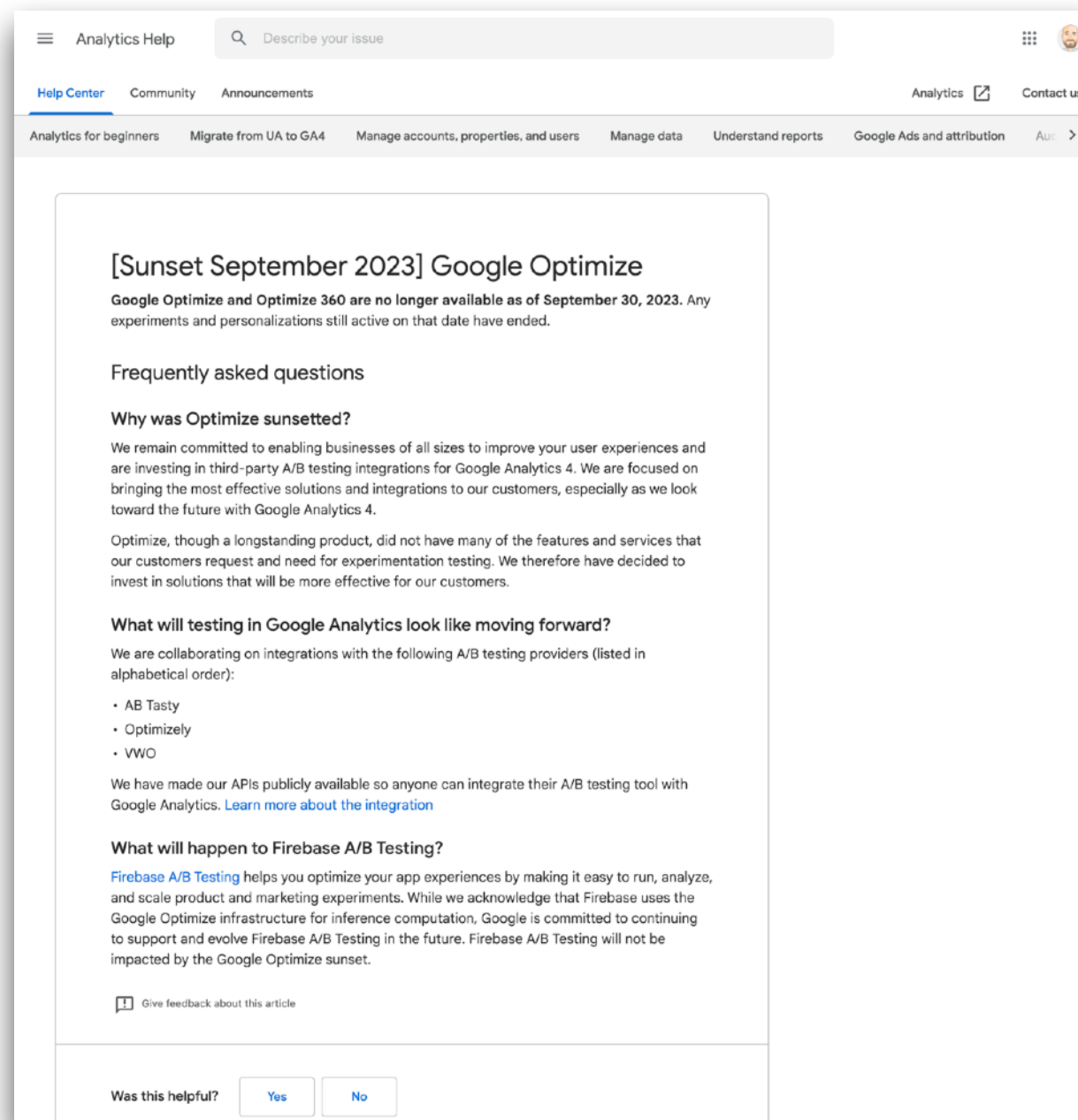
Table easier to read

Free 30-day trial starts on "Pro" edition.

All plans include 30 days money back guarantee

GOOGLE OPTIMIZE

A Google descontinuou a sua ferramenta gratuita para campanhas A/B



A ALTERNATIVA - VWO

Uma alternativa com um plano gratuito muito generoso (50 mil visitantes)

The screenshot displays the VWO website's navigation and a promotional banner for Split URL Testing. The top navigation bar includes the VWO logo, links for Capabilities, Pricing, Solutions, Why VWO?, Resources, and Partners, along with contact information (+1 415-349-0105), a Contact Us link, a Login link, and a language selector (EN). Below this is a secondary navigation bar with Testing, Platforms, Features, and Pricing, each with a dropdown arrow. The main banner features a 'Split URL Testing' tag, the headline 'Test Website Redesigns With Split URL Testing', and a subtext explaining that VWO's Split URL testing allows distributing traffic between two different URLs of the same landing page. At the bottom of the banner are two buttons: 'Start Free Trial' and 'Request Demo'. To the right of the text is an illustration of two overlapping browser windows. The top window is red and shows 'example.com/URL1', while the bottom window is blue and shows 'example.com/URL2', both with star icons in their address bars.

+1 415-349-0105 | [Contact Us](#) | [Login](#) | [EN](#)

[VWO](#) [Capabilities](#) [Pricing](#) [Solutions](#) [Why VWO?](#) [Resources](#) [Partners](#) [Free Trial](#) [Request Demo](#)

[Testing](#) [Platforms](#) [Features](#) [Pricing](#)

[Split URL Testing](#)

Test Website Redesigns With Split URL Testing

VWO's Split URL testing allows you to distribute your traffic between two different URLs of the same landing page.

[Start Free Trial](#) [Request Demo](#)

example.com/URL1 example.com/URL2

OPTIMIZELY

A ferramenta mais popular (paga)

The screenshot shows the Optimizely website homepage. At the top, there is a navigation bar with the Optimizely logo (an Episerver company) and links for PLATFORM, SOLUTIONS, FOR DEVELOPERS, CUSTOMERS, PLANS, RESOURCES, LOG IN, and a CONTACT US button. The main hero section features the headline "Extraordinary experiences through experimentation" and a sub-headline: "Ship high-quality code and experiences faster, with data-driven confidence in the results. As part of Episerver, we make sophisticated digital experiences simple." To the right of the text is a large graphic of an infinity symbol, with the Episerver logo in the left loop and the Optimizely logo in the right loop. Below the headline are two buttons: "LEARN MORE" and "TALK TO US" with a right-pointing arrow. The background of the hero section has a subtle pattern of blue and orange dots forming wavy lines. Below the hero section is a section titled "Choose your role to get started" with five tabs: MARKETING & GROWTH (which is underlined), PRODUCT MANAGER, DEVELOPER, TEAM LEADER, and ANALYTICS. The MARKETING & GROWTH tab is active, showing a sub-headline "Make impactful marketing decisions" and a paragraph: "Target your messaging, personalize your campaigns, and ultimately drive substantial growth for your business. Powerful, easy to use solutions, to test what messages, imagery, and offers help increase conversion, retention, and lifetime value." To the left of this text is a circular graphic with blue, green, and yellow segments. At the bottom of this section are two buttons: "TRY OUT VISUAL EDITOR" and "REQUEST DEMO" with a right-pointing arrow.

Optimizely an Episerver company

PLATFORM SOLUTIONS FOR DEVELOPERS CUSTOMERS PLANS RESOURCES LOG IN CONTACT US

Extraordinary experiences through experimentation

Ship high-quality code and experiences faster, with data-driven confidence in the results. As part of Episerver, we make sophisticated digital experiences simple.

LEARN MORE TALK TO US →

Choose your role to get started

MARKETING & GROWTH PRODUCT MANAGER DEVELOPER TEAM LEADER ANALYTICS

Make impactful marketing decisions

Target your messaging, personalize your campaigns, and ultimately drive substantial growth for your business. Powerful, easy to use solutions, to test what messages, imagery, and offers help increase conversion, retention, and lifetime value.

TRY OUT VISUAL EDITOR REQUEST DEMO →

DÚVIDAS?

