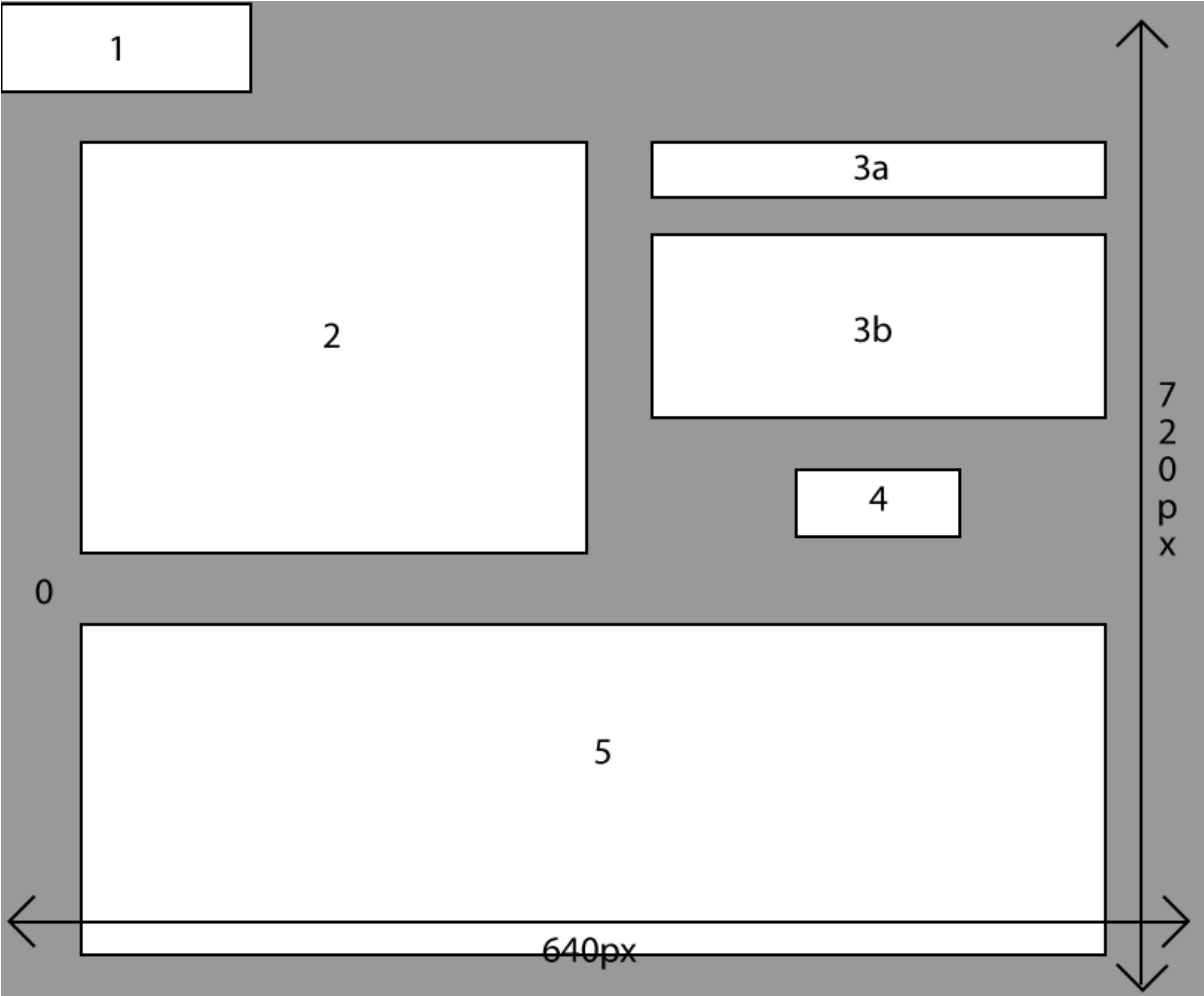


# Benchmarking 'Purchase' Social App Concept Template Guide

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1. Landing Page Template - Desktop (PNG or JPEG format + PSD)

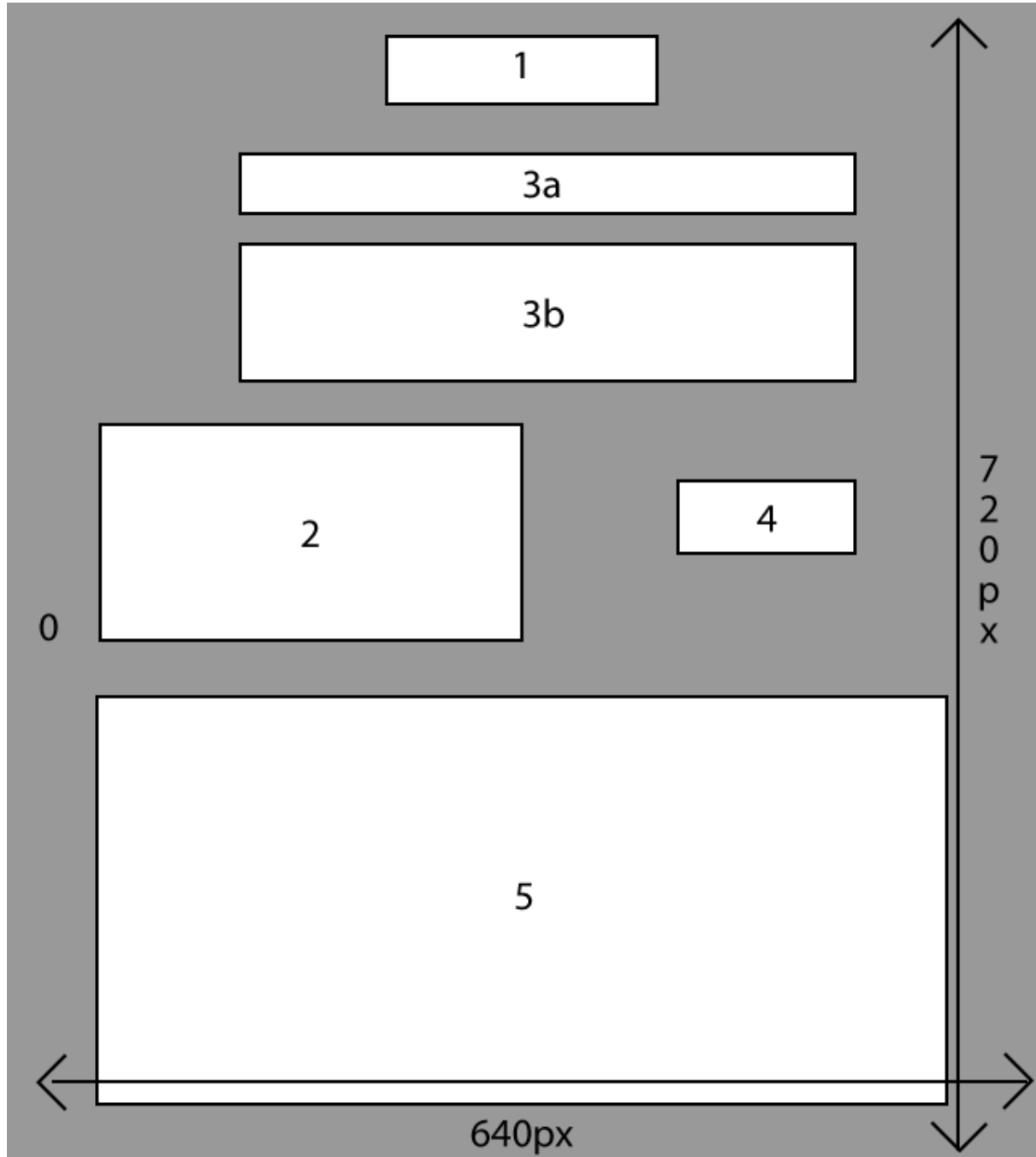


## 2. Landing Page Specs – Desktop (PNG or JPEG format + PSD)

- (0) – Background image/colour (all other elements will be on top of the background)
  - Guidelines:
    - a) Must be 810x670 pixel dimensions and 72 DPI
    - b) Should be Simple, Clear, Non-intrusive
    - c) Can be an image or a colour (if colour, supply hex code for easy matching)
- (1) – Company Logo (Logo high up on page allows for quick brand recognition)
  - Guidelines:
    - a) Needs to be a high quality image with a transparent background
    - b) Needs to match company branding guidelines
- (2) – Optional Image (This image should be relevant to the campaign)
  - Guidelines:
    - a) Must be PNG or JPEG format in high quality with transparent background.
    - b) Should work well with the promo objective and match the ads images.
- (3) – Enquiry Details (Give specifics reasons for enquiring and potential offers for doing so)
  - Guidelines:
    - a) Must include heading text that stipulates the goal in 4-8 words.
    - b) Must include sub-heading text that gives a reason as to why they should continue.
    - c) Font should be easy to read and clear.
- (4) – Call to Action (Direct the user to submit their details, think simple yet punchy)
  - Must include:
    - a) Button image
  - Define the CTA terminology such as:
    - b) 'Buy Now'
    - c) 'Sign Up'
    - d) 'Switch Now' etc.
- (5) – Supporting Info (Give more reasoning as to why the user should purchase/sign up)
  - Guidelines:
    - a) This area should be used to outline more reasons for purchasing/signing up
    - b) Dot points work well for this purpose and get the point across quickly and easily.

**NOTE:** The purpose of this page is to convince the user to click on the Call To Action. It will then route them directly to a sales funnel/sign up funnel. You want to make it nice and to the point so that the user is inclined to continue from this landing page all the way through to the end of the sales funnel. Keeping it concise while still relaying the benefits of continuing through the funnel will be integral to low drop offs and high conversions.

### 3. Landing Page Template - Mobile (PNG or JPEG format + PSD)

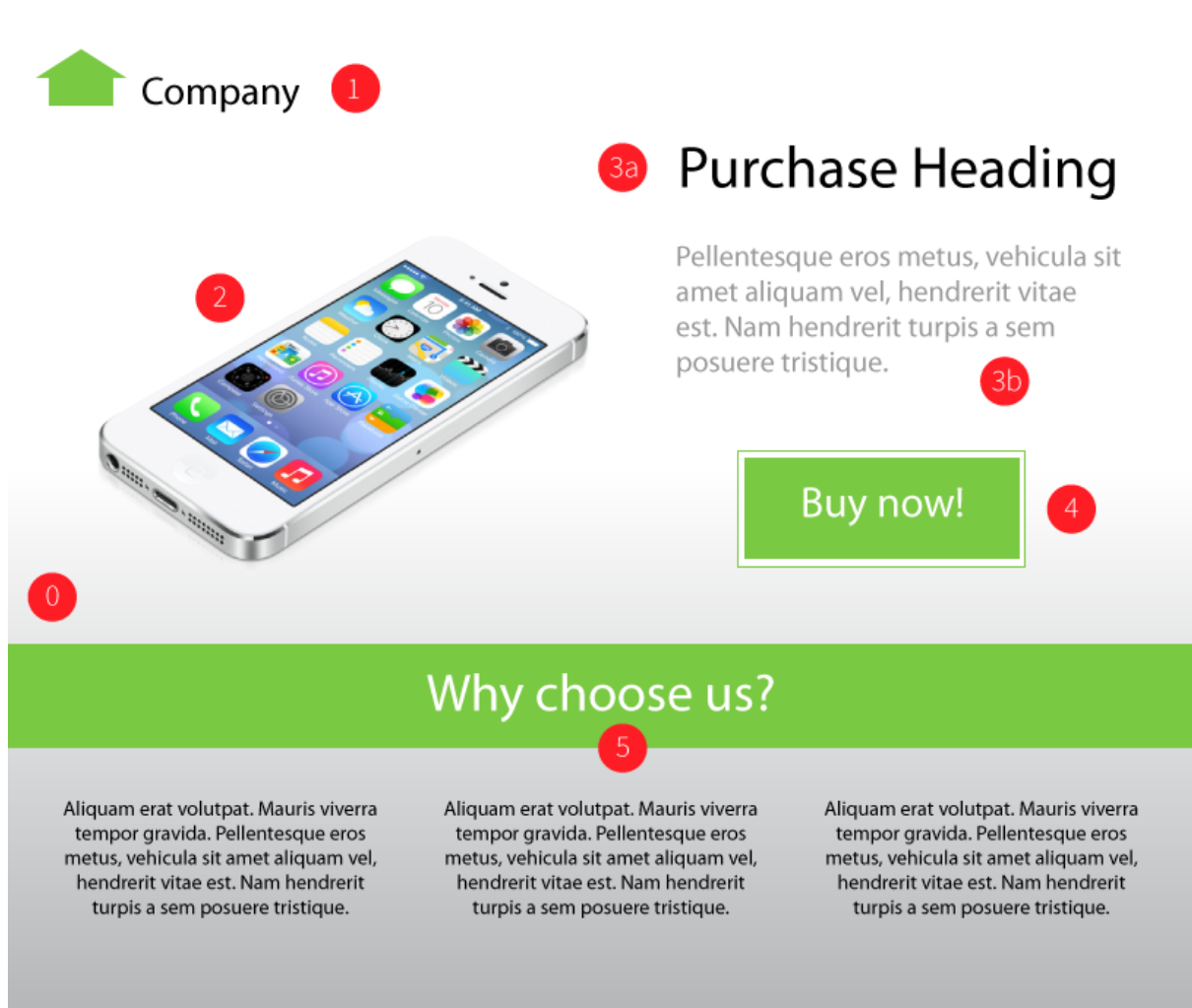



## 4. Landing Page Specs – Mobile (PNG or JPEG format + PSD)


- (0) – Background image/colour (all other elements will be on top of the background)
  - Guidelines:
    - a) Must be 640x720 pixel dimensions and 72 DPI
    - b) Should be Simple, Clear, Non-intrusive
    - c) Can be an image or a colour (if colour, supply hex code for easy matching)
- (1) – Company Logo (Logo high up on page allows for quick brand recognition)
  - Guidelines:
    - a) Needs to be a high quality image with a transparent background
    - b) Needs to match company branding guidelines
- (2) – Optional Image (This image should be relevant to the campaign)
  - Guidelines:
    - a) Must be PNG or JPEG format in high quality with transparent background.
    - b) Should work well with the promo objective and match the ads images.
- (3) – Enquiry Details (Give specifics reasons for enquiring and potential offers for doing so)
  - Guidelines:
    - a) Must include heading text that stipulates the goal in 4-8 words.
    - b) Must include sub-heading text that gives a reason as to why they should continue.
    - c) Font should be easy to read and clear.
- (4) – Call to Action (Direct the user to submit their details, think simple yet punchy)
  - Must include:
    - a) Button image
  - Define the CTA terminology such as:
    - e) 'Buy Now'
    - f) 'Sign Up'
    - g) 'Switch Now' etc.
- (5) – Supporting Info (Give more reasoning as to why the user should purchase/sign up)
  - Guidelines:
    - a) This area should be used to outline more reasons for purchasing/signing up
    - b) Dot points work well for this purpose and get the point across quickly and easily.

**NOTE:** The purpose of this page is to convince the user to click on the Call To Action. It will then route them directly to a sales funnel/sign up funnel. You want to make it nice and to the point so that the user is inclined to continue from this landing page all the way through to the end of the sales funnel. Keeping it concise while still relaying the benefits of continuing through the funnel will be integral to low drop offs and high conversions.

## 5. Landing Page – Desktop Example



 Company 1

2 

3a **Purchase Heading**

Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique. 3b

4 **Buy now!**

0

**Why choose us?** 5

Aliquam erat volutpat. Mauris viverra tempor gravida. Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.

Aliquam erat volutpat. Mauris viverra tempor gravida. Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.

Aliquam erat volutpat. Mauris viverra tempor gravida. Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.

## 6. Landing Page – Mobile Example



1  Company

3a **Purchase Heading**

3b Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.

0  2  4

5 **Why choose us?**

Aliquam erat volutpat. Mauris viverra tempor gravida. Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.

Aliquam erat volutpat. Mauris viverra tempor gravida. Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.

Aliquam erat volutpat. Mauris viverra tempor gravida. Pellentesque eros metus, vehicula sit amet aliquam vel, hendrerit vitae est. Nam hendrerit turpis a sem posuere tristique.