

## **Make Multiple Twitter Landing Pages to Attract New Prospects**

At some point in time, you're going to have to move your prospects off of Twitter. When people are hanging out on social media sites, they are often reluctant to leave their comfy, cozy, virtual social club. This means you are going to have to do a really good job on creating an off-Twitter landing page that gets you the conversions and prospects you are looking for.

**One way to do so is to have multiple landing pages that build your email list.**

You know there are certain keywords, phrases and hashtags your audience is looking for. If you teach Internet marketing to newbies, you may have discovered the hashtags #EmailMarketingTips, and #BloggingForCash have worked well for you in the past to generate leads and prospects.

If this is the case, you certainly should not have the same cookie-cutter landing page attached to both of those hashtags. Imagine you are a Twitter user, and you want to start your own blog. You've heard that blogging is a good way to create a passive income on the web, and you enjoy sharing your opinion. While surfing around Twitter, you come across a tweet from someone that includes the #BloggingForCash hashtag.

You eagerly click on the provided link, ready to begin your career as a profitable blogger. Imagine your confusion and frustration when you wind up on a landing page that offers a free report teaching the general topic of Internet marketing to newbies, instead of one specifically aimed at blogging for a living.

This simple example shows the need for separate landing pages that relate specifically to certain keywords, topics or hashtags. There is

another big benefit of the multiple landing page approach. Over time, you will be able to see which hashtags and landing pages convert the best. You will also discover which of your opt-in pages are not getting the job done.

Where paid advertising is concerned, this can save you a lot of money. Even if you are just using generic Twitter traffic and not paid advertising, you will know where to best focus your time and effort. Finally, maybe the biggest benefit is that which is experienced by your prospects.

The twitter user that found your content compelling enough to click on your link gets exactly what he or she is looking for, and not a vague, somewhat relevant experience instead. Consider creating and testing multiple landing pages that link to different keywords and hashtags when trying to build your prospect pool on Twitter. It provides a better experience for your audience and helps you reveal your best performing lead-gen campaigns.