Here’s a dropbox file with images for the landing-sale page:

<https://www.dropbox.com/sh/j53rz31gk1nx7hw/AADIBJmlCMPWHpHuXWTI4aQDa?dl=0>

There are several key components that we need to consider for this job:

1. “Are you a retailer” is an area for a wholesale login. I’m creating page that is separate from the retail page. We need to use a plugin for this. I’ve found a few but would ask you to review to see which one (or some other one) will work best for you. A wholesaler would click on the “are you a retailer” link. That would take them to a page that ask them a series of questions that would be submitted to US to confirm they are a retailer. We would “approve” them and they can enter a sale page for wholesale where they can purchase. Square would need to work on this page as well.
2. We work with quite a few “flash” type retailers that run intermittent and large events on their own websites. During those events, we will need to disable our “sale” landing page and have push-down page that covers our sale page with a message that sends customers to our retail partners website. I’ve included an example of what we’re looking for.
3. After someone makes a purchase on our site, I need to make sure that they have the opportunity to forward PAIN-CAKES.COM to their friends and post their purchase on social media
4. Coupon Codes – we are not offering an obvious coupon code for the current landing page. We are working a few non-profits that will be sending shoppers to our site to use a dedicated affiliate type link that allows us to track the sale to them and pay out a %. We’ll need to add a text option (very small) on the retail landing page that when clicked will open a coupon code option.
5. We need to make the landing sale page as viral-ready as possible.
6. We need to set a retargeting pixel on the retail landing page

?We will be using retargeting or re-marketing wherein a pixel is set so we can follow people that have come to our site and advertise to them after they are gone

so if they resolve on our landing page but do not purchase, we can "haunt" them until they do

1. We need to add our Google analytics to our retail landing page
2. Plug in Square payment gateway to both retail and wholesale landing pages:: Amazon/Paypal/Square

in dropbox, there's a file called: Push Down Sale Landing Page Art

This is the page that will "cover" in some fashion the sale landing page when we are running flash type events

It's pretty straightforward. The idea is that we create a unique page that either 1. turns on or off or 2. pushes down to cover the existing sale page during special events.

the nice part is, we only need to change "art" and add a company logo (not our logo) and create hyperlink to the "other" retailer.

I put some artwork for reference in that file folder in dropbox

I need to be able to turn it on or off depending on whether we're running an event.

1. How to go to sales landing page

http://pain-cakes.com (currently the pre-sale TAB)

PRE-SALE TAB WILL BECOME, SHOP

This is the target page where all works will be.

After done, change the url :

http://pain-cakes.com/product/shop-now

1. SEE US ON TV and mailing list

On the sale landing page, where you have my mockup and a URL we like, (www.simplyfitboard.com)

we'll def. need to add a way to get on the mailing list

and see us on TV.

either in the footer or header

but wan't to focus on the SALE

don't want to take them off the page

if possible

no exit to youtube or to a mail sign up page

i would like them to sign up but AFTER they make a purchase!

if there's a good way to do that

1. There is one product - but we sell 4 different colors -

soon to add another sku (product)

as shown (red/blue/green/purple/blue is sold out for now but good to show it's sold out