Calls-to-Action & Thank You Page TRAINING CLASS

We will be starting at 9:02 am ET. Use the Chat Pane in GoToTraining to Ask Questions!

1. Must have attended the landing page training class
2. Have at least one landing page completed.

Sarah Bedrick
@sbedrick #HubSpotting

CALLS-TO-ACTION & THANK YOU PAGE TRAINING CLASS ARCHIVE PAGE
**ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL**

http://hubspot.com/release

**INTRODUCING: THE PRODUCT RELEASE AND TRAINING CALENDAR**

http://hubspot.com/release-calendar

**TODAY’S GOAL:**
- To learn how to create successful calls-to-action.
- To learn how to create successful thank you pages.
AGENDA

1. Calls-to-action, thank you pages & inbound marketing [2 min]
2. Why calls-to-actions & thank you pages are important [5 min]
3. How to create CTAs & thank you pages [25 min]
4. CTA & thank you pages tool walkthrough [25 min]
5. Class tasks & resources [3 min]

WORKSHOP

After today’s class
10:30am-11:00am

CALLS-TO-ACTION, THANK YOU PAGES & INBOUND MARKETING.
2 Why create calls-to-action.
WHAT IS A CALL-TO-ACTION?

A call-to-action is a button that directs traffic to a landing page.
How do people actually get to the landing page?

Call-to-Action

Landing Page

The sole purpose of a call-to-action is to drive traffic to a landing page.
CONVERSION PROCESS

1 Call-to-Action

2 Landing Page

3 Thank You Page

Calls-to-actions are bridges driving prospects to landing pages.
They provide the next logical step.

They are business assets.

3 HOW TO CREATE CALLS-TO-ACTIONS WITH BEST PRACTICES.
CALL-TO-ACTION BEST PRACTICES:

1. Make it action-oriented
2. Include keywords consistent with offer & landing page
3. Make it attention-grabbing
4. Ensure appropriate on-page placement
5. Test, analyze, test, analyze

ACTION-ORIENTED

Make it action-oriented.

Download the Free Ballroom Dancing Guide

ACTION-ORIENTED VERB
INCLUDE KEYWORDS CONSISTENT WITH OFFER & LANDING PAGE

Include keywords consistent with offer & landing page.

Download the Free Ballroom Dancing Guide

CONTENT OF OFFER
ATTENTION GRABBING

Attention grabbing

Use calls-to-action to draw people in.
4 APPROPRIATE ON-PAGE PLACEMENT
Appropriate on-page placement

- Every page should have at least one call to action
- Above the fold (Except for blog posts)
- Relevant to what is on the page: Consider context and buying process

BUYING PROCESS
It All Starts with the Offer!

Perform Research
Prospect knows there is a problem that needs to be solved.
- Free Whitepaper
- Free Guides & Tip Sheets
- Free eBooks
- Free Checklists
- Free Kits (combo of above)

Establish Buying Criteria
Prospect recognizes a need for a solution to their pain.
- Free Webinars
- Case Studies
- Free Sample Product Spec Sheets
- Catalogs

Evaluate Vendors
Prospect seeks solutions to their need; ready to buy.
- Free Trials
- Demos
- Free Consultations
- Estimates or Quotes

TEST, ANALYZE, TEST, ANALYZE

5
BEST PRACTICES FOR CALLS-TO-ACTION

- Make them action-oriented.
- Include keywords consistent with landing page and offer
- Make them attention-grabbing
- Place them on appropriate pages
- Test, analyze, test, analyze

EXAMPLES:
Call-to-Action Example

Don’t do this:
Submit your calls-to-action!

http://academy.hubspot.com/examples

Water break.

Knowledge check

Software for airline planning and design

Maintenance and accuracy:
- Efficient and accurate scheduling
- Reduced manual input of data
- Real-time access to data
- Improved decision-making

Safety and security:
- Compliance with regulatory standards
- Enhanced data protection
- Secure communication

Efficiency and productivity:
- Streamlined operations
- Reduced costs
- Improved resource utilization

Can be used in various sectors:
- Airports
- Airlines
- Ground handling companies

Get started today! Contact us for a free trial.

Request Info
Request a Quote
CALL-TO-ACTION TOOL WALK-THROUGH.

Sign in to HubSpot

Select "Content" then "Calls-to-Action"
Select "Create Call-to-Action" button
Provide a CTA name. Only visible internally.

For today - “Button Builder”
Upload CTAs made externally via “Custom Image”

Custom Image Options

For today - “Button Builder”
Select a "Button Style"

Every change made is immediately shown:

Select a "Font Size"
Identify width of column to identify with of button

We use a free browser extension called: **MeasureIt**

Add multiple lines by using Return key on keyboard

Link to Landing Page as "Destination URL"
Select “Create CTA” when done

Use embed code to upload to website pages:

Add calls-to-action to HubSpot-hosted webpages by following this help doc:

FIRST STEPS OF CONVERSION PROCESS ARE DONE!

1 Call-to-Action

2 Landing Page

WHY CREATE THANK YOU PAGES.

WHAT IS A THANK YOU PAGE?
What happens after a new lead submits their information?

The sole purpose of a thank you page is to follow-up with your new lead.
CONVERSION PROCESS

1 Call-to-Action
2 Landing Page
3 Thank You Page

Deliver content offer (or set expectations).

Provide additional direction.
They are business assets.

**3 HOW TO CREATE THANK YOU PAGES WITH BEST PRACTICES.**

THANK YOU PAGE BEST PRACTICES:

1. Return the navigation
2. Deliver on the promised offer
3. Provide additional direction
4. Move new leads further into the funnel
5. Include social options
1. Return the website navigation

2. Deliver on the promised offer
2. Deliver the content offer

3. Provide additional direction

3 PROVIDE ADDITIONAL DIRECTION
4. Move leads further into the funnel

5. GET SOCIAL
5. Get Social

THANK YOU PAGE BEST PRACTICES:
1. Return the navigation
2. Deliver the content offer/set expectations
3. Provide additional direction
4. Move new leads further into the funnel
5. Include social options

BEST PRACTICES FOR THANK YOU PAGES
- Return the navigation
- Deliver on the promised offer
- Provide additional direction
- Move leads further into the funnel
- Get social
SUBMIT YOUR THANK YOU PAGES!

http://academy.hubspot.com/examples
KNOWLEDGE CHECK

THANK YOU PAGE TOOL WALK-THROUGH.

Sign in to HubSpot

Create marketing people love.

All the software you need to do inbound marketing.
Select “Content” and then “Page Manager”

Create a new page

Create a new page
Finalize thank you page.

Grab the URL – we’ll need it for the landing page

Head over to the landing pages tool
Find the appropriate landing page & select edit

NEW FORMS
WALK-THROUGH

Select “Edit Actions” then “Redirect to another page”
OLD FORMS WALK-THROUGH

On Classic Forms – select “Edit”

Select “Edit” on the form
Select "Edit" on the form

CONVERSION PROCESS

1 Call-to-Action
2 Landing Page
3 Thank You Page

NEXT STEPS & RESOURCES.
**NEXT STEPS**

1. Create a thank you page and link it to the landing page
2. Design a call-to-action using HubSpot or a third party tool
3. Use the Call-to-action embed code to add them throughout relevant pages
4. Analyze the calls-to-action performance

**CLASS RESOURCES**

1. Thank you page setup tutorial
2. How to Create a Call to Action
3. CTA Report Card
4. How do new forms on classic landing pages work?
5. BONUS: How to Easily Create Professional-Looking CTAs in PowerPoint [Tutorial] & 27 Pre-Designed Calls to Action for Customization PowerPoint
ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL

QUESTIONS?

THANK YOU.
WORKSHOP
Build a thank you page following best practices

HubSpot Academy