

Useful Media

Visuals are far easier for humans to process than text, and research has shown media can boost conversion rate. We title this section “Useful media,” because **some brands have a tendency to feature irrelevant stock photos on their landing pages strictly for the sake of using images. That’s not useful media.**

Useful media contributes to the value of the page. It helps the visitor better understand your offer. Depending on your audience and your product or service, you might find the following types of media helpful.

Images

The right image on a landing page can do the persuasive power of many words. But, that image has to be tailored to the offer. Here are some images that can add value to your landing page in the right situation:



- **Hero shot:** This type of image shows visitors how their lives will improve after they claim your offer. If your offer is a physical product, the image might show someone successfully using it to solve a common problem. If it's a service, like a physical therapy center for example, it might show happy rehabilitated patients enjoying life as though they were never injured.



- **Product shots:** These give visitors an idea of what your offer looks like and how it works. They can showcase all the angles of your product or give a sneak peek of the inside of your ebook or software interface.



- **Infographic:** The strength of images is their ability to help visitors compare and conceptualize data. Line graphs, pie charts, and bar graphs can all present data in an easy-to-understand way.



- **Badges:** Badges come in several different forms — each with its own unique part to play in persuading a visitor to convert. Authority badges prove you're capable by highlighting your business's awards and accolades. Social proof badges showcase the size of your following, or number of satisfied customers. Security badges let people know that their information is safe and that you can be trusted (think Norton Security and Better Business Bureau badges).

No matter which image you use, always remember: **If it includes people, they should be looking toward your CTA button.** Your prospects will look in the direction of their gaze.

Videos

The last few years have seen a major increase in the usage of videos in marketing, as the medium gains notoriety for its ability to hold audience attention.



Research shows that US adults spend more time watching online video per week than they do working.

On landing pages specifically, one study shows⁸ that video can boost conversions by 80%. Here are a few types that can add to the persuasiveness of your page:

- **Explainer video:** When your offer is new or complicated, an explainer video can help break it down. In no more than 2-3 minutes, it points to prospects’ problem, then presents your business as the solution to that problem. Often, these videos use animated figures to take visitors through the process, but it’s not a requirement.
- **Introductory video:** If your offer is new, or it revolves around a particular person (like a course, webinar, or self-improvement program), sometimes a video introduction to that person can be what people need to relieve their doubts about converting. These videos can be longer, and often describe the person’s background and accolades to prove they’re qualified to offer their course or program.
- **Demo video:** Often, SaaS companies use demo videos to show visitors how their software works, but these can work for products too. Whereas explainer videos take visitors through a more general problem and solution scenario, a demo video focuses on the usage of the product or service — how it actually works — the features and the benefits tied to each.
- **Video testimonial:** Embedding one of these on your landing page will show visitors how you’ve successfully solved the problems of other people. A video testimonial focuses on one or two satisfied customers, taking viewers through a problem-solution scenario similar to the type an explainer video does. Only, these aren’t hypothetical — they feature real people and stories instead of animations.
- **Case study video:** Similar to a video testimonial, a case study video focuses on a particular satisfied customer or client. But, these go into greater depth. Instead of using superlatives like “best” or “fastest” to describe your product, people featured in this type of video will share with viewers the specific ROI your business generated. These are a more in-depth look at the problem with a more statistics-focused solution.

Remember — the type of media you use will depend on your audience and offer. While the above are a great starting point, there’s no way to know which is most effective [until you test](#).