



EMEA landing page templates

November 2024

Introduction

This document is a guide to using our new landing page templates. It covers what you need to know to effectively localise, customise, and deploy pages to support your campaigns. The aim is to drive consistency and best performance across all markets.

What's inside:

- **Best practices:** Proven strategies for content, layout, and user experience.
- **Template overview & customisation:** Information on each new template, with tips for adapting the pages to fit your campaign messaging and offers.
- **Supporting materials:** Overview of supporting campaign materials (e.g. artwork for Meta ads in Canva).
- **Deployment:** Guidance for launching pages in your markets, including technical requirements, and contact details for support with localisation.



Best practices

Overview

Above the
fold content



- Headline contains main keywords for campaign/search
- Bullets highlight top 3 features
- USPs support overall offer (why Culligan)
- Prominent commercial proposition
- Quick form for users who don't scroll
- Social proof (e.g., Trustpilot)

Below the
fold content



- Show products to reinforce what we offer and to provide more detail for those who want it
- Important USPs, including steps explaining how it works; company information (why us); unique product features; reasons to choose this solution
- Rich media, strong images, product & lifestyle

Positioning &
storytelling



- Create position around offer. E.g.: 14-day free trial. Messaging and CTAs support offer
- Single clear offer, do not mix or confuse promotions
- Simple language. This is not a product page. Providing just enough information for people to contact us to find out more
- Keep text short – consideration when translating content

Lead
generation



- Limit form fields to essential information only (e.g., name, email, company) to reduce friction and improve completion rates, whilst providing sales teams with essential information
- Use a concise, action-oriented button label (e.g., “Get a Quote” or “Get Offer”) that is congruent with the rest of the messaging on the page
- Place the form above the fold or in a prominent section, ensuring it's easy to find without scrolling

(Example: BFC page)

Headline includes the target keyword and reinforces the offer. To keep it concise and impactful, we've set an **80-character limit**. A clear and concise headline ensures that visitors quickly understand the value, increasing the chances of engagement and conversion.

Bullet points highlighting features. Module **limited to 3 bullet points** to ensure we retain the correct layout and avoid overwhelming the visitor with too much information above the fold.

USPs highlight service and balance the space next to the form

Upgrade your office hydration: 3 month trial on all water dispensers*

*Terms & conditions apply

- Advanced filtration and water purification
- Still, sparkling, chilled and hot water options
- Flexible rental packages include service and maintenance

Stress-free service
Our easy-to-manage plans provide you with a reliable, fuss-free service that adapts to your needs.

Comprehensive care
We keep your water cooler in tip-top condition with regular sanitisation, thorough cleaning, and reliable bottled water deliveries.

Dedicated support
With our responsive customer service, you can reach out anytime for assistance, knowing we're here to help whenever you need us.

Get your free trial today
Complete this short form and we'll get back to you ASAP.

First name* [John] Last name* [Smith]
 Phone number* [e.g. 0123 123 1234] Zip/Postal Code* [e.g. NR19 1JG]
 Email address* [example@domain.com]
 Your message [Please write your message here.]
 [Send Message]
 I consent to the processing of personal data for marketing purposes.
 I consent to the processing of personal data for profiling purposes.

Sticky 'get a quote' and optional phone number to sales dept.

Strong visual 'pop' of offer/proposition. *Always include an offer/proposition and only one per landing page.*

Reinforce offer in quick form. Use action language (e.g.: 'get your...')

Simple form. *Fields must match fields required in respective CRM*

Consent checks (update as necessary for region)

Headline and subheading contains keyword(s)

Bottle-free water dispensers

Our coolers offer a range of versatile options. Enjoy instant chilled, ambient, sparkling and hot water from one machine.



Most popular

Freestanding | Countertop C7 Firewall®

Mains-fed dispenser with advanced UV purification and up to five water options – ideal for busy workplaces.



Freestanding | Countertop C2 Firewall®

Compact and stylish mains-fed dispenser with UV purification and cold/hot or cold/ambient water.



Freestanding | Countertop Selfizz NEO

A sleek, eco-friendly dispenser featuring advanced UVC purification and customisable water options.



Hero and product carousel items can be customised per region (e.g., swap out any coolers not stocked locally). The template includes 3 coolers by default, but more can easily be added (with swipe navigation).

Ensure that the images are correctly sized and optimised.

Short description of product. Keep this short as we have more information available to the user when they click on the product...

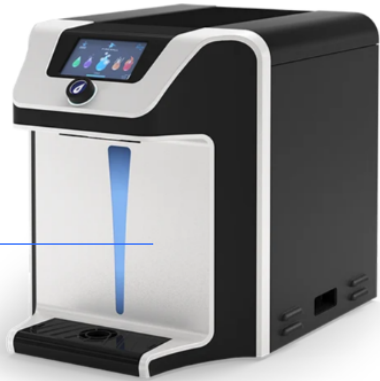
Social proof (e.g. Trustpilot)

Our customers say Excellent 4.6 out of 5 based on 7,917 reviews

Modal product card with carousel images and summary bullet points. Aim to provide just enough detail to spark interest without overwhelming the viewer or fully satisfying their need for information, encouraging them to contact us for more.

You will see that the products include 'A+ imagery' in the product carousel. This is currently available in English, German, and Italian. If required for your region/language, please get in touch.

C7 Firewall®



Firewall® UVC provides outstanding water purification.

- ✓ Full-colour LCD with status bar and up to 5 water options.
- ✓ High-capacity, serving over 50 users.
- ✓ An eco-friendly choice to help reduce plastic waste.

Request your free quote

First Name:* Last Name:*

Phone#* Zip/Postal Code*:*

Email:*

Your message:

I consent to the processing of personal data for marketing purposes.

I consent to the processing of personal data for profiling purposes.

[Click here to choose another product](#)

Image supports messaging. (We could use similar images of engineers installing coolers).



Section explains to visitor exactly what to expect when they get in touch with us.

Rent your water dispenser in 4 simple steps

- 01 Get in touch**

Our team of experts are ready to help you find the right hydration solution for your workplace. Whether for a small office or a large team, we can tailor our offerings to meet your needs.
- 02 Installation**

Our engineers will conduct a site assessment and connect your dispenser to the mains water supply, ensuring a smooth installation with minimal disruption to your workplace.
- 03 3-month trial**

Enjoy a no-obligation trial. If it's not for you, we'll take it back. If you're satisfied, continue with your rental and maintenance service.
- 04 Ongoing service**

With our comprehensive maintenance service, we handle regular filter changes and sanitisation for your water dispenser, ensuring consistently fresh and safe water while you focus on your work.

Offer is reinforced throughout the messaging.

Sign up for a free trial of our rental options

Get Started

Call to action anchors to form.

Key messaging highlights why customers should choose Culligan. This module also uses a contrasting color scheme to stand out from the white and grey tones used across the rest of the page.

Why choose Culligan?

- Water dispensers built by us, designed for you.
- Hassle-free installation by certified technicians.
- Regular maintenance keeps your equipment in peak condition.
- Dedicated support teams ready to assist you

13M

offices and homes use our purer, safer water

140M

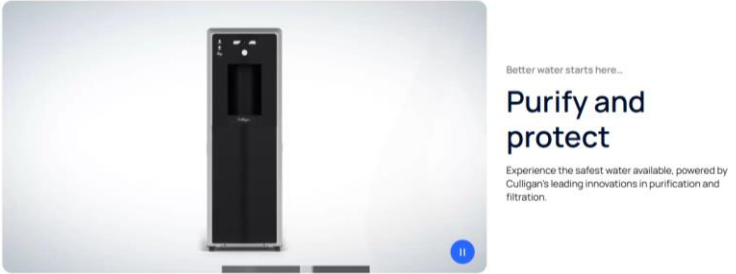
Culligan customers worldwide

40B

fewer plastic bottles thanks to our sustainable products

#1

eco-friendly provider of premium drinking water



Better water starts here...

Purify and protect

Experience the safest water available, powered by Culligan's leading innovations in purification and filtration.

Modules offer key information on product USPs and reasons to choose Culligan. Keeping content brief and punchy for easy scan-reading.

- Firewall® UVC Purification**

Kills up to 99.999% of bacteria and viruses for the highest standard of safe drinking water.
- BioCote® Protection**

Reduces germs on key touchpoints for extra safety in high-traffic areas.
- Advanced Filtration**

Removes contaminants, delivering fresh-tasting, filtered water in every drop.
- Cutting-edge solutions**

Utilising the latest innovations, our solutions optimise water quality and improve user experience.

Benefits of a bottle-free water cooler

Bottle-free, mains-fed water dispensers are the perfect solution for offices and workplaces, providing convenient access to fresh, filtered water while accommodating the various hydration preferences of your teams.



- Cost-effective**

Mains-fed water coolers can save you money on the cost of bottled water delivery, storage, and usage.
- Sustainable**

Mains-fed dispensers provide a sustainable drinking water solution by eliminating the need for single-use plastic.
- Versatile**

Our models, like the C7 Firewall®, deliver five types of water - including sparkling and extra hot - from a single machine.
- Endless supply**

Connected to your water supply for unlimited filtered water, eliminating the need for bottles.

Module to talk about the emotive benefits of our water with appropriate imagery.



Discover the difference of premium water

Every sip from our bottled water coolers delivers refreshing hydration for your office.
Our water comes from carefully selected sources, ensuring the pure, crisp taste your team expects. With options for chilled, room temperature, and hot water, our dispensers provide reliable hydration without the need for installation or plumbing.

Social proof.

Here's what our customers say about us

Excellent **★★★★★**
Based on 7,516 reviews
★ Trustpilot

Greater service
Helen Knowles came to service our water dispenser today, she was so lovely and w...
adeptake, 41 minutes ago
Showing our 5 star reviews

Our first service with culligan and...
Had our first service with culligan and couldn't be happier with the service. Th...
Alisha Mae Jackson, 1 hour ago

Excellent service
We are existing customers of Culligan and on speaking to Simran today, I was ver...
Rebecca Johnson, 2 hours ago

Bottom page form, same fields as other forms on the page.

Get started with your free trial

Experience the benefits of premium hydration solutions for your workplace.

- Enjoy your trial with absolutely no commitment
- Our team is here to provide guidance and answer any questions
- Join thousands of businesses that trust Culligan for their hydration needs

Fill out the quick form and we'll get back to you as soon as possible.

First name* Last name*

Phone number* Zip/Postal Code*

Email address*

Your message:

I consent to the processing of personal data for marketing purposes.
 I consent to the processing of personal data for profiling purposes.

Social proof.

Trusted by leading companies



Landing page templates

Bottle-free coolers (BFC)

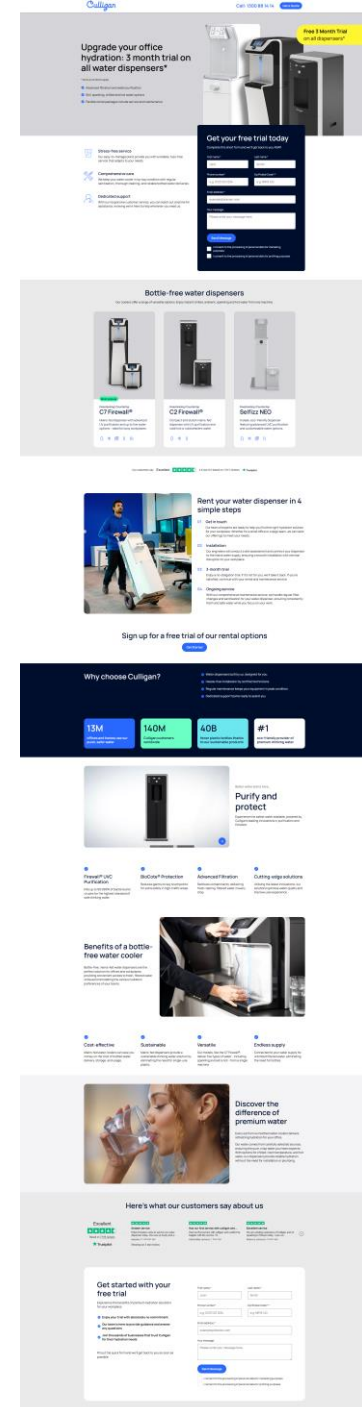
<https://demo.culligandigital.com/lp-bfc-4/>

This page is designed specifically for BFC solutions and should be used in campaigns targeting audiences interested in sustainable options. It's recommended for campaigns with high demand for BFC or eco-friendly solutions and relevant target segments.

In markets where BWC is more prominent, consider using this page with long-tail keywords like "bottle-free," "mains-fed," or "plumbed-in" to complement your BWC campaigns without risk of cannibalisation.

The video showcasing our innovation is sourced from the corporate site and is universally applicable (no music or text). If preferred, you may use the C7 video available in multiple languages.

Potential A/B tests: experimenting with lifestyle vs. product hero images, alternative videos, number of products displayed, A+ content in the product carousel, and varied promotional offers.



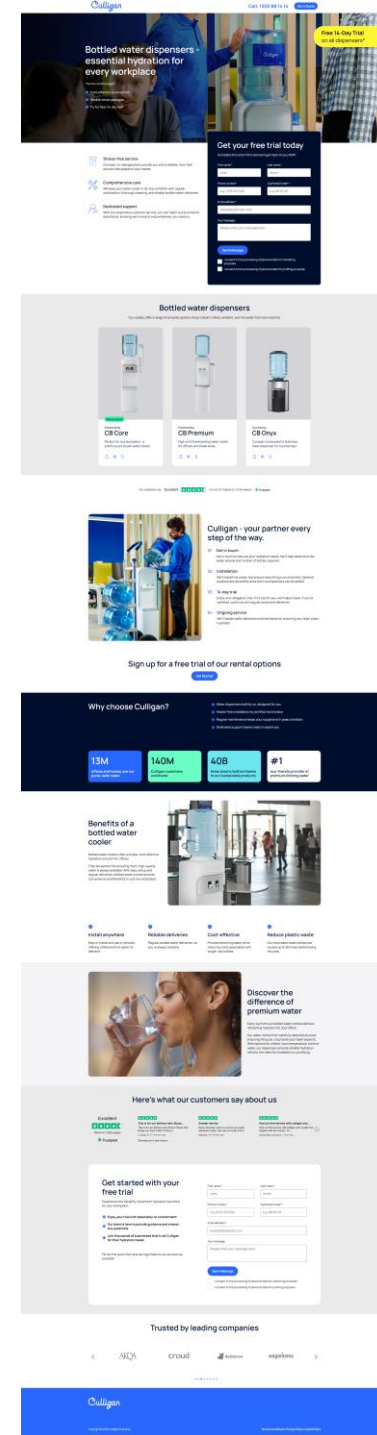
Bottled Water Coolers (BWC)

<https://demo.culligandigital.com/lp-bwc-2/>

This page features a lifestyle image in the hero section since many countries do not have a sufficient variety of BWC coolers to justify a product-focused approach. However, if there is a need to showcase products, this can be easily accommodated with the appropriate module and artwork.

Typically, customers interested in bottled coolers seek quick quotes, so messaging should reflect this urgency. Focus on service, cost, and convenience rather than overly detailed product descriptions. While product specifics are available in the modals, they shouldn't dominate the key messaging throughout the page.

It's crucial to include some form of offer, promotion, or commercial proposition to engage potential customers effectively. Additionally, collaborating with sales teams and reviewing competitors' strategies can provide valuable insights into our positioning and help refine our approach.

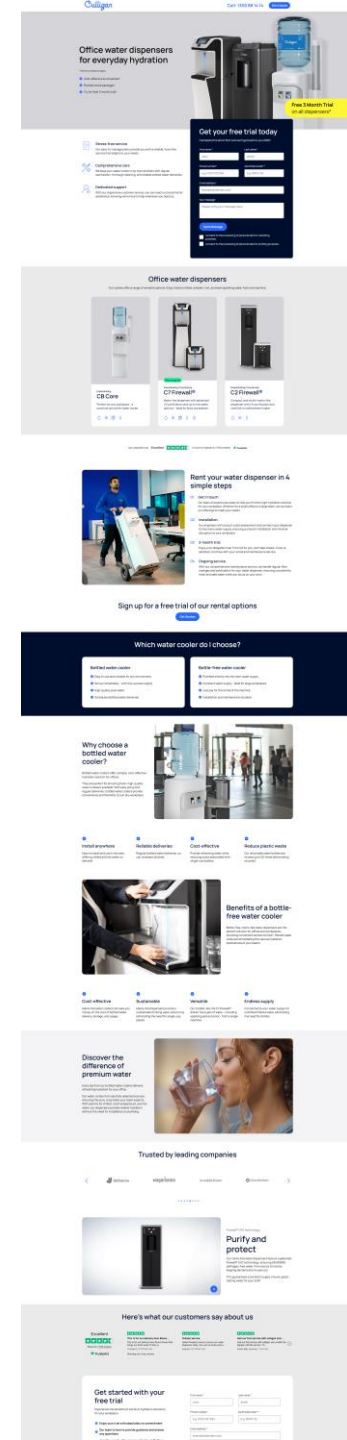


BWC/BFC (combined)

<https://demo.culligandigital.com/lp-bfc-and-bwc/>

This page is designed to capture generic broad-term searches, featuring both bottled and bottle-free coolers. Since many markets primarily demand bottled coolers, it's essential to provide sufficient information about these products and services. The bottle-free option is presented as a comparison, with concise details on our filtration and purification technologies.

This page should be tailored specifically to your market's needs. For instance, consider emphasising the advantages of choosing bottle-free options over bottled coolers, providing a more direct comparison. If you need assistance with this positioning, please reach out to Herbie King for support.



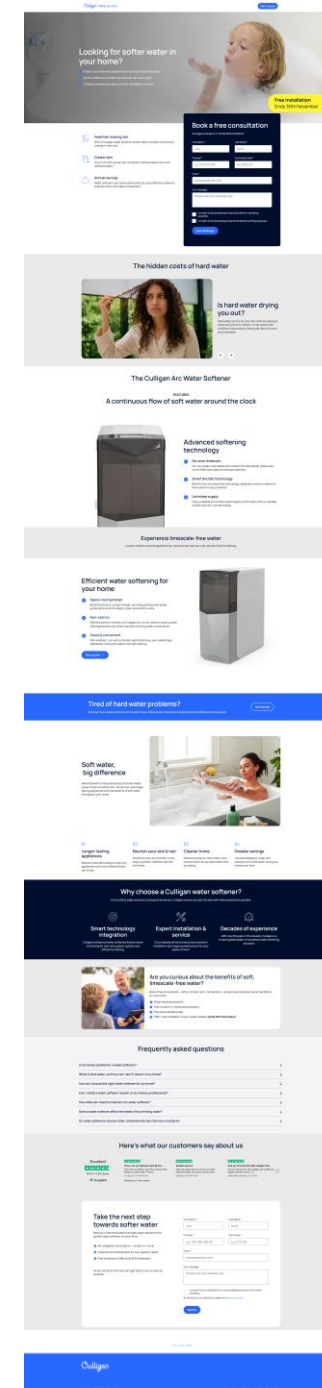
Water softeners

<https://demo.culligandigital.com/lp-water-softening/>

This version of the water softeners page highlights a single product: the Culligan Arc. However, it can be easily adapted for markets that offer multiple softeners, allowing for the promotion of a broader range of options. Variations may include A/B testing with different hero images, such as showcasing the product in use, like someone loading salt into the machine.

The key messaging should focus on the problems caused by limescale and position Culligan as the effective solution. This page is specifically tailored to appeal to a residential audience, addressing their needs and concerns directly.

The FAQs listed in the example can easily be adapted and updated to suit your campaign and market.



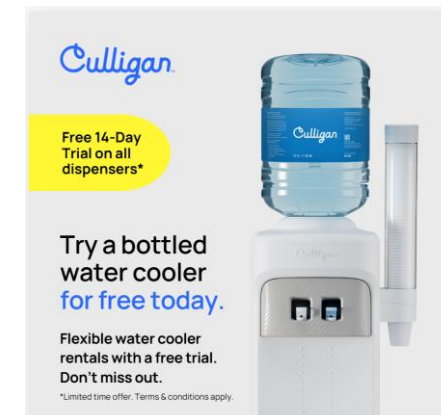
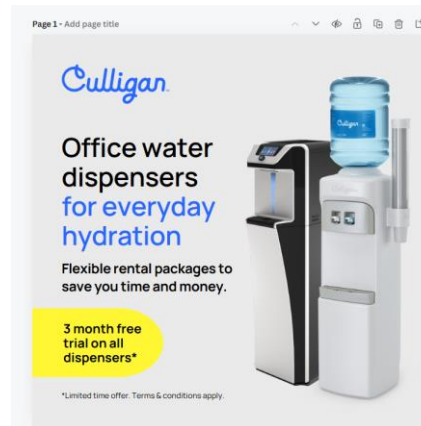
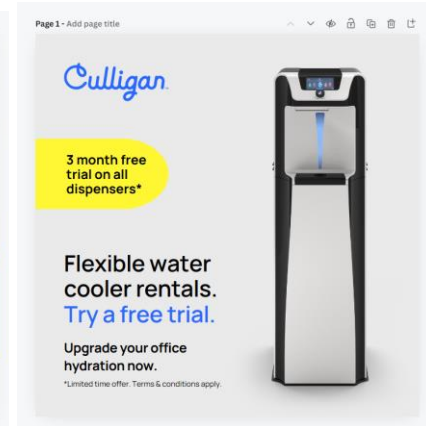
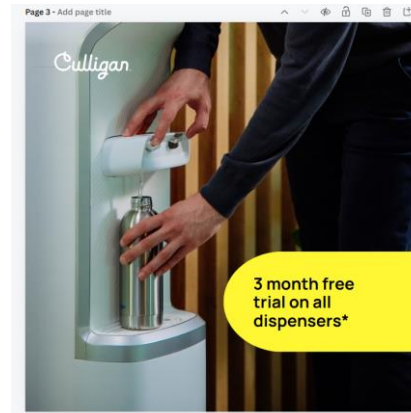
Supporting materials

Supporting materials

Supporting creative assets for our campaigns are important to for a cohesive brand experience across various platforms, including Meta and LinkedIn. We have developed a selection of examples on Canva that can be adapted to fit your specific needs. These assets are designed to facilitate a seamless visual and messaging tie-in between the campaign and the corresponding landing page.

It's essential to maintain consistency in imagery, utilise the yellow 'pill' device effectively, and ensure that the messaging and offers are aligned. This consistency reinforces the overall campaign message. Please refer to the Canva link below for the available templates and examples, and feel free to modify them as necessary to suit your target audience and objectives.

<https://www.canva.com/folder/FAFUebDMx2c>



Deployment

Deployment

The new templates can be easily copied to your sites for your management, or you can request assistance from our team to create them for you. To proceed, we will need the translated content, which Océane will help manage. It's important to first discuss your campaign objectives, target audience, promotional or commercial proposition, and overall messaging strategy for the page.

Additionally, we will support you in ensuring that form submissions are correctly connected to your respective CRM, with all fields accurately passed.

Form integration

Regarding forms, it's crucial to note that we have already set up tracking for form submissions in GA4, allowing us to distinguish between B2C leads, B2B leads, and customer requests. However, specific settings must be configured, and each new form needs thorough testing. Please refrain from creating new forms independently; if you have specific requirements at the landing page level, we can address those needs through tailored settings instead of using separate forms for each page.

Contacts

Our team can provide consultancy for strategy refinement, technical support for any challenges, and assistance with content and artwork.

We're here to help you achieve your goals – just get in touch!

Key contacts:

- **Herbie King** (UX/UI/content): herbie.king@culligan.com
- **Océane Bidault** (translation/form integration/testing): oceane.bidault@culligan.com
- **Juan Carlos Lopez** (Design): juan.lopez@culligan.com
- **Danilo Damiano** (PPC): danilo.damiano@culligan.com
- **Giulio Lazzeri** (PPC): giulio.lazzeri@culligan.com
- **Volker Butow** (PPC): volker.butow@culligan.com
- **Michal Miksik** (development): please submit requests [here](#)

*Culligan*TM