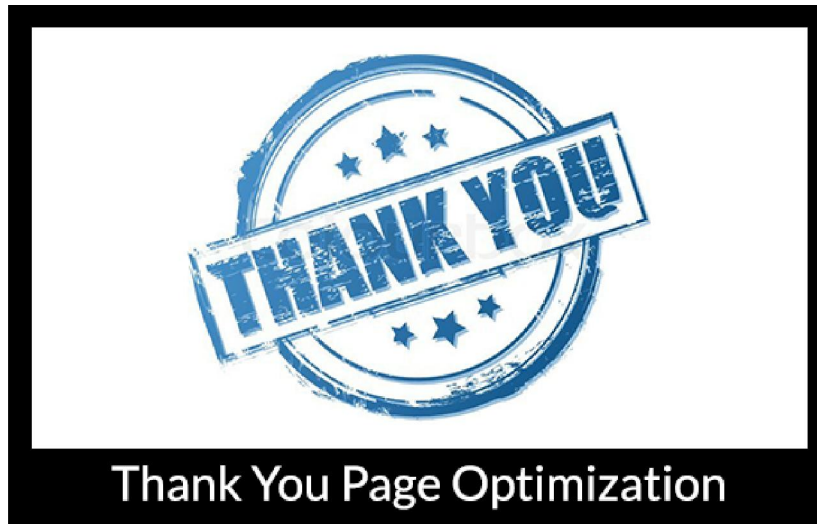


How and Why to Optimize Your Thank You Pages



To be clear, your “thank you page” is the destination page you drive your web visitors to upon completion of your Funnels, or lead capture forms.

Basically, a prospect fills out the form, submits their info, and the thank you page is the next thing they see.

Your leadPops Marketing Control Panel allows you full access to customize the content your clients and prospects see/receive on your thank you pages (upon submitting their information to you).



How and Why to Optimize your Thank You Pages

You can upload or create whatever customized content you'd like to offer and direct consumers to that content upon Funnel completion (customizing your thank you pages is like using Microsoft Word or updating your LinkedIn).

Or, you can forward them to another 3rd party website/destination; each Funnel offers its very own unique thank you page experience.

For the savvy business professional, thank you page optimization creates many new opportunities to improve their marketing results.

Typically, arriving on a thank you page isn't really an exciting event.

I mean, there's not a whole lot to them, in most cases.

In fact, people often feel like they got "duped" when hitting a thank you page (depending, of course, on the promises made, or what's inferred, in the sales copy on the front-end)... that's never good.



How and Why to Optimize your Thank You Pages

Optimizing your thank you pages can help you create a much better, more personalized user experience for your clients, while at the same time improving your call answer and call return rates.

The key is to make your thank you pages rewarding. Keep your potential clients engaged and absorbed in you and your brand for as long as possible by offering additional value.

Don't just shoo away potential clients with an "I'll get back to you later..." message.

Think about it: a new prospect or referral has just taken the time to submit a whole bunch of valuable information regarding their wants/needs, along with their personal contact details.

After all that, you basically just leave them hanging with the promise of a follow up call in the near future... That's a golden opportunity right there.

You've got a captive audience on your thank you pages. They've just proven themselves as serious by providing you with a whole bunch of personal info along with their contact details.



How and Why to Optimize your Thank You Pages

Yes, out the box, Funnels come equipped with a nice thank you message that lets potential clients know you'll be following up soon...

And make no mistake, we want you to follow up personally and as fast as humanly possible -- that's why we provide the email alerts, text message alerts, autoresponders, CRM integrations... you name it.

When you get a new lead, we make sure you know about it and have the ability to follow up while people are still looking at the thank you message – that's how quick.

But, we also know that, realistically, you're not always able to drop everything and call back a prospect within the ideal window of opportunity, which is 30 seconds or less.

Btw, you think that's fast? Consider this: large companies with call center environments have their average call return times down to less than 10 seconds.

So, how do you compete with that?

How do you “optimize” a thank you page?



How and Why to Optimize your Thank You Pages

Well, you can start by offering more value to your customers.

You can personalize their experience and even get a head start on your competition by leveraging technology and automation strategies to guide consumers further along the decision-making and purchase process... without lifting a finger!

There's no way to prevent potential clients from having visited other websites and completing other forms PRIOR to arriving on your page... but, you sure as heck can keep them engaged and preoccupied by you and your brand for MUCH longer periods of time once they've found you -- especially when they've taken that hugely important step of initiating contact by filling out a (multi-step) form -- simply by offering exclusive, value-added content on your thank you pages.

Reward potential clients for taking the time to submit all of their personal information to you by offering value-added content that is only accessible through your thank you pages upon completing your Funnels/forms.



How and Why to Optimize your Thank You Pages

Consider mixing and matching any of the following “types” of content to create a completely customized and rewarding thank you page experience for your potential clients...

- Customized Welcome/Intro Video or Audio
- Downloadable PDFs/eBooks
- Customer Reviews
- Vouchers/Rebates
- e-Gift Cards
- Links to Social Profiles
- Links to Website, Blog, 1003, etc.
- Affiliate Offers (get paid for traffic on your thank you page!)
- Referral Partner Showcase
- Real Estate Listings – homes for sale, foreclosures, etc
- Mortgage Rates
- Credit Reporting Tools
- Credit Repair Solutions
- Home Insurance Quotes
- Life Insurance Quotes



How and Why to Optimize your Thank You Pages

Make sure the content you offer on your thank you page matches the audience your Funnel and sales copy is geared towards.

For example, if you're offering a FREE pre-approval for VA loans, make sure all the content and value-added information on your thank you page is relevant to VA loans and veterans shopping for real estate.

Keep in mind, the stock thank you message is enough to start. Your primary goal is to start generating leads and to create personal relationships with your prospects.

However, if you're looking for opportunities to improve your results and you haven't optimized your thank you pages, there's definitely room to grow.

Let me also say that no amount of awesome thank you page optimization can replace the value in your quickly following up with a phone call, building rapport, and all the other wonderful things that happen when you make a personal connection.

To book a marketing consultation on this topic (or other), go to:
www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

Written by Andrew Pawlak

