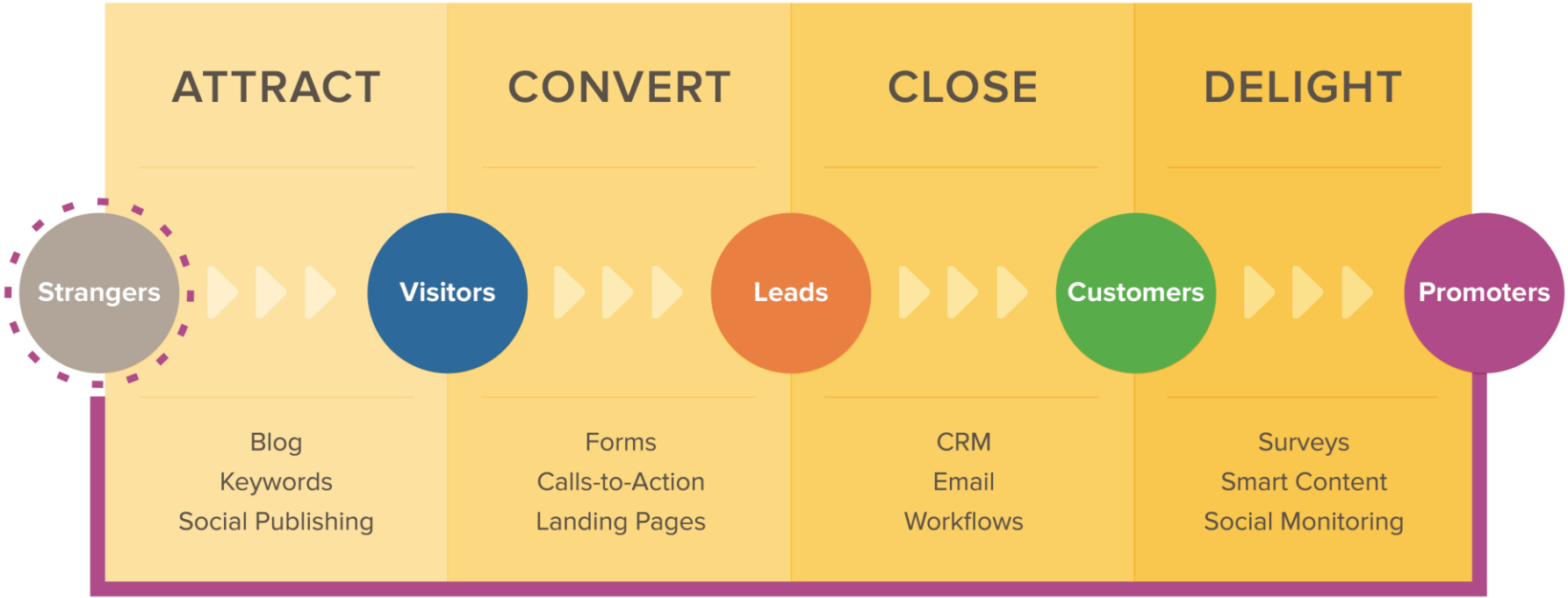
Introduction to Thank You Pages

HubSpot Academy

1 HOW DO YOU USE A THANK YOU PAGE?

Inbound Methodology



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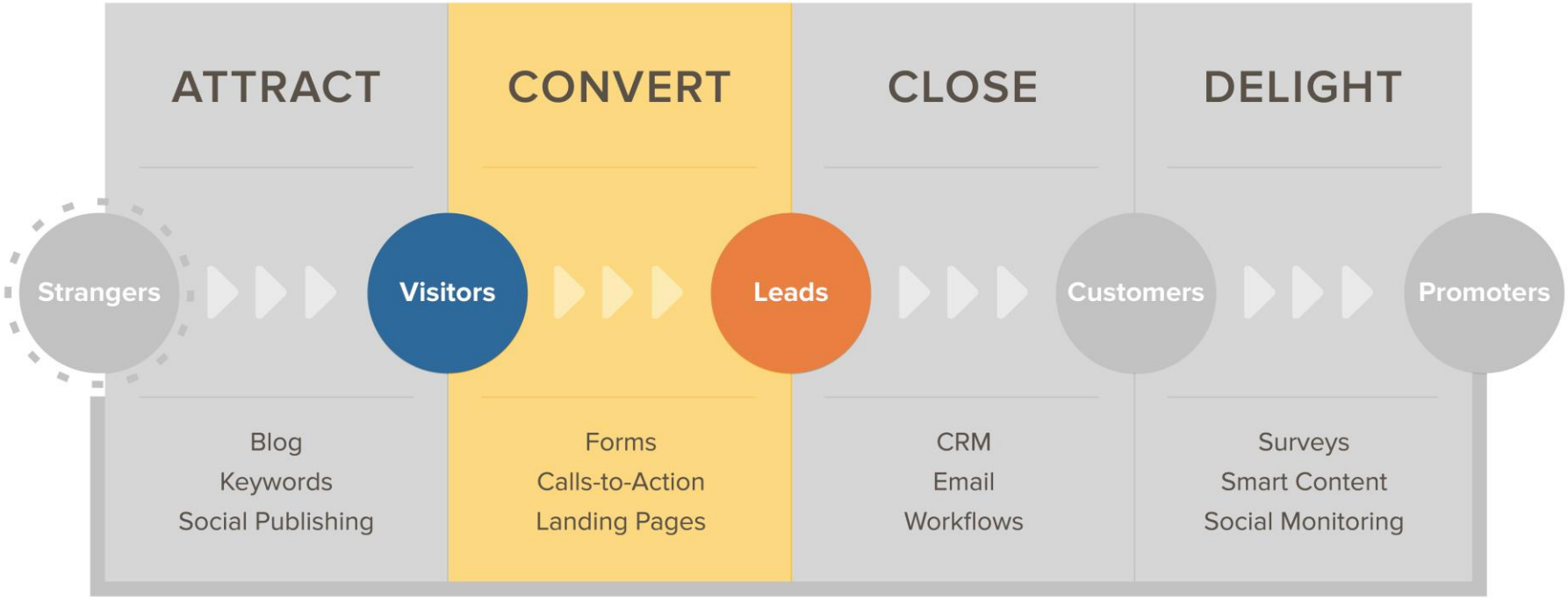
Inbound Methodology



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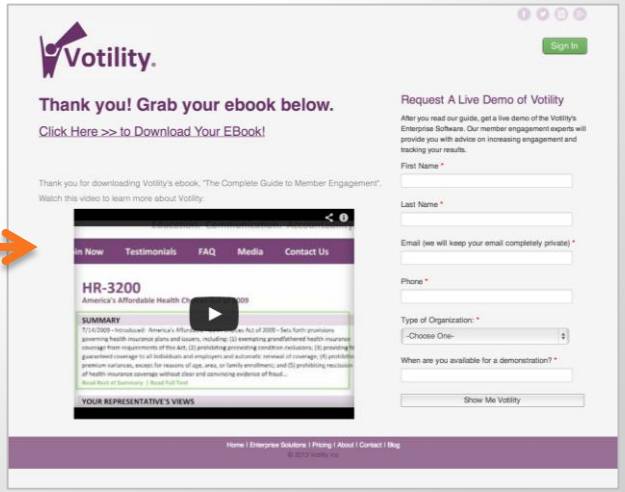
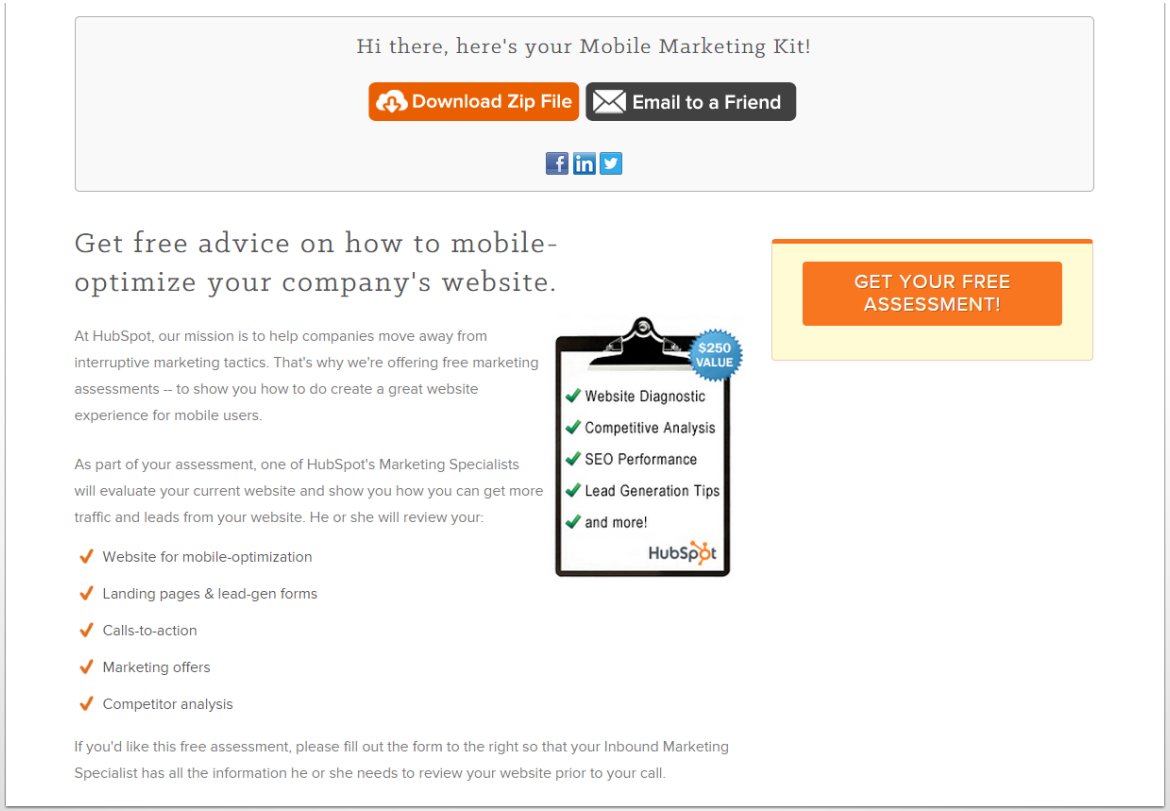
The Conversion Process

Call-to-Action

Landing Page

Thank You Page





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

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

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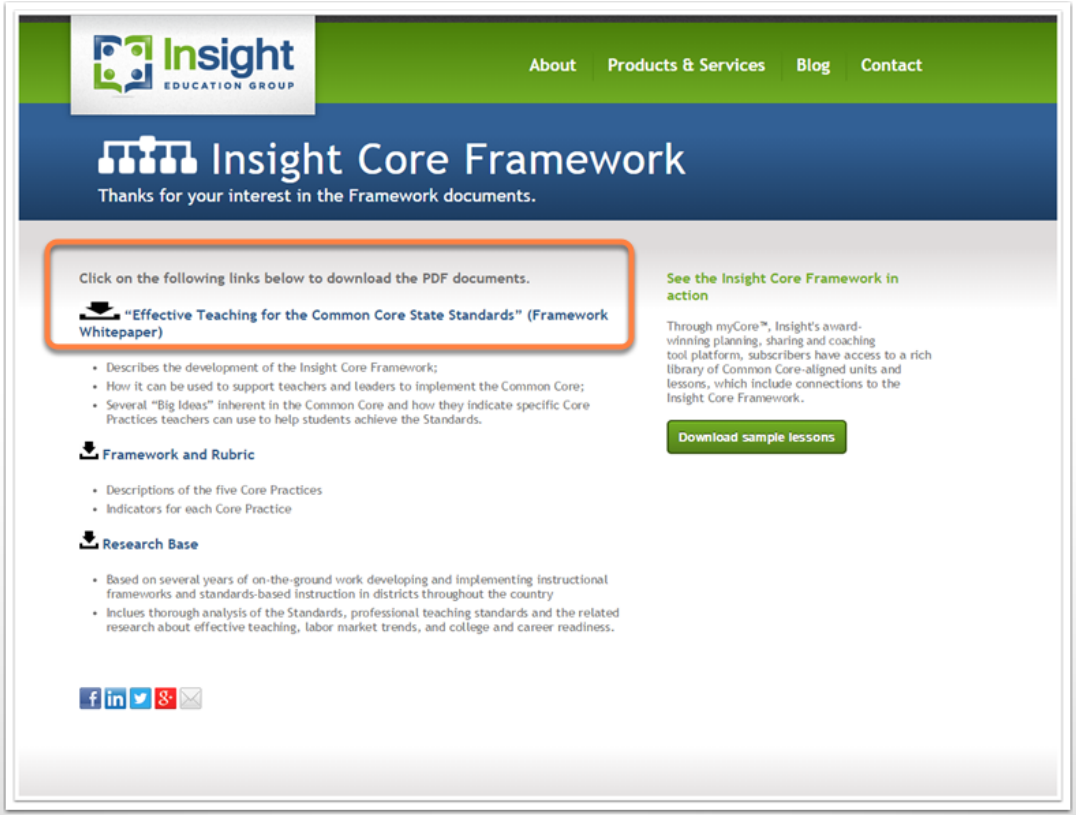
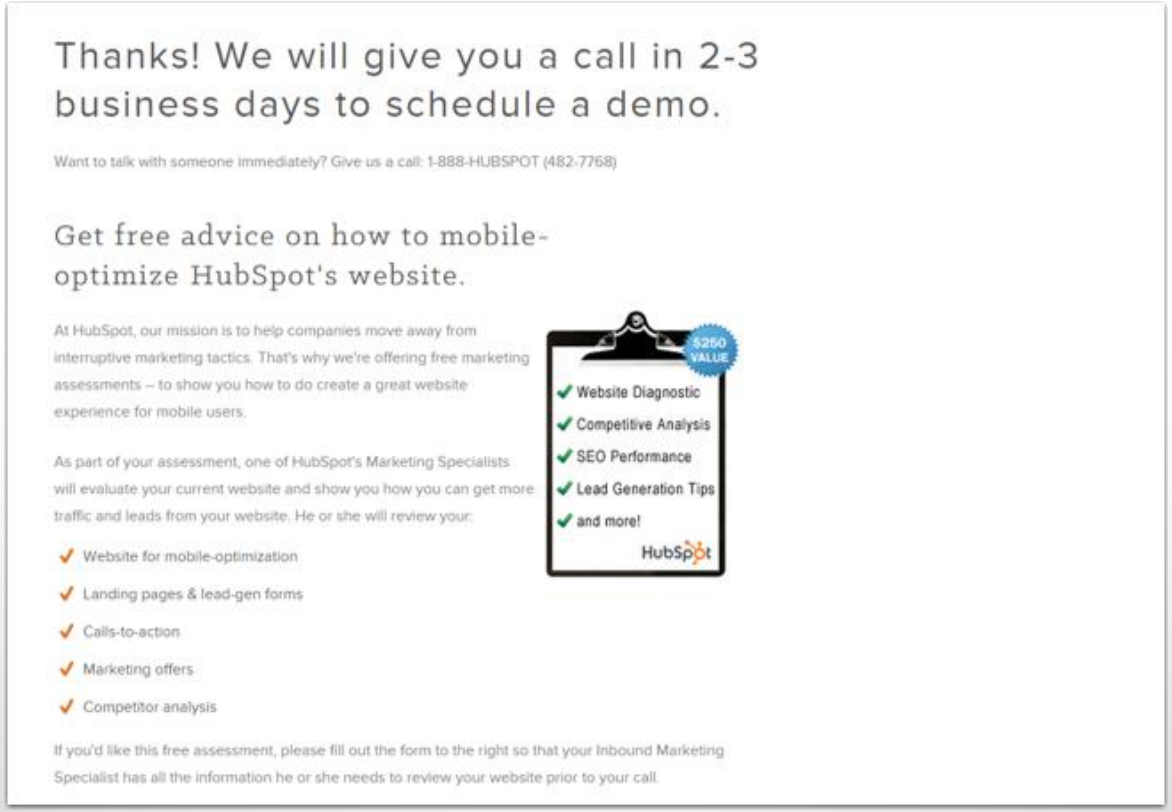


Deliver the offer that your lead is expecting.

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



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

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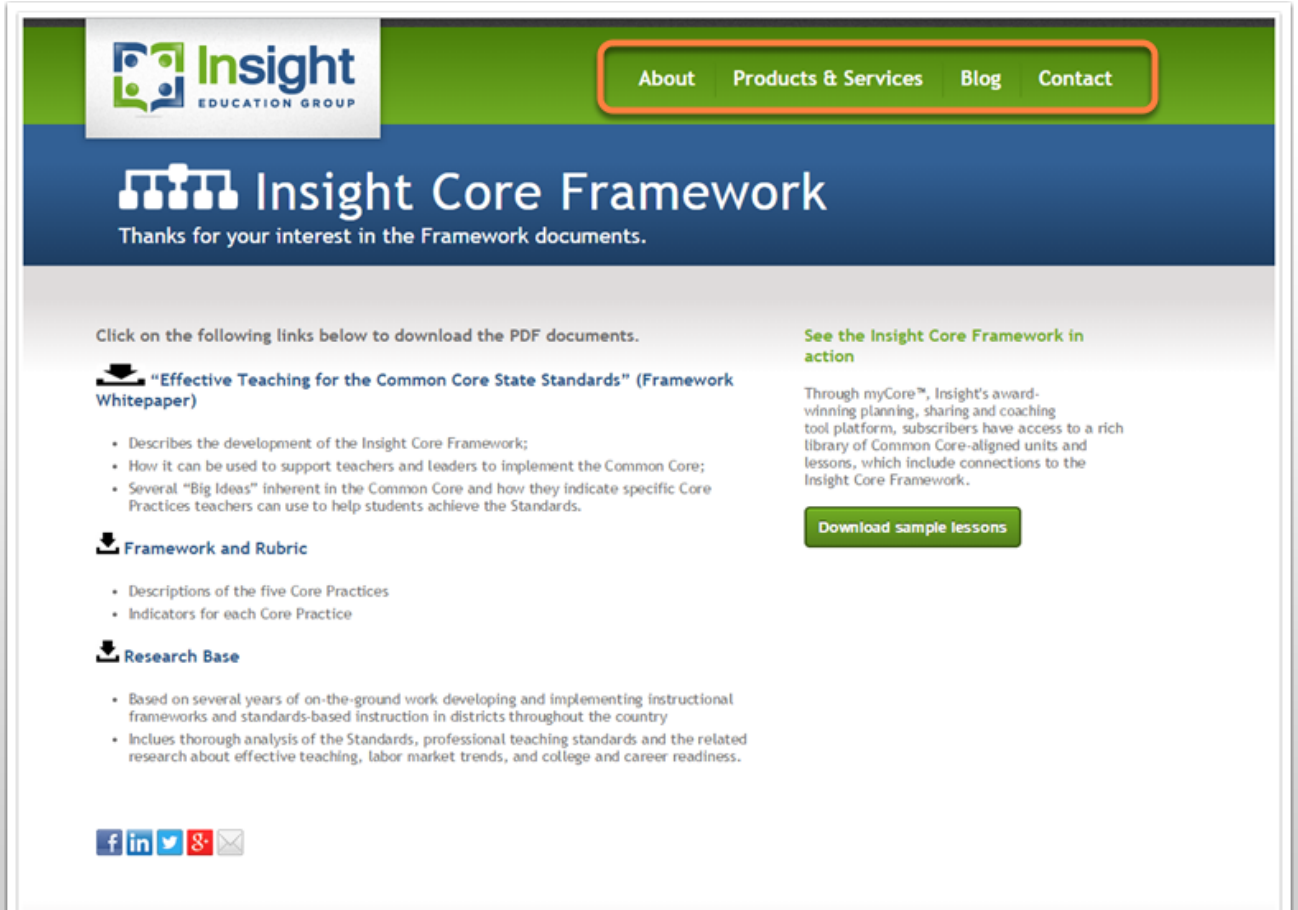
Give your leads **every opportunity** to look around.



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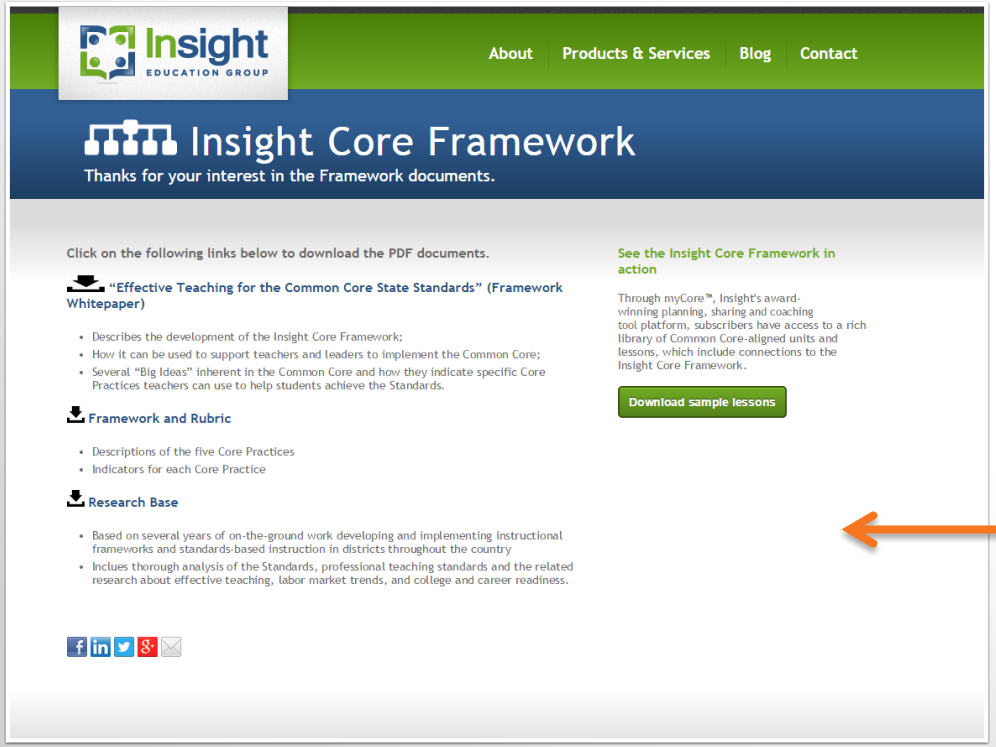

Provide **additional content.**

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

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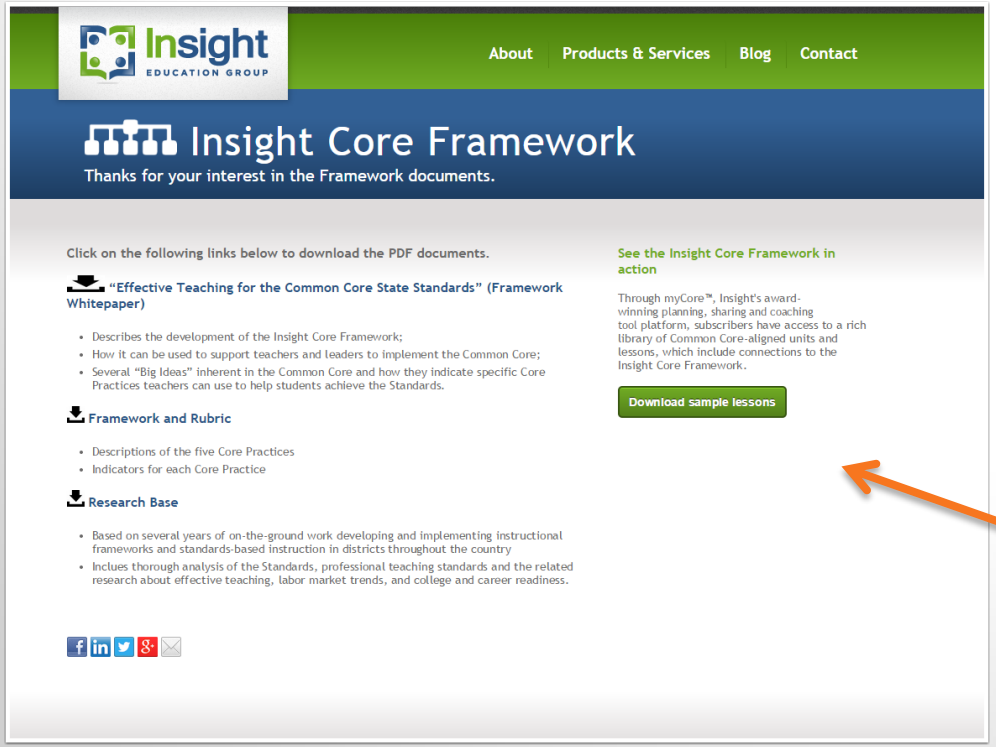

Move leads further into the **buyer's journey.**

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

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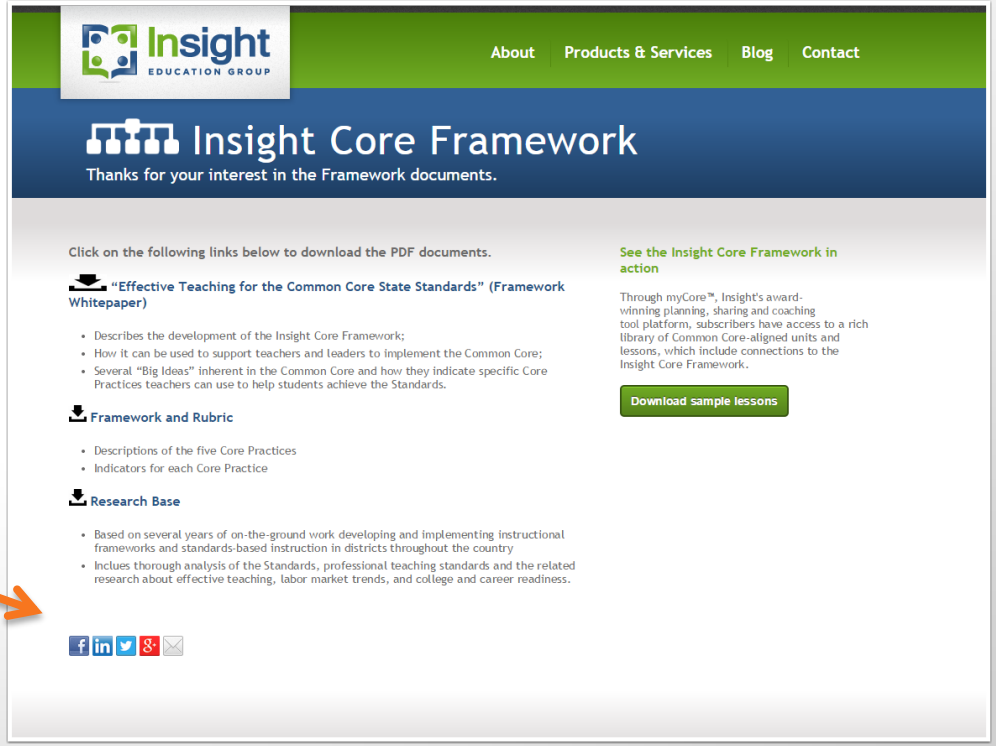
Use social options.

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



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