



Action For Success

"Because Nothing Happens -

... Until We Take Action"

Creating Your Download Page

One of the key steps in marketing online is the download page. You've created your squeeze page. You've driven traffic to it and persuaded a visitor to leave you their contact details in exchange for a free gift.

Now you need to have somewhere for that new subscriber to go and get that gift that you promised.

That somewhere is your download page, often also called your thank-you page.

The first job of this page is to remind your new subscriber why they have been directed to this page and to thank them for joining your list.

The next job this page must do is to provide a link to the free gift that you promised.

Those are the main things that this page must do. It's the way that you start to build a relationship with your new subscriber.

Remember that just a short while ago, prior to filling in the form on your squeeze page, this person may not have ever heard of you.

To get them to the point where they become a valuable customer in the future you need to build a rapport with them.

We say online that people only buy from those they know, like and trust and this is true in the long term.

They might buy from you once before they really get to know you but for on-going sales you need to build that relationship.

OK, so having identified the main jobs of a thank-you/download page let's look now at some other things we can do with this page to help our business out,

Having just given you their contact details and received a free gift from you for doing so, they are in a very receptive state. We can capitalise on that while we have their attention and make them an offer for a paid product that we feel will really help them achieve the goal that got them to sign up to our list.

It is very important that the paid offer we provide a link to is congruent in some way with the free gift that we provided and will clearly help them move forward from where they currently are.

So for example if the theme of your squeeze page was list building then your free gift needs to be about list building and the paid offer you send them to must also be related to list building in some way.

If you provide them with a link to a paid product about selling on eBay when your theme was about list building you shouldn't expect to make many, if any, sales of the product.

What's more you will damage the rapport you had started to build up. They will see you as someone who just wants to sell them stuff rather than genuinely help them.

Not everyone online follows good practice but in my view if you put your customers' needs before making money from them you'll make all the money you need.

I think it was Zig Ziglar that said, "concentrate on providing your customers with what they want and you'll get what you want by default".

Whatever you do, do not take this as an opportunity to try selling your new potential customer a rubbish product or sub-standard service.

If you promote something that will genuinely help them move forward many of them will thank you for it by buying.

Creating your download page is really not very different to creating your squeeze page. Many of the options that I listed in my [squeeze page report](#) can also provide you with your download page.

For convenience I have repeated them here.

Bundled with an autoresponder service

To build and maintain your list you need an autoresponder service.

At its most basic an autoresponder service allows you to collect visitor details on a list and as the name suggests create messages that are sent out automatically on your behalf to those subscribers.

Most autoresponder services provide options to create a series of messages that are programmed to go out on specific days after the person subscribes and also to send out broadcast messages that go out to everyone on the list once at the same time.

However there are some autoresponder services that now provide you with the ability to select from a library of squeeze pages that you then add the optin form to to capture your leads.

[Getresponse](#)

Getresponse is one of the two autoresponder services that have been around for the longest time.

The other one is [aweber](#) which is a very good service and one I've used for many years. They didn't used to provide the range of facilities that Getresponse do but they do provide many of them now.

The services that Getresponse provide include;

Marketing Automation

Here you can create a complete marketing funnel with “ITTT” (If This Then That) logic. What that means is that you can monitor your visitor’s progress through your marketing sequence and take them to different pages depending on what action they take.

For example, if they join your list you can tell the system to send them to a thank you page which has a link on it for them to download the free offer you have promised they will get for joining your list.

This page could also have a link to a paid product offer. If they buy the paid offer you can tell the system to send them to another offer or somewhere else.

That’s what marketing automation is. It’s putting in place automatic actions that the system will take depending on what the visitor does.

Email design

There are facilities in there to design the look and feel of your email rather than having just plain text.

You get total freedom with the design without the need for any technical knowledge. They have also incorporated a mobile email preview option in their email creator to ensure that your emails are mobile friendly.

Ensuring that your emails can be read on mobile is very important these days since according to a survey that they carried out 41% of emails are opened on a mobile device.

Forms Builder

There’s a comprehensive form builder to create a wide array of different forms. They include not just the usual email sign-up form but order forms, free download forms, course sign-up forms, feedback forms, event forms and more.

It seems that whatever you need you can probably create it in Getresponse.

Landing Pages/Squeeze Pages

They include over 100 mobile friendly landing page designs for you to use. Everything is just drag and drop making it easy for anyone to create a landing page or squeeze page.

They have page designs with built-in forms already to use and they even provide hosting for your pages so you can get started without purchasing separate hosting.

If you’re just starting out this is a very cost-effective way to get going with your online business.

Add to that an image editor, A/B split testing and integration with popular analytics programs and you have a very powerful Internet marketing service.

[Find out more about Getresponse here.](#)

Other Squeeze Page Creators

[Optimizepress](#)

For several years now I have been using Optimizepress at the core of all of my online marketing business.

It has developed over the years that I've been using it and now with the Optimize Suite you get a complete suite of tools that empower you to market your products and services the way you want.

Rather than try to piece together several marketing elements like page builder, landing pages, leads, funnels, checkouts and membership options and often failing to get them all to talk to each other, with the Optimize suite I get it all in one place.

This makes it so much quicker and easier to put marketing campaigns together than it used to be.

[Find out more about Optimizepress here](#)

Thrive Architect

I use Wordpress extensively for my sites and one of the page builders I've used in the past is Thrive Architect. (Formally Thrive Themes).

Whether you're creating a landing page for your social media followers, for paid advertising or to promote an offer, Thrive Suite has you covered.

Successful online businesses create on average 42 squeeze pages/landing pages, which is why we made it easy, fast and fun to create and test your landing pages with Thrive Suite.

[You can find out more about Thrive Architect here.](#)

Leadpages

Leadpages was one of the first of its kind to provide a page building service. The pages that you create with Leadpages can be hosted with them or downloaded to host on your own hosting elsewhere.

They have probably the biggest selection of page designs to choose from and that number is being added to all of the time.

Leadpages has an impressive array of features including mobile friendly templates, drag and drop technology allowing you to drag in images, buttons and widgets.

It has A/B split testing, integrations with a range of other software, lead capture pop-ups and SMS optin and 1-click sign-ups.

Leadpages certainly removes any difficulties you may have with creating any kind of page for your website.

[Find out more about Leadpages here.](#)

Instapage

Instapage is another page builder that offers an impressive library of templates to choose from.

They provide some very useful training modules covering creating all sorts of pages including squeeze/landing pages.

Having created your page you are given the option to upload to a sub-domain that they provide, a domain that you own, a Wordpress blog, facebook or a Drupal website.

If you haven't come across Drupal before it is an open source website creation software that used to be more popular before Wordpress came along and dominated the website creation space.

You can get started with a free 30-day trial then if you're happy with the software you can upgrade to one of their three packages.

I haven't used Instapage but it looks like a good option from the facilities they offer.

[Find out more about Instapage here.](#)

ClickFunnels

Instead of hiring developers to code and piece together your funnel, ClickFunnels allows you, the entrepreneur, to build funnels fast with a one-stop funnel creation system. You can build high-converting funnels to generate leads, make sales, one-click upsells, webinars and more!

But it is so much more than that...ClickFunnels is also your Page Editor. Your shopping cart. Your membership site... and so much more!

[Find out more about clickfunnels here](#)

Pagewiz

Pagewiz is a unique and innovative Landing Page Platform that lets you create, publish, and split-test landing pages. Using top-of-the-line technology, our wizard style interface helps you roll out landing pages as quickly and easily as a PowerPoint presentation.

They have a huge library of templates to choose from covering just about every possible niche. This is a paid service but they do have a 30-day trial during which you can create as many pages as you want for free.

[Find out more about Pagewiz here](#)

Free Squeeze Page Creators

There are any number of free squeeze page creation solutions on the Internet. Here are a few that I've found for you.

Instant Squeeze Page Generator

Instant Squeeze Page Generator provides a range of facilities that are free to use. However, with the free version you have to agree to receive marketing messages about their other products and services.

They have a gold version that you can upgrade to which cost \$79.99 a year at the time of writing this.

I've not used this squeeze page solution myself.

[Find out more about Instant Squeeze Page Generator here.](#)

Page Builder by Site Origin

Page Builder by Site Origin is a free Wordpress page builder plugin. It makes it easy to create responsive column based content, using the widgets you know and love. Your content will accurately adapt to all mobile devices, ensuring your site is mobile-ready.

[Find out more about page builder by site origin here.](#)

Wordpress Plugins

There are lots of Wordpress page builder plugins available. If you are using Wordpress as your platform I recommend that you do a Google search for Wordpress Page Builder Plugins and check out what comes up.

Many of these are free as part of the open source platform.

I hope you find this review of squeeze page builders useful. As always I welcome your comments on my blog or via a ticket to me helpdesk at <http://www.asktrevorgreenfield.com>

This is an "Action Today" report from Trevor Greenfield.

Get more actionable tips and guidance from Trevor on his ["Action Today" blog](#).