

In this video, I wanted to show you how you can personalize your landing pages at scale using variables with V-Route.

I'm currently logged into my account and I am on the landing pages feature.

I see all my existing pages which I can choose from, or I can go ahead and click to create a new page.

This is going to load the builder that we have.

And of course I have project name, let's just call it testing, title as well.

This is all stuff you can control, including if you'd like to change the title of the page.

So you can do test one, two, three or anything that you like testing.

Domain settings can be changed so you can white label this instead of using our default URLs.

And of course you can plug in any tracking codes that you like with the UTMs for your Google Analytics.

Once you're done, you simply start designing.

Now I'll just do something very simple.

I'll drop in a header right here.

So drag it from the left to the right.

And I'll add a form right below it.

So let's choose a form and I'll do something centered here.

I like the centered form.

And honestly, this format itself is really sufficient, it drives a lot of conversion.

So why don't we go ahead and personalize this.

Now VBOT already offered a personalization feature if you're using email marketing here and you're driving click-throughs from the email to the landing page.

However, if you want to do it on the fly, let's say you're sending out flyers to your customers and you have personalized URLs on these flyers.

If you're talking to somebody on social and you want to plug it in the conversation linked to the landing page and you'd like to pre-fill that information directly from the conversation.

Or if you're simply running ad campaigns and based on the ad, you want to change different words and contacts on the page, you can use that awesome feature that we have.

Now the format is simple.

I simply open the bracket at a hashtag.

It's very important in the format to be as I'm describing.

And I type in anything.

So I'm just going to do hard work.

And close the hashtag, close the tag.

Okay.

Now mind you, this could be anything.

It doesn't have to be hard work, but you can go ahead and choose whatever you like.

Now another thing you can do is inside here, go ahead and add an open bracket and do something like first name.

I'm just going to do capital, name, and close that as well.

Very important to follow that format.

Again, whatever is here doesn't matter.

And why not personalize the button? Now the button is a little tricky.

You can do it on the left or not in line.

It's an option under the button label.

So I'll put in something like, let's just do also first name.

Just like we did on the top, hashtag first name.

And then I'll add submit now.

Okay.

Very basic.

And then update to launch the page.

All right.

Now the next step is to visit and see how this looks like.

So I'll click on the eye and share to see the preview.

Now you see here, I'm not seeing any variables.

Everything looks nice and clean.

If I like to start injecting anything in here, all I need to do on top, so you see me in the URL here, I'll do question mark and then I'll plug in the variables.

So the first one was hardware capital letters.

And then I'll put Richard.

And then I have another variable.

So I simply put an end inside and put in the other variable.

So first name I think it was equal Richie.

Let's see how that looks like.

Now immediately my name was added here and you can see my other name here as well as the button.

How cool is that? So personalizing this on the fly is super easy.

A few things that happen.

You don't have to create multiple pages if you'd like to change content based on different text or copy.

You can use UTM creatively.

So inside the page, I can literally also do UTMs here.

So it could be UTM campaign.

And that will inherit from your browser if you're using UTMs for Google tagging and stuff like that.

You can get very creative with this.

And not only that, you can have fallbacks because we have an awesome library.

For instance, I can do, if the first name doesn't exist, I can do friend.

Maybe the format is not right here.

And I can even have divided by two just in case it was a full name because that's another option there sometimes.

So you can do the library or apply the library that we have to make things proper, to make things have a fallback in case it doesn't exist or things like this.

So you can get very creative, very simple to use.

Make your pages stand out with this on the fly personalization using variables on the fly vote.