



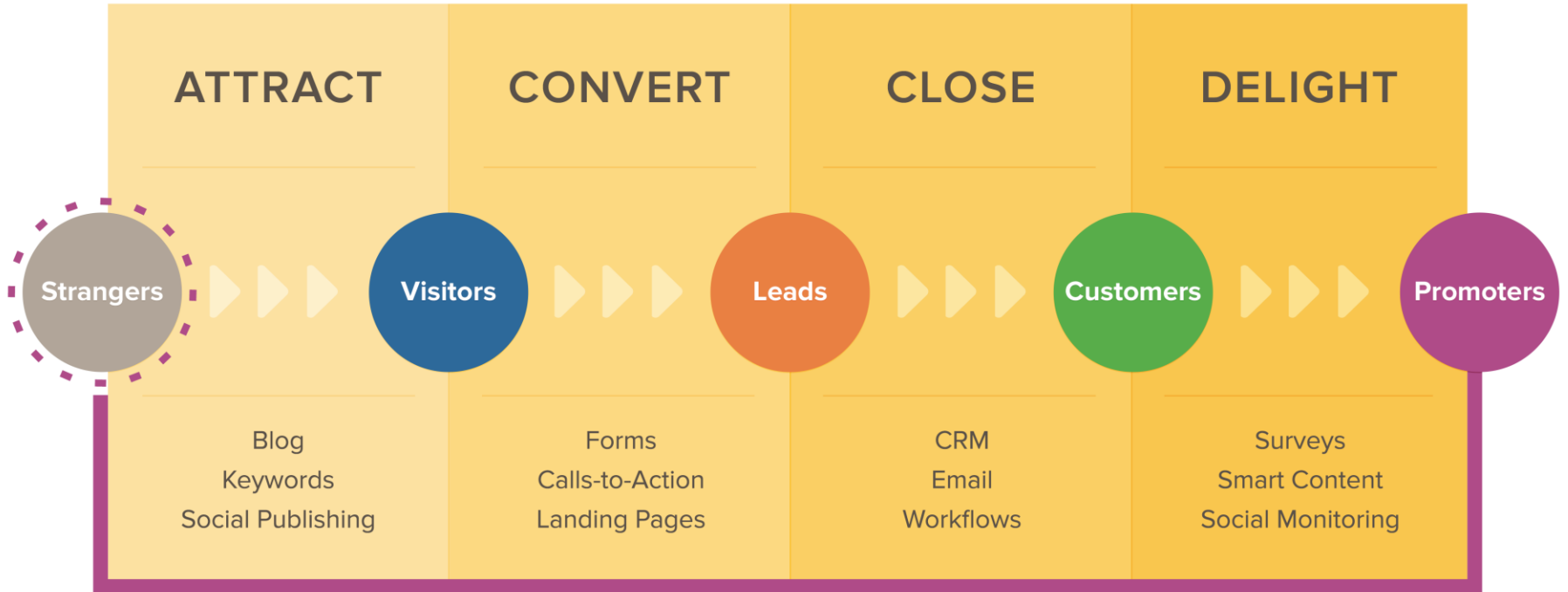
Introduction to Thank You Pages

HubSpot Academy

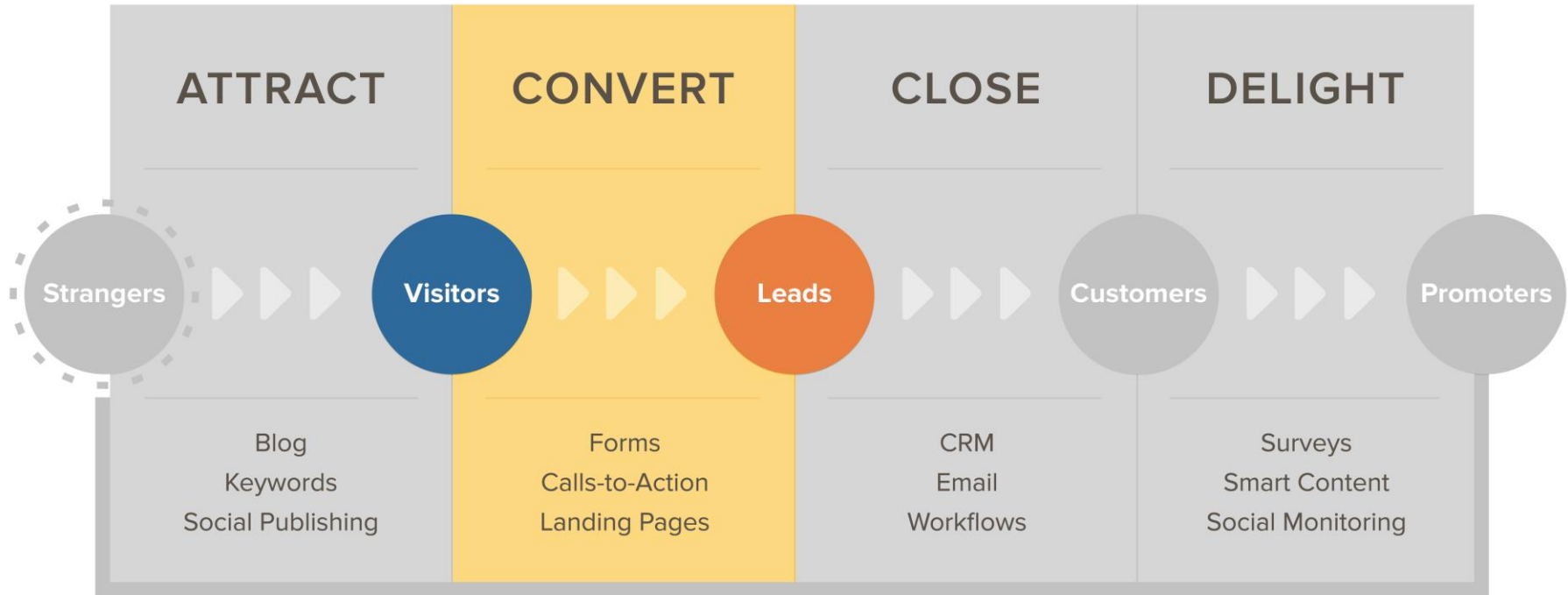
1

HOW DO YOU USE A
THANK YOU PAGE?

Inbound Methodology



Inbound Methodology



The Conversion Process

Call-to-Action

Essential Guide to:




Member Engagement

Free Ebook

[Read Now](#)


Landing Page



Sign In

Ebook: The Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!



Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement!** But how?

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement".

In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

Download the FREE ebook today!

Get Your Copy Now!

First Name *

Last Name *

Email (we will keep your email completely private) *


Type of Organization: *

--Choose One--

[Download Now!](#)

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Thank You Page

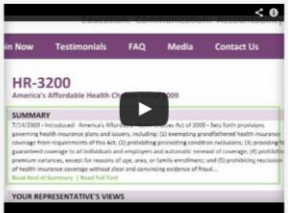


Sign In

Thank you! Grab your ebook below.

[Click Here >>> to Download Your EBook!](#)

Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.



Request A Live Demo of Votility

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.

First Name *

Last Name *

Email (we will keep your email completely private) *

Phone *

Type of Organization: *

--Choose One--

When are you available for a demonstration? *

[Show Me Votility](#)

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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.

2 HOW DO YOU CREATE SUCCESSFUL THANK YOU PAGES?

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 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.

See the Insight Core Framework in action

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.

[Download sample lessons](#)

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

THANK YOU PAGE BEST PRACTICES

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

The image shows a screenshot of the Insight Core Framework website. At the top left is the Insight Education Group logo. To the right is a navigation menu with links for 'About', 'Products & Services', 'Blog', and 'Contact'. The main heading is 'Insight Core Framework' with a sub-heading 'Thanks for your interest in the Framework documents.' Below this, there are three columns of content. The left column has a download icon and a link to a whitepaper, followed by a list of bullet points. The middle column has a download icon and a link to the framework and rubric, followed by a list of bullet points. The right column has a link to see the framework in action, followed by a paragraph of text and a 'Download sample lessons' button. At the bottom left are social media icons for Facebook, LinkedIn, Twitter, Google+, and Email.


Insight
EDUCATION GROUP

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[Download sample lessons](#)

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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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