

## GUIDE TO CREATING OR OPTIMISING YOUR LINGUASKILL LANDING PAGE

### Introduction

Linguaskill is a huge step for us in our shared mission to help people learn English and prove their skills to the world. As we work towards this, we need to ensure we are all sending the same messages and 'singing from the same hymn sheet'. We have put together the following guidelines for you to make sure this is the case, and to maximise our efforts and successes.

### Objectives

#### Why is it so important to have a Linguaskill page?

- ▶ Build **brand awareness** and **generate demand** for Linguaskill among university students (Erasmus, undergraduate and postgraduate) with messaging and images aligned to Cambridge Assessment English.
- ▶ Reach **more people** and define **clear messages** for university students. It is an easy way to **grow your business**.
- ▶ Provide **support and guidance** to university students, showcasing all your exam sessions and offering students links to all our marketing materials.
- ▶ Measure the **web traffic results** and the correlations between web visits and sales.

### Content

Considering the importance of building Linguaskill brand awareness among the students in your regions, we recommend including all the information below. We have divided the content into 'must-haves' and 'nice-to-haves'.

#### Must-have vs Nice-to-have

Must-have	Nice-to-have
<ul style="list-style-type: none"> <li>▶ Your own centre logo</li> <li>▶ Linguaskill authorised agent logo</li> <li>▶ Must include the following message: "This is an official Linguaskill Agent landing page"</li> <li>▶ A section highlighting the benefits of choosing Linguaskill</li> <li>▶ Use the information on the <a href="#">A5 flyer</a></li> <li>▶ Exam sessions, date availability and enrolment process</li> <li>▶ An online booking system where students can book their exam directly, or alternatively a contact form, where students can leave their details, so you can then follow up and secure the entries.</li> <li>▶ Linguaskill <a href="#">web banners</a> for agents</li> <li>▶ Linguaskill <a href="#">social media banners</a> for agents</li> </ul>	<ul style="list-style-type: none"> <li>▶ Name of the campaign: <i>¿No tienes tiempo para sacarte un B1/B2 de inglés?</i></li> <li>▶ <a href="#">Practice materials</a></li> <li>▶ Frequently Asked Questions <ul style="list-style-type: none"> <li>• Why Linguaskill?</li> <li>• Who is it for?</li> <li>• How long is the exam?</li> <li>• How and when do I get my results?</li> <li>• What's the difference between a Qualification and Linguaskill?</li> </ul> </li> <li>▶ Link for more information about Linguaskill: <a href="https://cambridgeenglish.es/descubrelinguaskill">cambridgeenglish.es/descubrelinguaskill</a></li> <li>▶ For general information on Linguaskill, sample materials, recognition, and more: <a href="https://cambridgeenglish.es/linguaskill/">cambridgeenglish.es/linguaskill/</a></li> </ul>