

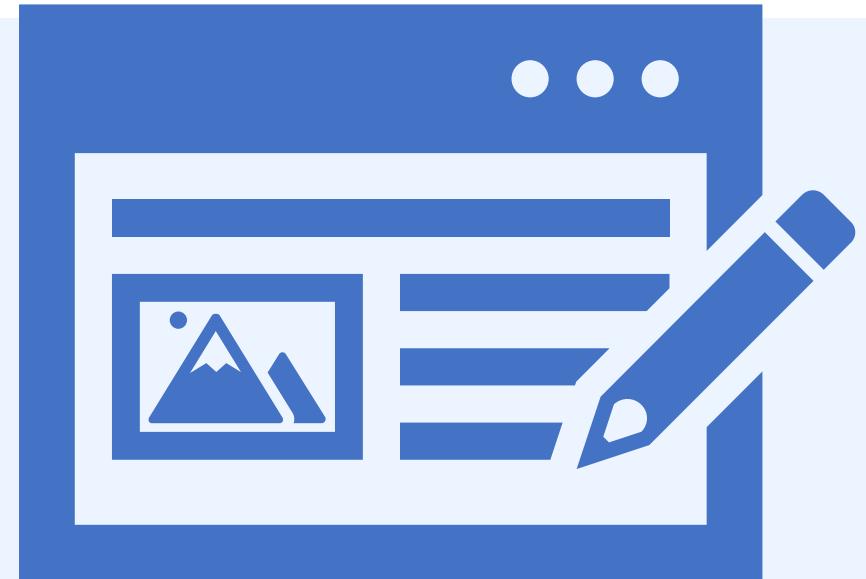
CURSO ONLINE

# Content Marketing

Desenvolvido por

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## O que é conteúdo de troca

Como saber se o que estou oferecendo possui valor para o cliente?

**Ofereça de graça algo que  
normalmente seria cobrado**

# Anatomia de uma Landing Page

The diagram illustrates the anatomy of a landing page with numbered callouts:

1. Download Your Free Copy!
2. Navegação oculta na parte superior/lateral
3. Contexto
4. Valor
5. Imagem
6. Formulário de captura de leads
7. Link da política de privacidade
8. Botão "Enviar"
9. Botões / Links de Compartilhamento Social
10. Um único apelo à ação

Free Ebook: An Introductory Guide to Building Landing Pages

Learn how to use landing pages to convert more of your website visitors into leads!

Landing pages are one of the most important elements of lead generation. In fact, according to MarketingSherpa's research, landing pages are effective for 94% of B2B and B2C companies. Building effective landing pages allows you to direct your website visitors to targeted pages and capture leads at a much higher rate.

Not sure how to get started? Download our *"Introductory Guide to Building Landing Pages"*, which will walk you through the essentials of setting up an effective landing page.

In this 26-page guide, you will learn:

- What landing pages are and why they're important
- How to optimize the content of your landing pages
- How to structure the layout of your landing pages
- How to create effective forms and what information to ask for
- How to follow up with your newly-converted leads

Start generating more leads for your business with great landing pages. Download the free eBook today!

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Anatomy of an Effective Landing Page

Download Now!

1. Título
2. Navegação oculta na parte superior/lateral
3. Contexto
4. Valor
5. Imagem
6. Formulário de captura de leads
7. Link da política de privacidade
8. Botão "Enviar"
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Faça o “blink test”