



CLASS 08

Guiding the Next Step with Thank You Pages

Professor: Angela Hicks

Inbound Certification

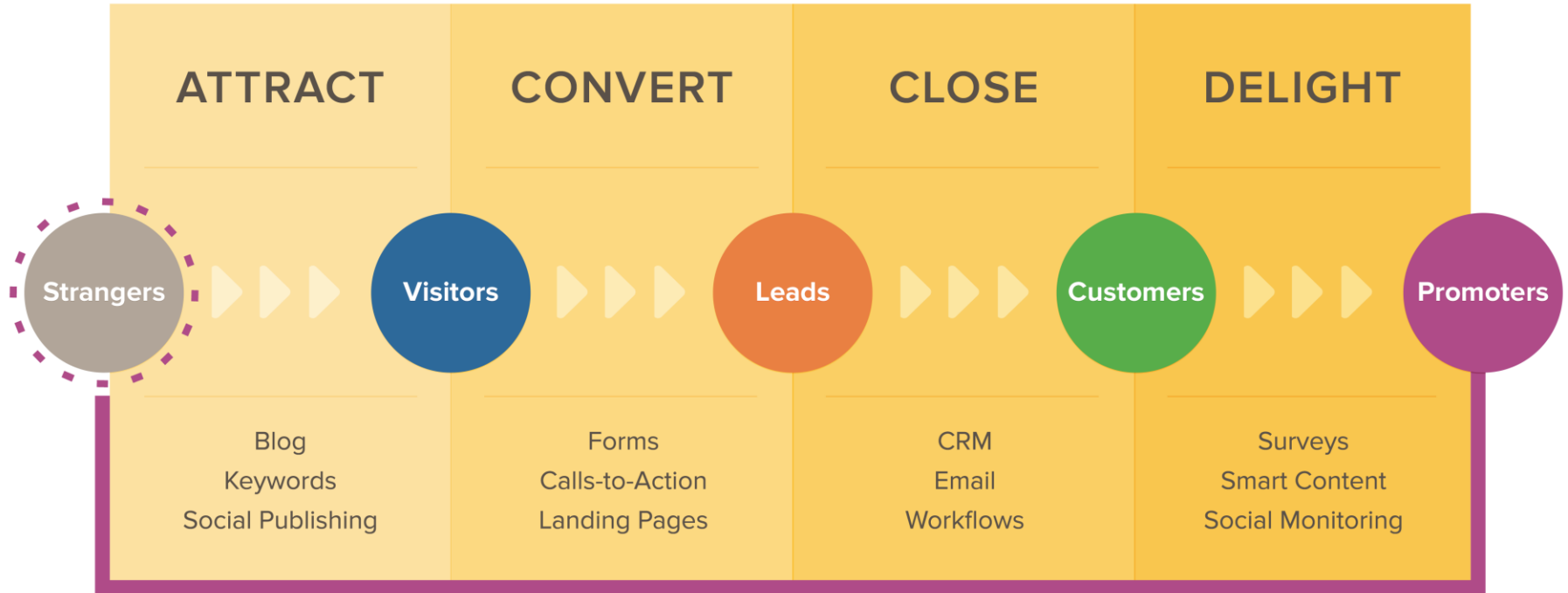
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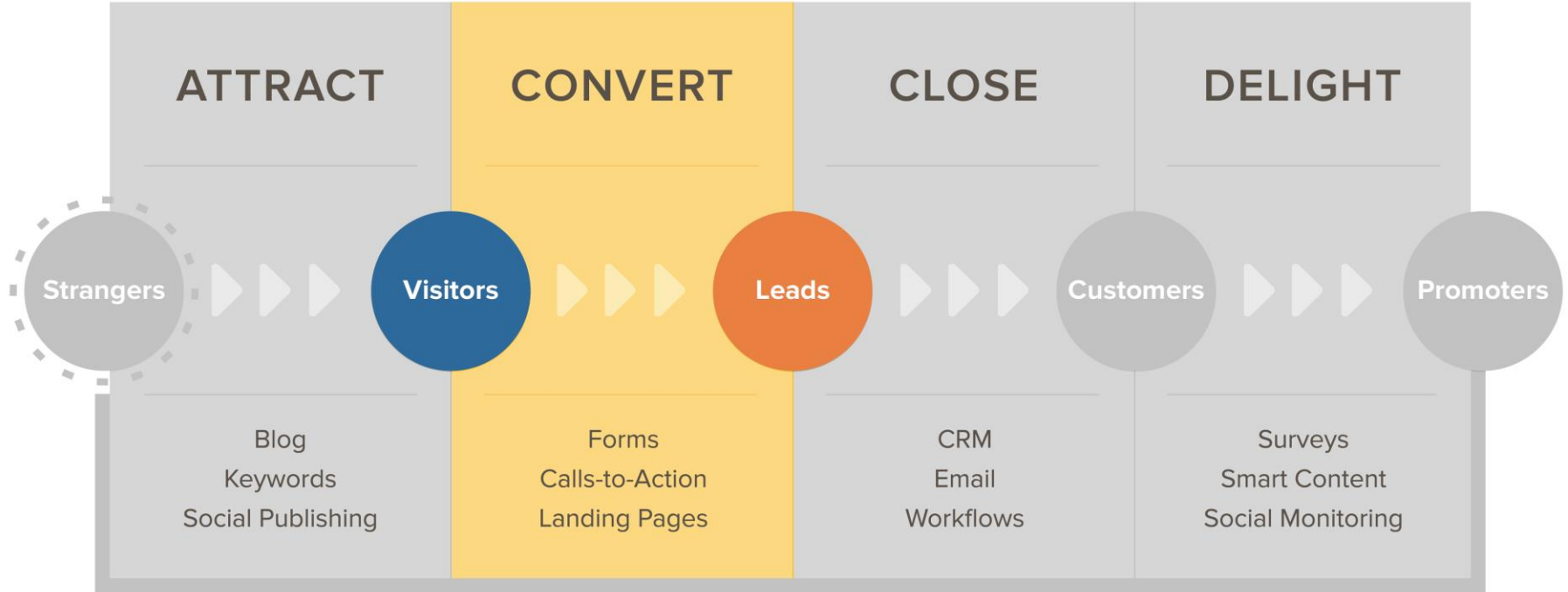
1

HOW DO YOU USE A
THANK YOU PAGE?

Inbound Methodology



Inbound Methodology



The Conversion Process

Call-to-Action



Landing Page

The landing page features the Votility logo at the top left. The main heading is "Ebook: The Essential Guide to Member Engagement". Below it is a subheading: "Learn how to better engage your members, increase participation, and empower them to take action!". To the left is a thumbnail of the ebook cover. To the right is a form titled "Get Your Copy Now!". The form includes fields for "First Name *", "Last Name *", "Email (we will keep your email completely private) *", and "Type of Organization: *". The "Type of Organization" field has a dropdown menu with the option "Choose One:". Below the form is a green "Download Now!" button. At the bottom is a purple footer with the text "Home | Enterprise Solutions | Pricing | About | Contact | Blog".

Thank You Page

The Thank You page features the Votility logo at the top left. The main heading is "Thank you! Grab your ebook below." followed by "Click Here >>> to Download Your EBook!". Below this is a video player showing a thumbnail of the ebook cover. To the right is a section titled "Request A Live Demo of Votility" with a subheading: "After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results." Below this is a form with fields for "First Name *", "Last Name *", "Email (we will keep your email completely private) *", "Phone *", and "Type of Organization: *". The "Type of Organization" field has a dropdown menu with the option "Choose One:". Below the form is a green button with the text "Show Me Votility". At the bottom is a purple footer with the text "Home | Enterprise Solutions | Pricing | About | Contact | Blog".

Hi there, here's your Mobile Marketing Kit!

 Download Zip File

 Email to a Friend



Get free advice on how to mobile-optimize your company's website.

At HubSpot, our mission is to help companies move away from interruptive marketing tactics. That's why we're offering free marketing assessments – to show you how to do create a great website experience for mobile users.

As part of your assessment, one of HubSpot's Marketing Specialists will evaluate your current website and show you how you can get more traffic and leads from your website. He or she will review your:

- ✓ Website for mobile-optimization
- ✓ Landing pages & lead-gen forms
- ✓ Calls-to-action
- ✓ Marketing offers
- ✓ Competitor analysis

If you'd like this free assessment, please fill out the form to the right so that your Inbound Marketing Specialist has all the information he or she needs to review your website prior to your call.



GET YOUR FREE
ASSESSMENT!

A thank you page **ends** the conversion process.
It can be used to help someone continue through the buyer's journey.



Thank you pages
outweigh inline
thank you messages.

Redirect your visitor to a
thank you page so that you can
provide more information and thank
them at the same time.

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

2 HOW DO YOU CREATE SUCCESSFUL THANK YOU PAGES?

**WHY IS A THANK YOU PAGE
MORE HELPFUL TO A MARKETER
THAN AN INLINE MESSAGE?**

WHY IS A THANK YOU PAGE MORE HELPFUL TO A MARKETER THAN AN INLINE MESSAGE?

A thank you page allows a marketer to:

- Provide additional content
- Move leads further into the buyer's journey
- Extend their social media reach

THANK YOU PAGE BEST PRACTICES

- ☒ Deliver promised content offer or set expectations.
- ☒ Display the site's navigation menu.
- ☒ Provide additional content.
- ☒ Move new leads further into the buyer's journey.
- ☒ Include social options.

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Insight
EDUCATION GROUP

About Products & Services Blog Contact

Insight Core Framework

Thanks for your interest in the Framework documents.

Click on the following links below to download the PDF documents.

 **"Effective Teaching for the Common Core State Standards" (Framework Whitepaper)**

- Describes the development of the Insight Core Framework;
- How it can be used to support teachers and leaders to implement the Common Core;
- Several "Big Ideas" inherent in the Common Core and how they indicate specific Core Practices teachers can use to help students achieve the Standards.

 **Framework and Rubric**

- Descriptions of the five Core Practices
- Indicators for each Core Practice

 **Research Base**

- Based on several years of on-the-ground work developing and implementing instructional frameworks and standards-based instruction in districts throughout the country
- Includes thorough analysis of the Standards, professional teaching standards and the related research about effective teaching, labor market trends, and college and career readiness.

[Download sample lessons](#)

Through myCore™, Insight's award-winning planning, sharing and coaching tool platform, subscribers have access to a rich library of Common Core-aligned units and lessons, which include connections to the Insight Core Framework.

[f](#) [in](#) [t](#) [g](#) [e](#)

Deliver the offer that your lead is expecting.

Include a link for them to access the offer or, in some cases,
set proper expectations on what happens next.

Thanks! We will give you a call in 2-3 business days to schedule a demo.

Want to talk with someone immediately? Give us a call: 1-888-HUBSPOT (482-7768)

Get free advice on how to mobile-optimize HubSpot's website.

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If you'd like this free assessment, please fill out the form to the right so that your Inbound Marketing Specialist has all the information he or she needs to review your website prior to your call.

If you can't deliver the promised offer right away, let the lead know **what to expect.**

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Give your leads **every opportunity** to look around.

The screenshot shows the Insight Education Group website. At the top, there is a green header with the Insight logo on the left and a navigation menu on the right containing links for 'About', 'Products & Services', 'Blog', and 'Contact'. Below the header is a blue banner with the text 'Insight Core Framework' and 'Thanks for your interest in the Framework documents.' The main content area is white and features three sections of links for downloading PDF documents: 'Effective Teaching for the Common Core State Standards' (Framework Whitepaper), 'Framework and Rubric', and 'Research Base'. Each section includes a list of bullet points describing the document's content. To the right of these sections, there is a green box with the text 'See the Insight Core Framework in action' and a paragraph describing the myCore platform. Below this paragraph is a green button labeled 'Download sample lessons'. At the bottom of the page, there are social media icons for Facebook, LinkedIn, Twitter, Google+, and Email.

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[Download sample lessons](#)

[f](#) [in](#) [tw](#) [g+](#) [✉](#)

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Provide additional content.

Just make sure that these content options are closely related to the offer that the lead just received.

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Move leads
further into the
buyer's journey.

Use this opportunity to show
another offer that might be
of interest to them.

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Use **social options.**

The thank you page can be a great place to extend your reach on social networks and generate more leads.

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3 WHAT DOES AN EFFECTIVE THANK YOU PAGE LOOK LIKE?



Fifth Season

Thanks for signing up! We'll be in touch.

We're looking forward to speaking with you.



Learn more about us:

- [Our Offerings](#)
- [Contact Us](#)



Fifth Season

Thanks for signing up! We'll call you in 2-3 business days.

We're looking forward to speaking with you.



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We're looking forward to speaking with you.



Learn more about us:

- [Family Lodging and Hotels](#)
- [The Best Hiking Trails for the Entire Family](#)



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Download the free
packing checklist
for your next family trip!

THANK YOU.

