

UPGRADE YOUR MARKETING "ROI" WITH

LANDING PAGE Booster



www.aub49.com/apim/lpb



GET YOUR
STANDARD LANDING PAGE
a \$159.00 value
FOR FREE
When you buy \$500 in print
and other services


Landing Pages are the sales force of your website.

Use the Landing Page Booster for...

Special Events

Our Landing Page Booster will give your event an added promotional punch whether you're using tickets, banners, flyers, posters or direct mail. Effectively drive your audience to where they can find everything they need know about your special event including where to buy tickets and how they can contact you in multiple ways. In addition, you can display a variety of different images and photos on the landing page as well.

Promotions & Sales

By utilizing a QR Code  and "Landing Page Booster" you will have the ability to get more sales information to your customers that otherwise may not be printed on one window poster or mailed postcard alone. We'll help you get them in the door to spend more money on your products and/or services.

Launch New Products or Services

Important announcements, press releases and emails all need to a great first impression. By using the "Landing Page Booster" URL in your cross media campaign and by adding a link in you email messages you will give your clients instant access to the product or service information.

An effective landing page will sell your products or services using integrated marketing. This will bring several channels of marketing all focusing on making your event a success.

You don't need to be the "town crier". You don't need it stenciled to the side of your vehicle. And you sure don't want to go door to door. That is exactly what a landing page can do for you. "Landing Page Booster" can be used in conjunction with;

- Banners - Google Searches - Posters - Tickets - Websites
- Newspaper Ads - Flyers - Direct Mail Postcards - Business Cards
- Rack Cards - Table Tents - E-mail Blast

When combining QR codes is only limited by your imagination.

Utilize all the social media that you want and bring your "printing to the web" and put your sales force into overdrive.



Our standard landing page comes with photos of your event, sale or announcement. You get lots of room for a description along with banner title and space for the "who, what, when & where" of your project. It also comes with all the major links to amplify your message. Standard landing pages are active for 90 days but may be extended for an additional charge.

AUBURN PRINTERS
integrated marketing

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LANDING PAGE *Booster*

Q: *Can I go back and edit or add additional information once it's been submitted?*

A: Unfortunately, once you've submitted your page information all the data is released to our servers. However, you can return to the link and re-submit a brand new page. Just call us ASAP and let us know which upload to use.

Q: *What happens if I have changes to the landing page after I submit it?*

A: Small changes and corrections are no problem. Just give your customer service person a call or e-mail with the details of your changes. Major re-writes will incur additional charges for labor only.

Q: *Can I add more pages? How many pages can I have?*

A: Our "standard landing page" comes with one (1) FREE page only. However, if you would like more content please call customer service to discuss what the applicable charges may be with your request.

Q: *How long does the landing page stay active?*

A: Your landing page is active and live for 90 days. Please let us know if you have specific dates for it to go live or the date you want it to go offline.

Q: *What happens after 90 days?*

A: The landing page can stay active or be redirected to your main website for a small addition charge.

Q: *How do I create the QR code?*

A: We do that for you. Our QR codes are tested on scan integrity to be viewed in most all mobile devices.

Q: *Can I add flash or any other web effects to the page?*

A: Yes, however this is not a standard feature and there will be additional charges.

Q: *Can I have my current web master build the page?*

A: Unfortunately no. Auburn Printers will build the site and we can then do a hand off (stops at our site for a split second before it redirects to your page) to another page that your web master controls.

Q: *Why is it free, what's the catch?*

A: There is no catch, it's our way of introducing you to a really dynamic and new marketing product. Submitting your request on our automated site builder it's easy for us to configure using our auto-templated workflow.

Q: *Can I include a link to one of our social media sites not shown on the web form?*

A: Absolutely! Just give us a call and we can add them to the form at **NO EXTRA CHARGE**. We are eager to make this form as easy and functional as possible. Let us know if there are other items to add for your landing page we would be glad to make it happen.

Q: *Why are there only two (2) font selections?*

A: Every major browser on the web uses both of the fonts we provide as available options. Otherwise, if you wanted to use a specific font it would then needed to be loaded into "Internet Explorer", "Fire Fox", "Safari", "Chrome" and several other browsers. Ours is simple, works well and looks good.

Q: *What if I want a different background color?*

A: If you have a color that needs to match your existing site, just e-mail your CSR with the RGB value of each for example (R-123, G-218, B-255) and we will try our best to make it work for you.