

THANK YOU PAGES

A thank you page is the page your leads are taken to after they hit submit on your landing page form. This is where you deliver the you've promised, or set expectations for when they can expect to get the offer. Additionally, on the thank you page, you have the opportunity to restore the navigation menu and provide a secondary call-to-action to keep them engaged.

Creating a Thank You Page

1. Choose a template that includes the menu navigation.
2. Thank your contacts for their interest in your offer.
3. Deliver on the promised offer – [include a link to the resource](#), or if there is no download, set expectations for when they can expect to get the offer.
4. Include a secondary call-to-action.
5. Once published, remember to attach your thank you page to your landing page.

Including a Secondary Call-to-Action (CTA)

The thank you page is your chance to provide a next step to someone while they are still on your site. Try include one of the following on your thank you page:

- A link to a related blog post
- A CTA to another content offer that relates to the information they just requested
- A link to a case study or portfolio page for the contact to view other similar work you have done
- A form to request an offer at the next stage of the Buyer's Journey, i.e. a case study, demo, consultation or free trial.

Analyzing Results

1. If you include a form as your secondary call-to-action, focus on the conversion rate
2. If you include a CTA, look at the CTA's click rate to see if people are following it

If contacts are not acting on your secondary CTA, it might mean you are missing the mark with what a logical next step is for these contacts. Try adjusting your CTA or even providing two to compare which performs better.

PRO TIPS

In addition to redirecting people to a thank-you page, you can also set up an auto-response email to be sent to the visitors who fill out your form. This serves as an additional way to follow up with your new leads and increase reconversion by suggesting another offer they might enjoy. **BONUS** – the content can essentially be the same, so you don't need to create something completely new.

Short on content or unsure what a good secondary CTA could be? Suggest a related blog article and encourage your contact to subscribe to your blog or email newsletter.

For offers that are further along in the buyer's journey, try including some quotes from happy customers or other testimonials on your thank you page (see the example below).

To increase your conversion, include both a hyperlink to the next offer and a CTA button. This can improve the chances that your contacts will click through to the next step.

Anatomy of an Exemplary Thank You Page

The screenshot shows a thank you page for Homescout Realty. The page features a navigation menu at the top with links for RENT, BUY, SELL, LANDLORDS, ABOUT, CONTACT, and UPGRADE YOUR LIFESTYLE. The main content area includes a large heading 'Download your Chicago Renter's Guide' with a sub-heading 'Thank you for providing us with your information! Please click here to download your Chicago Apartment Guide'. Below this is a form titled 'Are you ready to start your home search?' with fields for First Name, Last Name, Email, Phone, Your Move Date, Your Neighborhood(s) of interest, Budget, and # of Bedrooms. To the right of the form is a section titled 'Follow Homescout!' with social media icons for Twitter, LinkedIn, YouTube, and Facebook. Below that is a section titled 'Homescout Testimonials' with two testimonials and their authors' names, Yvonne W. and Yvonne R.

1. Bring back menu navigation.
2. Thank your contacts for their interest in your offer.
3. Provide a link for them to access the resource. Remember, if there is no download or if you are emailing the offer, set proper expectations for what happens next.
4. Provide a secondary CTA – this may come in the form of a CTA button or as a form with an explanation of the next step.
5. Include links to your social accounts so interested contacts can follow your social presence.
6. Turn on social sharing so contacts can share your resource through their social media accounts. Remember to link the social sharing buttons to your landing page, not your thank you page URL.