

Top 4 power-packed landing page builders that helped entrepreneurs rack up extreme profits

Question- *For the past two months, I've been struggling to get leads online, and then I found out the landing page builders can more visitors while answering their specific needs. However, I'm worried about which would be the best landing page builders that will keep me afloat in this cutthroat competition?*

Landing page builders are the hottest buzzwords these days as it's one of the essential tools for marketers which helps to generate leads.

Picture this- Mary isn't getting enough leads for her new eCommerce brand. Once she implemented a robust landing page with a landing page builder, she gets 2X better sales. It changes her entire business landscape.

Landing page builders are gaining popularity as most businesses now prefer to go online after the COVID outbreak. Additionally, online presence is considered to a business's success. Making the use of a website along with a social media presence may capture the attention of consumers while increasing sales.

Despite these things, you may not be able to choose the best landing page builders for your business. It's also mind-boggling. Based on their business niche, which landing page builder would be great can be a matter of conflict.

In this piece, we'll be diving into various landing page builder options and their features, pricing, and features. Therefore, you can understand which landing page would create the magic for your business.

Why you should concentrate on building robust landing pages?

With burgeoning technology, the Internet and websites have already created an indelible mark on the customers' minds. From placing an order to tracking the same, it's easier to do with a website. But, getting overwhelmed with the available options doesn't mean always that it will convert to a prospect. Since you haven't an interactive landing page, chances are greater that you may lose some potential customers.

According to a [source](#), an average landing page has a conversion rate of 2.35%. However, it could go 11.45% and more.

When it comes to attracting visitors, you need to customize your offers, followed by meeting the unique needs of your target audience. To do it meaningfully, you cannot undermine the importance of a robust landing page. From the description of your services information to customer testimonials, a landing page is one simple page. It should have one purpose and one call to action.

It's understandable that you can hire the developers and [UI UX design services agency](#) but to make all the things will go in vain if there is no enticing landing page on your website page. You have the leeway to make your own business landing page. Give yourself an unfair advantage over the competition.

Let's take a look at why it's important-

- Highlighting special offers like slashed or discounted prices
- Collecting the blog subscribers
- Increasing the number of e-book downloads.
- Encouraging demo signups and free product trials
- Featuring events

Which things of landing pages help to convert?

- Alluring headlines
- Relevant and enticing images
- A clear description of a product/service.
- Trust indicators like customer testimonials, statistics, client logos
- Specific call-to-action
- Lead generation forms.

Best Landing page builders to bump the business into a higher bracket

Entrepreneurs need a tool that would help them to produce new landing pages for their websites. Being a business person, you also know the degree of importance of a landing page. Therefore, we would take a closer look at the best and most effective landing page builders.

1. [HubSpot landing pages](#)

An intuitive, simple to use, and scalable landing solution for all types of marketers. Being standalone, the interface is easier to learn. You can start using the templates. It can help the non-marketers too and the entire process involves lesser friction.

With this tool, you can personalize the landing page content for individual visitors by dynamically showing them different content based on the buyers' persona. Additionally, this landing page

builder also features HubSpot's testing software and advanced analytics tools. It helps you to optimize your page to capture many leads within a stipulated time.

If you combine the landing page builder with [HubSpot's free CRM](#), then it would be a cakewalk for you.

Features

- Mobile-optimized.
- Integration with HubSpot's CRM is possible.
- A/B testing functionality.
- Landing pages can be personalized easily.

Pricing

\$800/per month including the HubSpot CRM package.

Users' review

1. *"There are many landing page builders in the market. When it comes to giving the ultimate service with effective solutions, HubSpot will never let you disappointed. HubSpot also allows you to integrate every marketing platform, landing pages, emails, blogs, etc. This feature makes HubSpot stand out from the crowd. If you're looking for more potential customers, then HubSpot landing pages would be a greater choice for them."*

2. *"I run a small eCommerce business and HubSpot landing pages helped me to organize and streamline sales and marketing efforts. HubSpot is helping us out by letting us create landing pages. Furthermore, the sales team can join anytime they want as per their requirement."*

2. [Instapage](#)

If you are seeking more than a landing page builder, Instapage could be the solution. It's mainly designed for the team and agencies. It has all the top features which a landing page builder needs to turn traffic into potential leads. Instapage offers all the personalized post-click experiences, global blocks, and Instablocks™. It helps to scale the landing page production, team collaboration, and heatmaps.

Features

- Responsive page experience irrespective of any device.
- Real-time collaboration
- AMP-specific landing pages
- Page version histories can be restored.
- Access to instapage's image library that entails vectors, royalty-free stock images, and videos.

Pricing

\$90 per month.

Users' review

1." *It's one of the easiest and most scalable solutions that work best for the industries. Here you can integrate the same with WordPress. Additionally, the feature like duplicating the pages for scaling and collaborating with the team leads you towards another level.*"

2. *"As the UI is solid, I found the software easy to use being a non-designer. It helped me to create high-performing landing pages. Thank you Instapage".*

3. [Unbounce](#)

One of the most renowned landing page builders on the market. If you're running a business and you need a robust landing page, then you can go for it blindly. By using the drag and drop builder, you can build, launch and optimize accordingly.

Features

- The design assistant of Unbounce will help you to speed up the page creation work by recommending data-backed templates relevant to your industry.
- The builder grid would work as a guide if you are not familiar with designing. It would help you to "snap" the sections for ensuring the flawless design and mobile responsiveness.
- Connect smart builder landing pages with your favorite tools.
- Preview your pages and how they will look together on both desktop and mobile.

Pricing

Monthly billing entails 4 plans including \$80/mo(Launch), \$120/mo(Optimize), \$200/mo(Accelerate), \$300/mo(Scale). To test the features, you can sign up for a 14-day free trial.

Users' review

1. *"I am using Unbounce since its inception. It's undeniable that it gives you world-class features to keep you ahead of the competition. Even, I don't believe that a landing page can bring back the fortune. But yes, it works. To get 3x potential customers, give Unbounce a try."*

2. *"The free trial option helps me to hatch up on my next steps while knowing more about the features of Unbounce. This has influenced my entire business landscape as I am getting hoards of leads. Try it and feel the difference."*

4. [Leadpages](#)

It's a popular landing page building software that helps small businesses to make the most of web traffic. Leadpages offer tools and powerful templates to optimize sales and leads for your business. With its easy interface and drag-and-drop builder, it can help you customize your

landing pages. It requires no tech skills. With Leadpages, you can create, publish and optimize the websites.

Also, Leadpages has real-life customer support. If there is any issue, you can contact them via email, phone, and chat.

Features

- You will get landing pages/website/Facebook ads under one roof.
- Centralized creation of content for all kinds of channels.
- Unlimited page leads, views and conversions.
- Real-time analytics.

Pricing

Starts from \$17/per month and is available for monthly, annual, and two-year plans.

Users review

1. *"I do have a WordPress site and love the freshness of the design. It's very flexible to use and one can make the most of it from Leadpages".*
2. *"Easy to use and competitively priced along with responsive support. From the very first try, you can pick up the flow. Also, it's very easy to integrate with the other platforms."*

Final words

A higher amount of lead generation and the maximum number of conversions play an instrumental role to keep your business afloat in this cutthroat competition. On that note, Landing page builders help to keep the ball rolling with their effective and scalable solutions.

If you want to beat the Gurus at their own game you need a landing page builder. Wondering how to start with building your own landing page? You can consult with a web development agency. Companies like Innoworks or CodeClouds can help you to build a robust landing page. Their top-drawer talents could aid you to add extra hours to your night's sleep by providing excellent landing pages. Isn't that great?