

The

# 4P FRAMEWORK

Promise → Picture → Proof → Push

A framework used to plan out the flow of a Landing Page's content to be conversion-centered.



# PROMISE

The most important part of the landing page that's designed to answer: “**What's in it for them**” by using an attention grabbing headline.

# PICTURE

Educate the end user on what your product is through vivid descriptive imagery to hold their emotional interest and to keep them focused on the benefits of your product.

# PROOF

Show the visitors proof of your claims with statistics and credible sources, affiliates because this helps earn your audience's trust.

# PUSH

The desired action that you want your audience to do. (Buy, give contact info, subscribe)



Application to Landing Page Design

# 4P FRAMEWORK



**PROMISE +  
PUSH**

**PROOF**

**PICTURE +  
PUSH**

**PICTURE +  
PUSH**



## **Header + Call-to-Action**

What product does for customers and how to get it.

## **Social Proof Logos**

Credible Logos or associations

## **The Before State**

The things that the audience is currently struggling with.

## **The After State**

The solution or benefits that the product can give to the customers.

**PICTURE<sup>+</sup>  
PROOF**



## **Statistics for Credibility**

Statistic information to make your product more credible

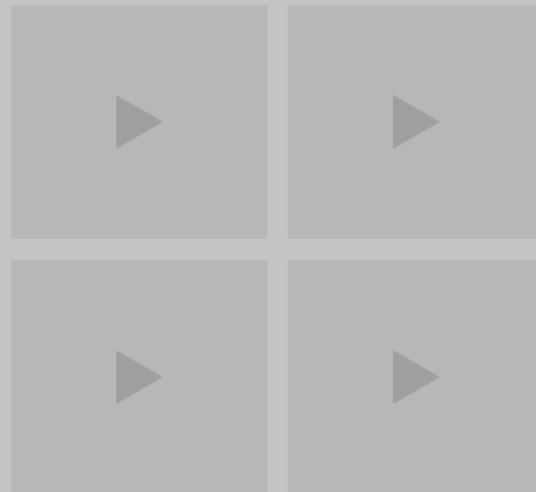
**PROOF**



## **Social Media Posts**

Customer reviews from social media.

**PROOF**



## **Customer Reviews Video**

Show more reviews and testimonials.  
Video testimonials are more ideal.



**PROMISE +  
PUSH**



## **Final Call to Action**

How they can get it.

## **Footer**

Final part of the page.



# CONVERSION-CENTERED DISCOVERY

A set of questions to ask to ensure that the landing page will be customer-centric.



## PRODUCT TYPE

What is your product?  
Describe in 1 sentence.

## VALUE AND POSITIONING

What does your product/service do  
to your customers?

## KEY BENEFITS

What are the 3-4 main benefits that  
customers will get from your  
product or service?





## COMPETITIVE ADVANTAGE

What sets your product/service apart from the competition?

## COMPETITORS

Who are your competitors?  
Please name at least 2.

## AFFILIATIONS AND ACCOLADES

What well-known brands/  
associations is your company  
affiliated / endorsed by?



# LEVERAGE AND CREDIBILITY

Do you have a statistics we can leverage?

Do you have any social media posts from past customers we can leverage?

Do you have video reviews or testimonials we can leverage?

