

Thank You Pages

Your Customer's Journey

Ad > Landing Page > Opt-in > *Thank You Page* > Upsell

Thank You Page Checklist

- Thanks and/or congratulates your audience for opting in
- Sets expectations for the next steps ("Your free gift is on its way to your inbox...")
- Design is recognizably a new page
- Design and copy are brand consistent
- Copy is broken into digestible chunks for skimming
 - Clear headings
 - Points of emphasis are bold
 - Bullet points of benefits
- (Optional/Recommended) Upsells these warm leads with another offer
- CTA is included, above the fold or not, depending on the page's goals
- Testimonials are included as social proof
- Page builds trust and invites the viewer to continue their customer journey with you
- Page is mobile-responsive
- Margins are optimized (not too large or too small)
- Spelling and grammar are correct
- Tracking codes/pixels are firing correctly
 - See the additional training on tracking codes

Thank You Page Considerations

1. Priority #1: Thank the viewer for opting in.
2. This page and your freebie are the first real introduction to your content that this person will have.
3. Consider video integration
 - Opportunity to inject your tone while upselling
 - Your bio from the opt-in page will be the viewer's introduction to you. Video allows this relationship to grow.
4. Continue giving the viewer a chance to keep saying "yes!"