

# Custom/Stock Landing Page | GlobalTrend Marketing Awards Winners

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 [globaltrendawards.com/marketing/winner-info.php](http://globaltrendawards.com/marketing/winner-info.php)

United States | 2019

Custom/Stock Landing Page

Society Awards

Digital - Website

Home Page / Landing Page



The goal was to differentiate new site visitors. We wanted to create a journey through which potential clients learn the benefits and differences of custom versus stock awards. The initial page offers a brief description of each from which they choose one and are brought to secondary landing pages—one for stock and one for custom. Each of these pages offers details and examples of that product and leads the consumer towards a CTA.

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Best User Experience



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