CLASE 08

Guía de los siguientes pasos para las páginas de agradecimiento

Profesora: Angela Hicks

Certificación Inbound
Proporcionado por HubSpot Academy

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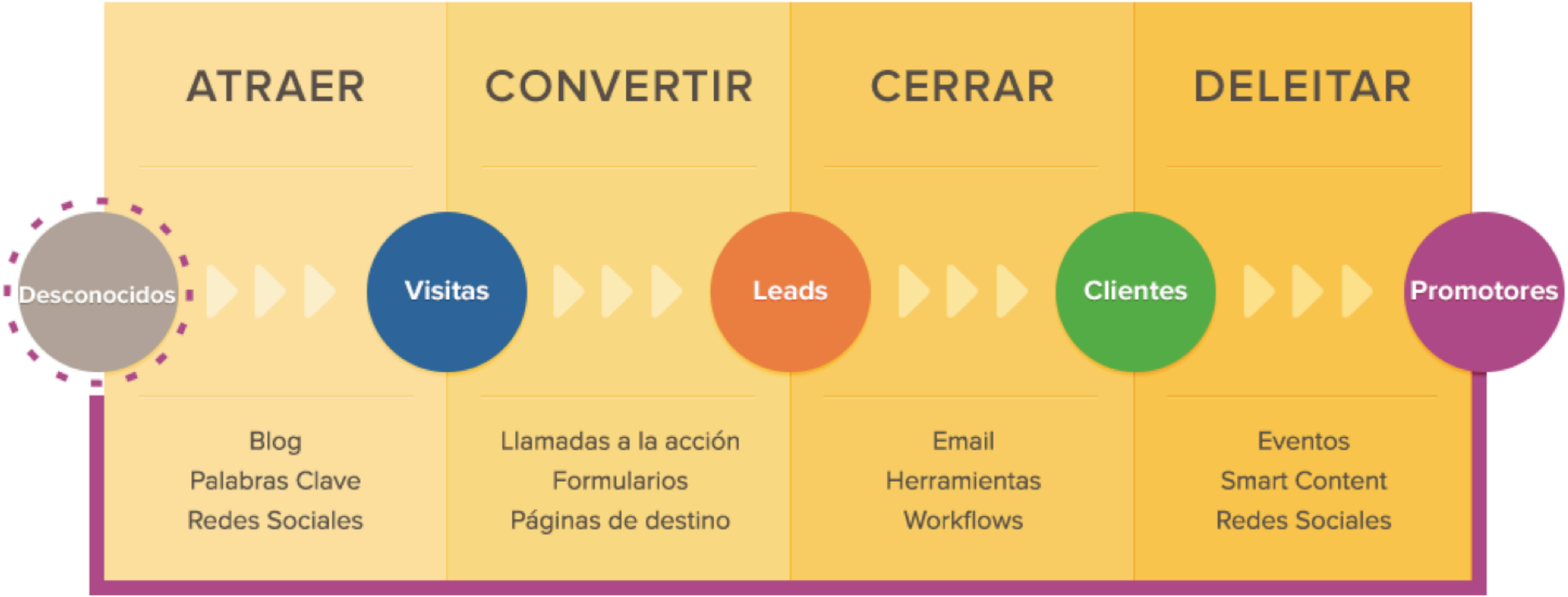
¿COMO SE UTILIZA UNA PAGINA DE AGRADECIMIENTO?

Metodología Inbound

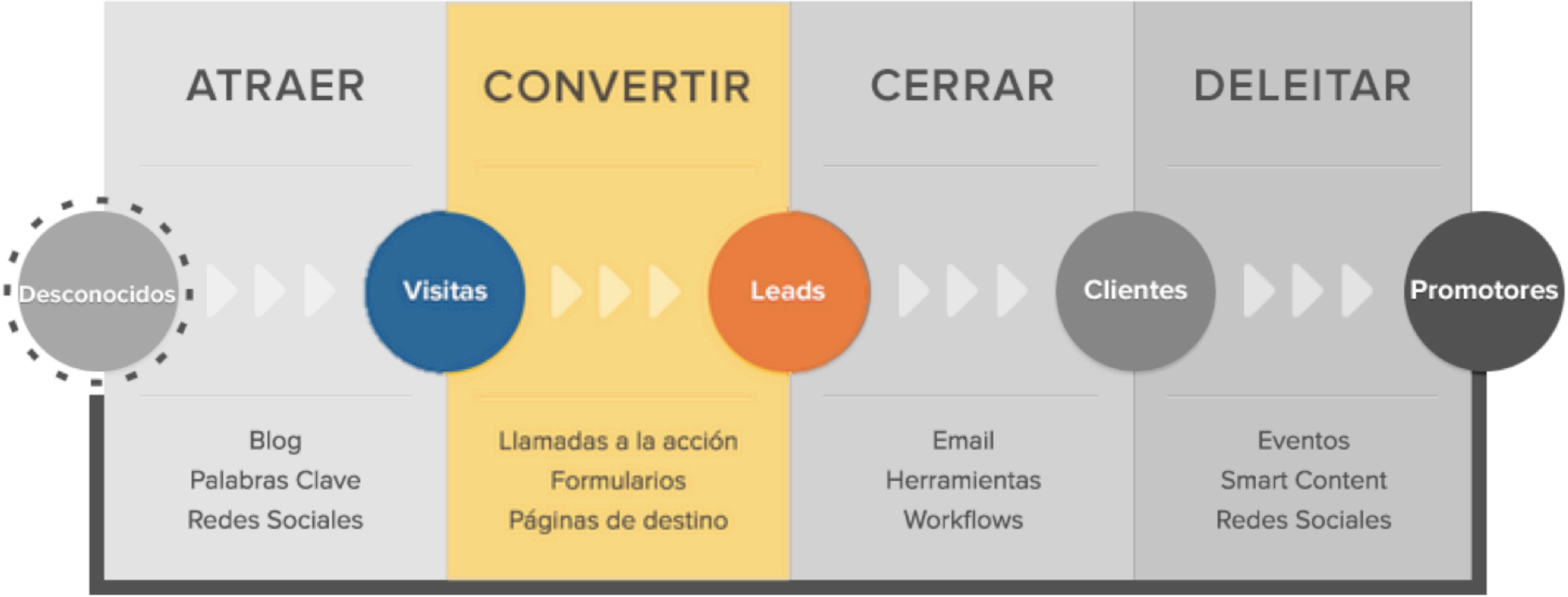


ATRAER	CONVERTIR	CERRAR	DELEITAR
Blog Palabras Clave Redes Sociales	Llamadas a la acción Formularios Páginas de destino	Email Herramientas Workflows	Eventos Smart Content Redes Sociales

Desconocidos
Visitas
Leads
Clientes
Promotores

por HubSpot

Metodología Inbound



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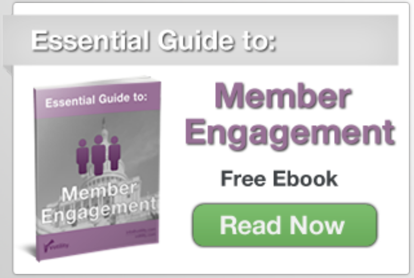
El proceso de conversión

Llamada a la acción (CTA)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Member Engagement
Free Ebook
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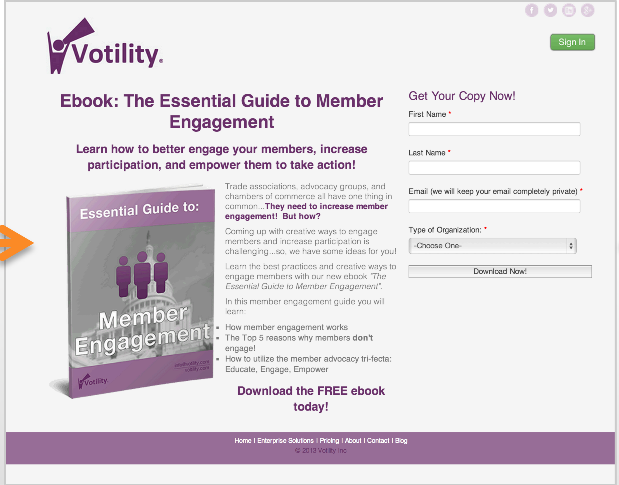
Landing Page


Votility
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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-

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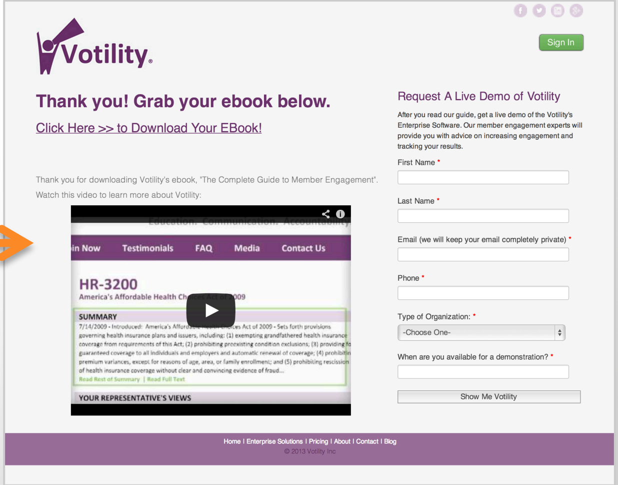
Página de agradecimiento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America's Affordable Health Choices Act of 2009
SUMMARY
YOUR REPRESENTATIVE'S VIEWS

Thank you! Grab your ebook below.

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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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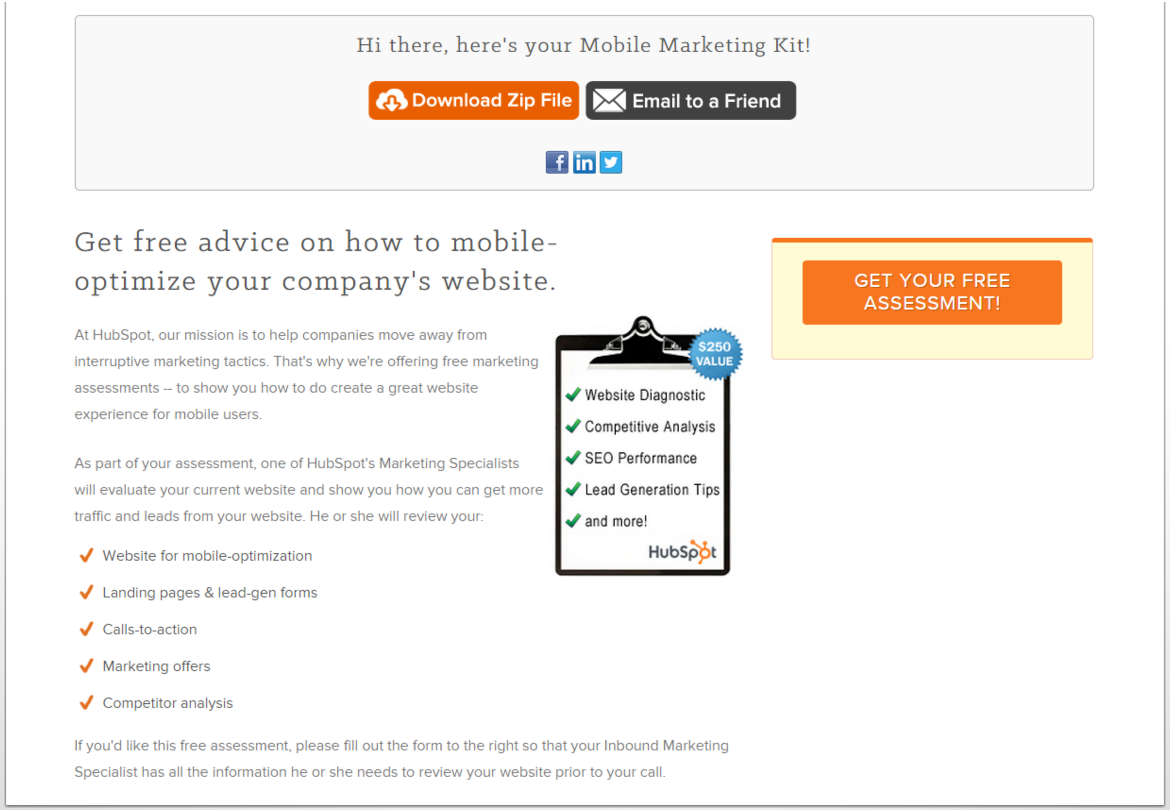
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Competitive Analysis
SEO Performance
Lead Generation Tips
and more!
HubSpot

Hi there, here's your Mobile Marketing Kit!

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.

La página de agradecimiento finaliza el proceso de conversión.

Puede ayudar a los visitantes a continuar con el buyer journey.

Las páginas de agradecimiento son mejores que los mensajes de agradecimiento en línea.

Redirecciona a tu visitante a una página de agradecimiento para proporcionarle más información y agradecerle al mismo tiempo.

2

¿COMO CREAR BUENAS PAGINAS DE AGRADECIMIENTO?

¿POR QUE UNA PAGINA DE AGRADECIMIENTO ES MAS UTIL QUE UN MENSAJE EN LINEA?

¿POR QUE UNA PAGINA DE AGRADECIMIENTO ES MAS UTIL QUE UN MENSAJE EN LINEA?

Una página de agradecimiento permite a un profesional del marketing hacer:

- Proporcionar contenido adicional.
- Mover los prospectos dentro del Buyer Journey.
- Ampliar su alcance en las redes sociales.

MEJORES PRACTICAS DE LAS PAGINAS DE AGRADECIMIENTO

- ☑ Entregar la oferta de contenido prometida o establece expectativas.
- ☑ Muestra el menú de navegación de la página web.
- ☑ Proporciona contenido adicional.
- ☑ Mueve los prospectos dentro del Buyer Journey.
- ☑ Incluye iconos sociales.

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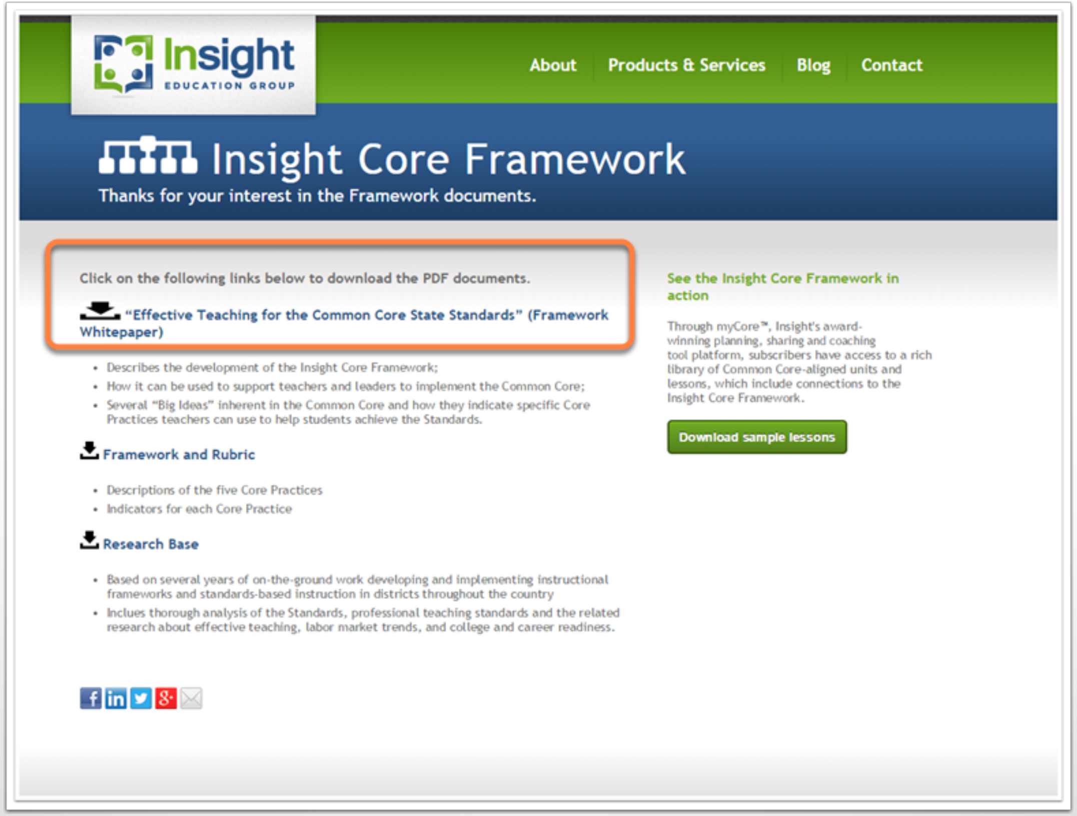


Insight Core Framework

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

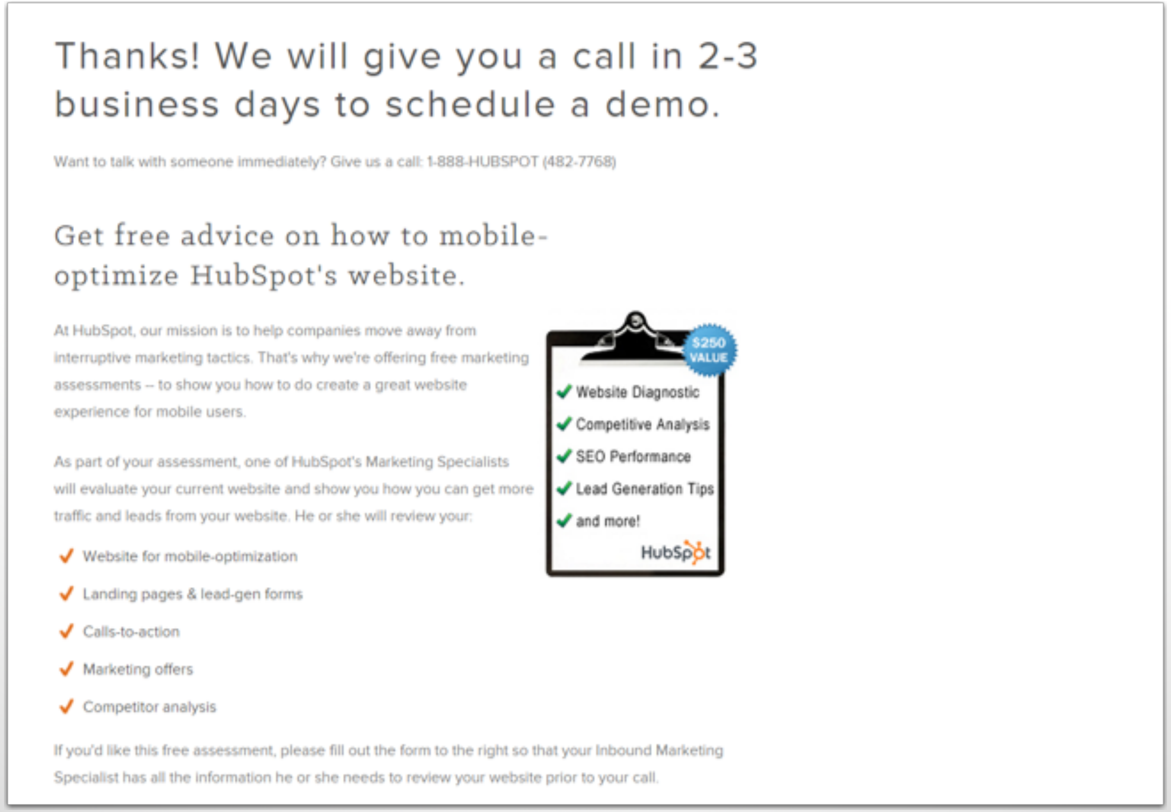
- Based on several years of on-the-ground work developing and implementing instructional frameworks and standards-based instruction in districts throughout the country
- Inclues thorough analysis of the Standards, professional teaching standards and the related research about effective teaching, labor 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.

Entrega la oferta de contenido que tu prospecto está esperando.

Incluye un enlace para que puedan acceder a la oferta de contenido, o en algunos casos, establecer las expectativas apropiadas sobre lo que pasará después.



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)

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$250 VALUE

- ✓ Website Diagnostic
- ✓ Competitive Analysis
- ✓ SEO Performance
- ✓ Lead Generation Tips
- ✓ and more!

HubSpot

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Si no puedes entregar la oferta prometida de inmediato, deja al prospecto saber qué esperar.

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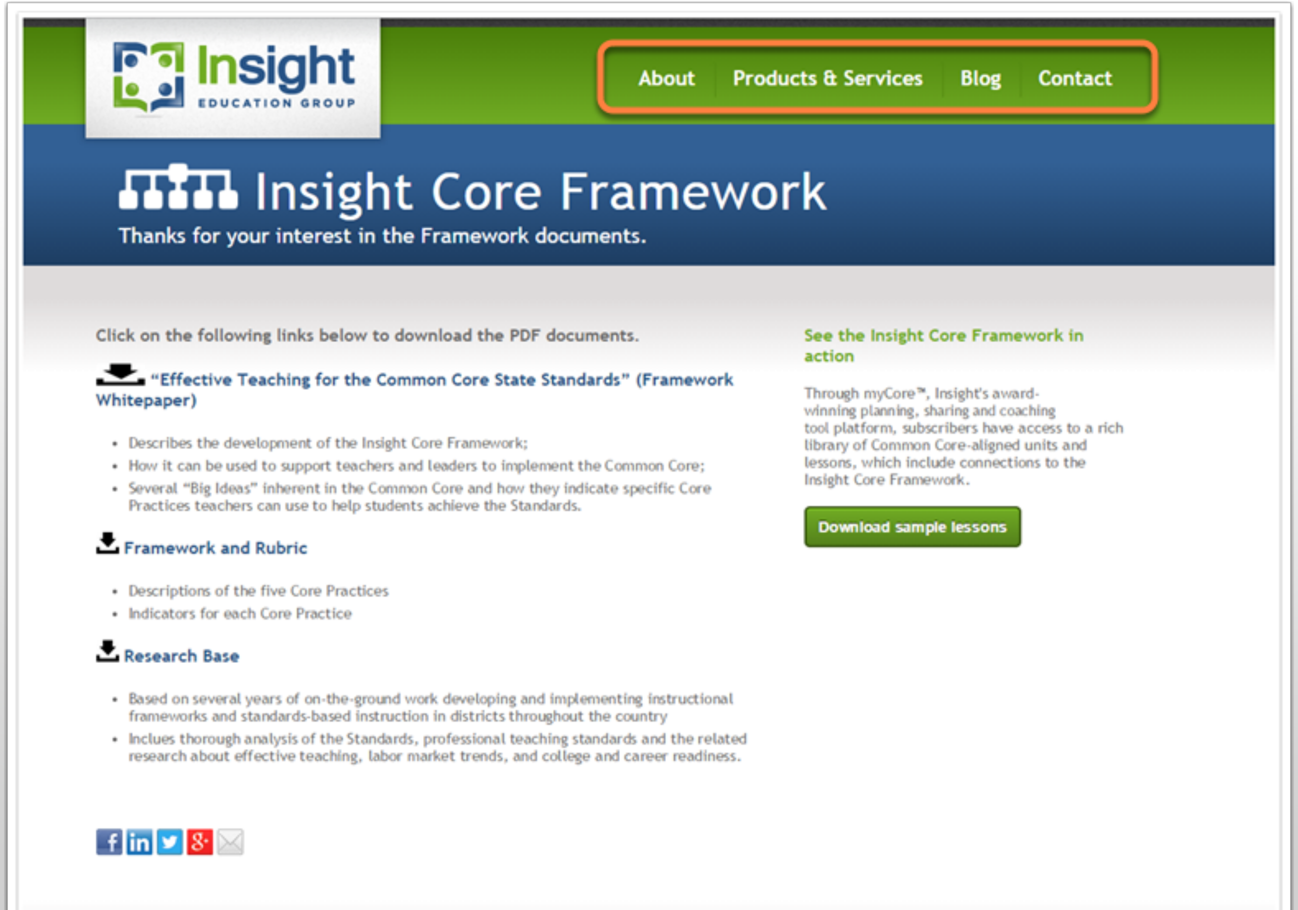
Da a tus prospectos la oportunidad de mirar a su alrededor.



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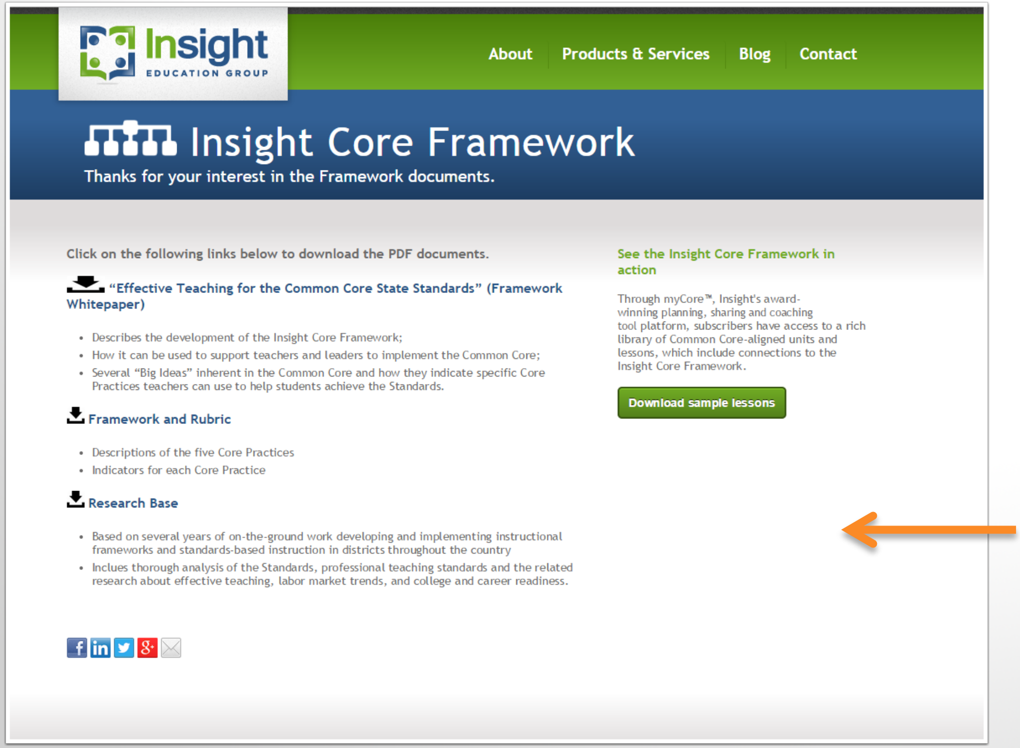

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Proporciona contenido adicional.

Sólo asegúrate que estas opciones de contenido están estrechamente relacionadas con la oferta que el prospecto acaba de recibir.

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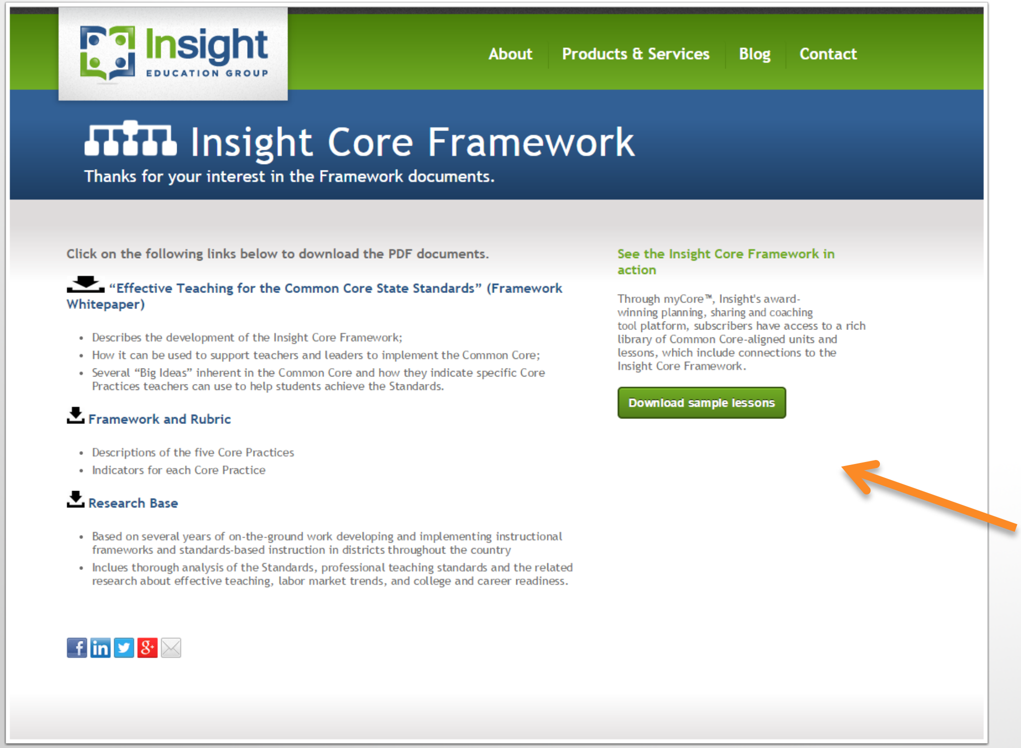

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Mueve los prospectos dentro del buyer journey.

Aprovecha esta oportunidad para mostrar otra oferta que podría ser de interés para ellos.

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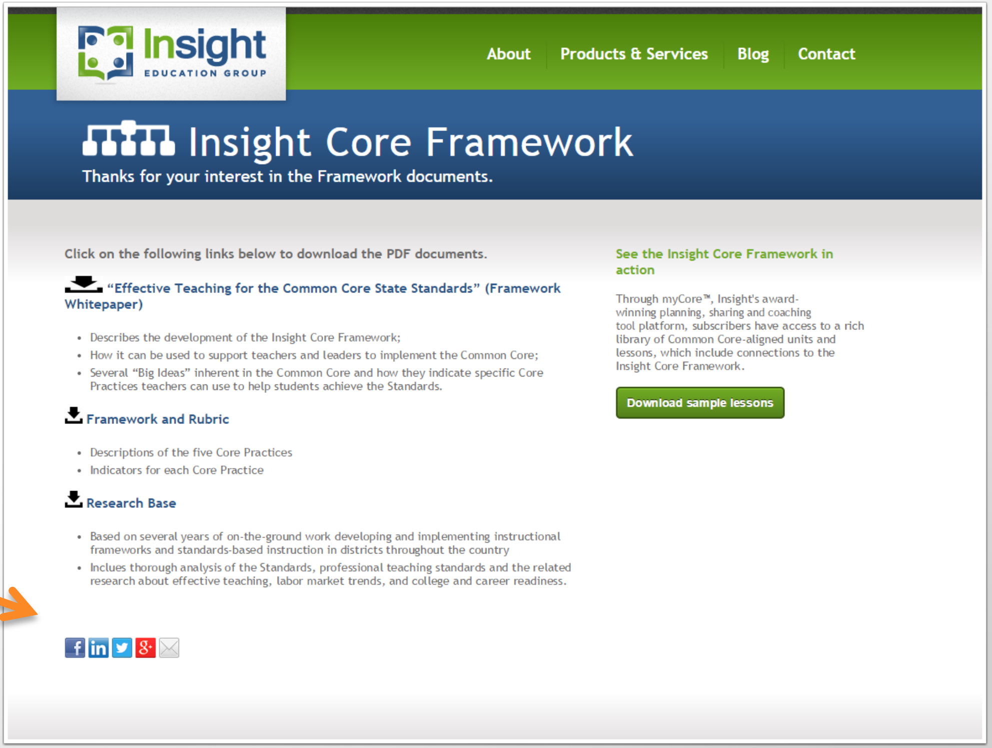
Usa iconos sociales.

La página de agradecimiento puede ser un buen lugar para ampliar tu alcance en redes sociales y generar más prospectos.



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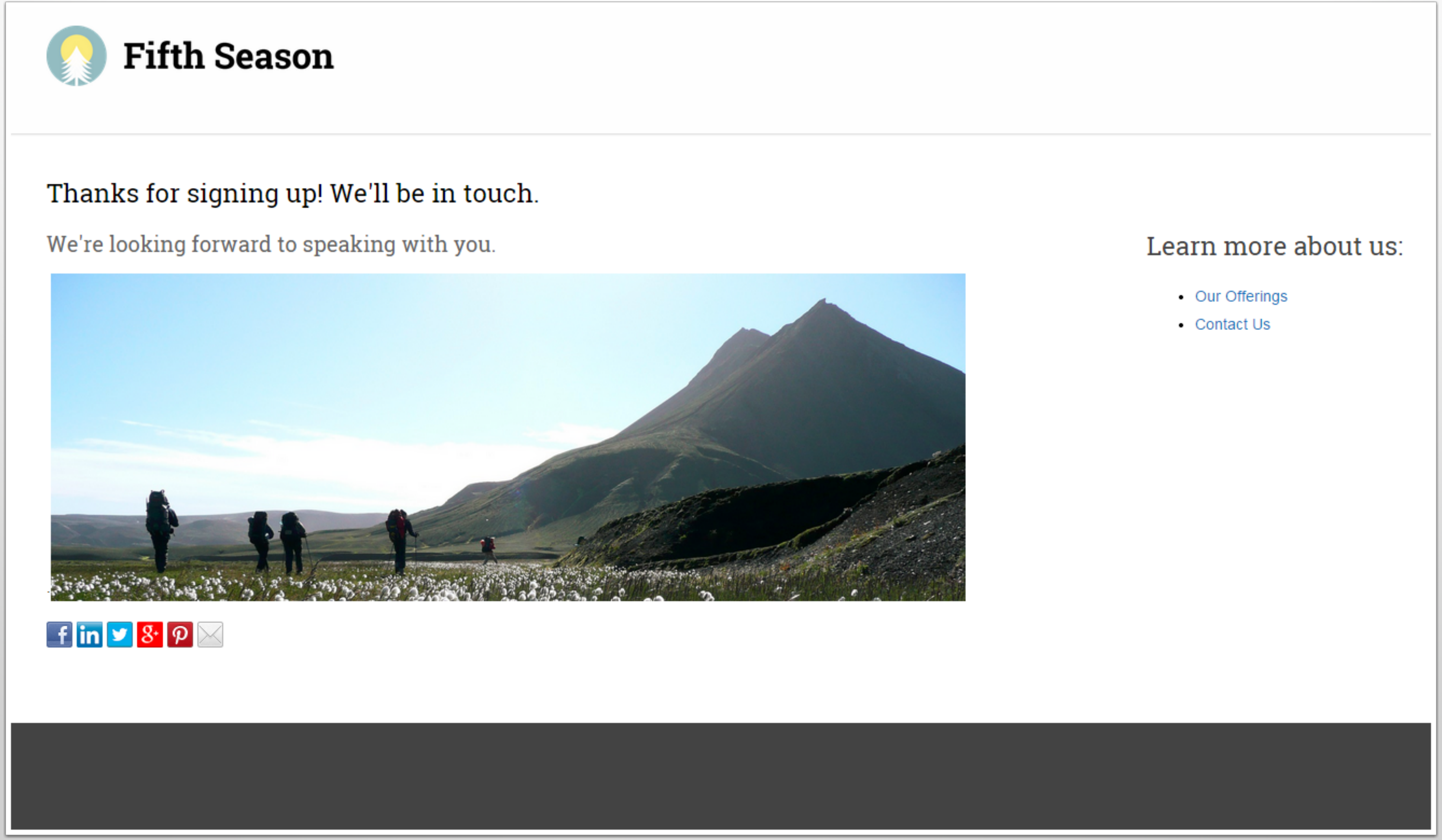
¿COMO ES UNA PAGINA DE AGRADECIMIENTO EFECTIVA?



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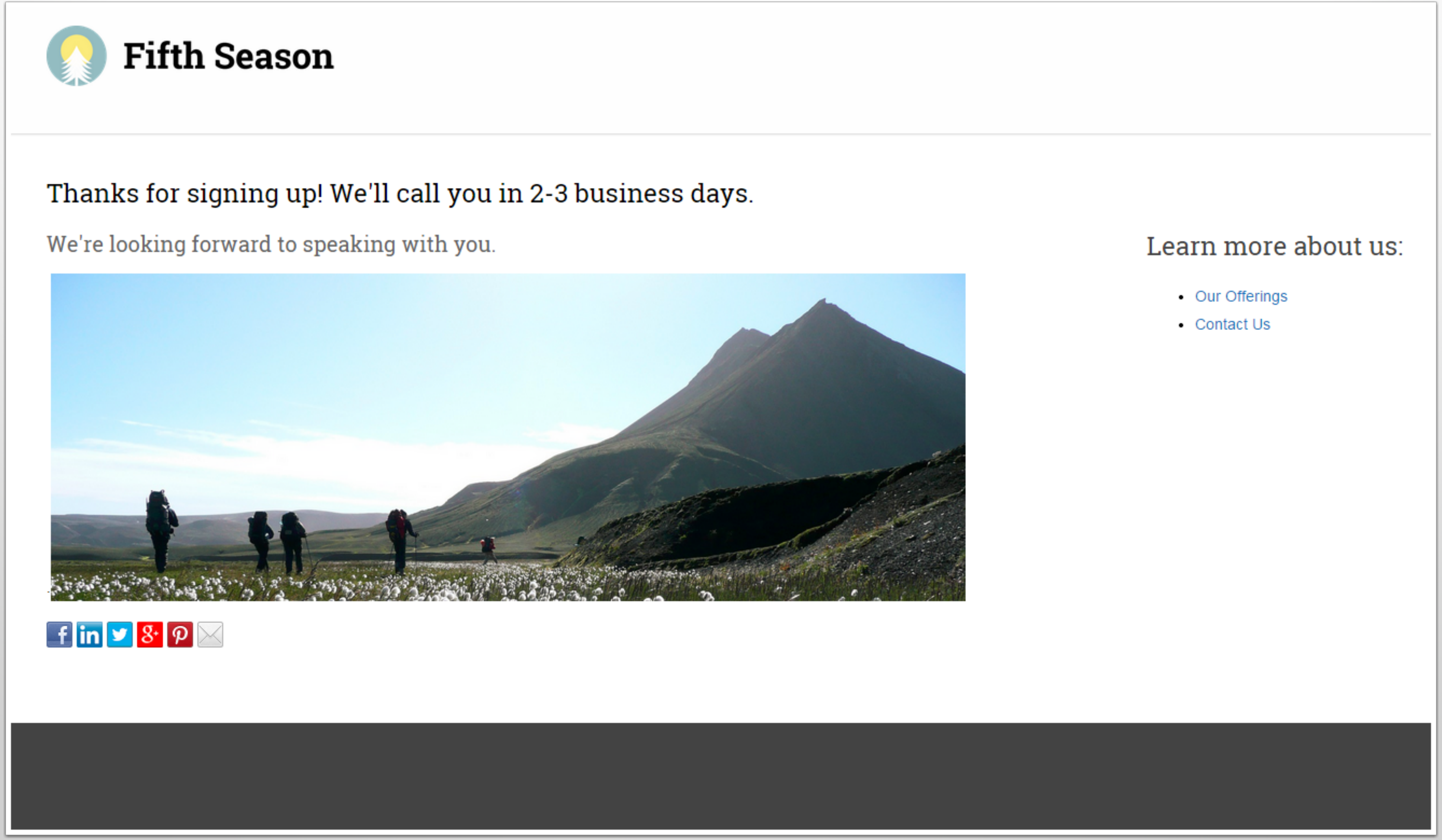

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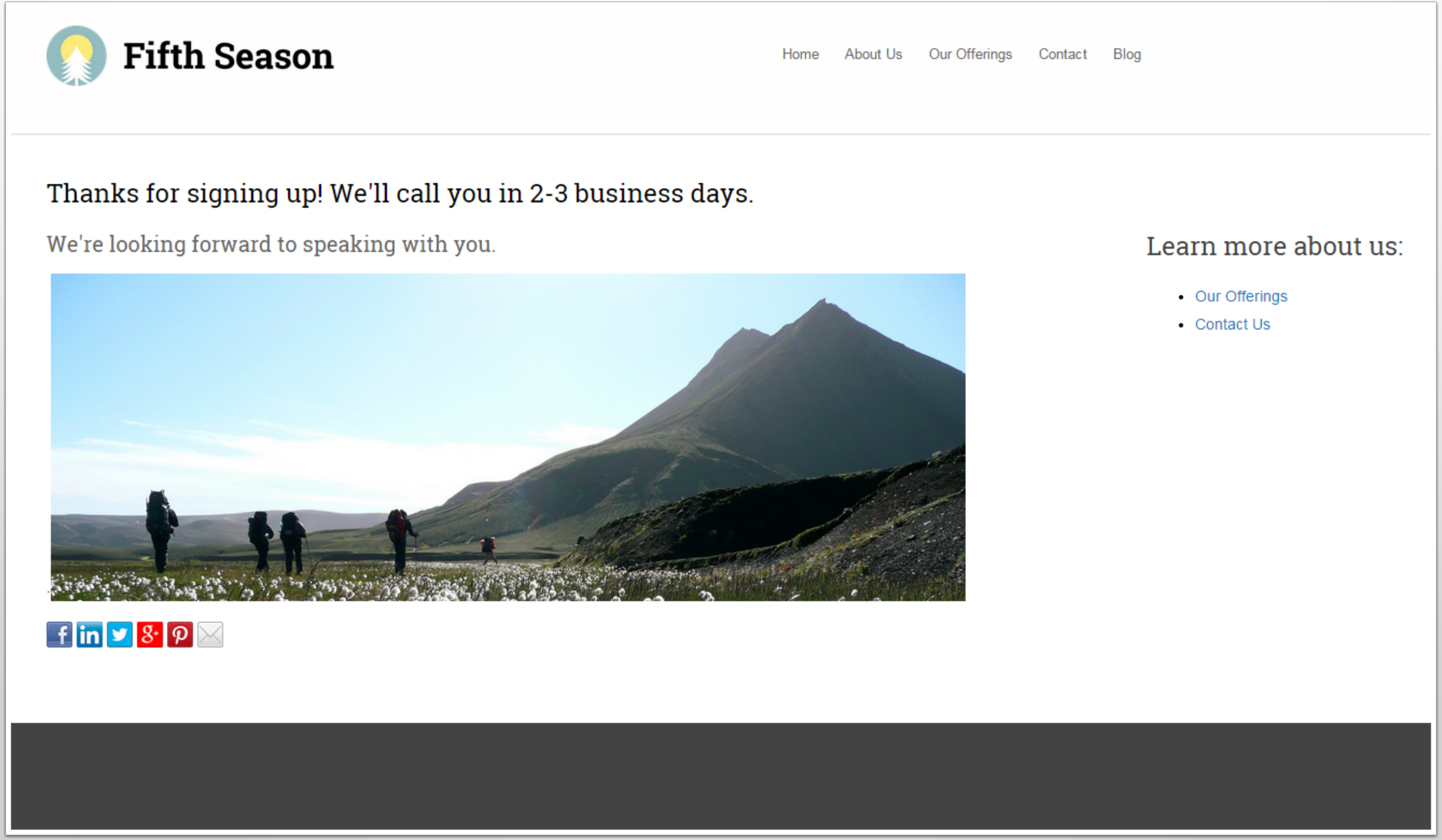
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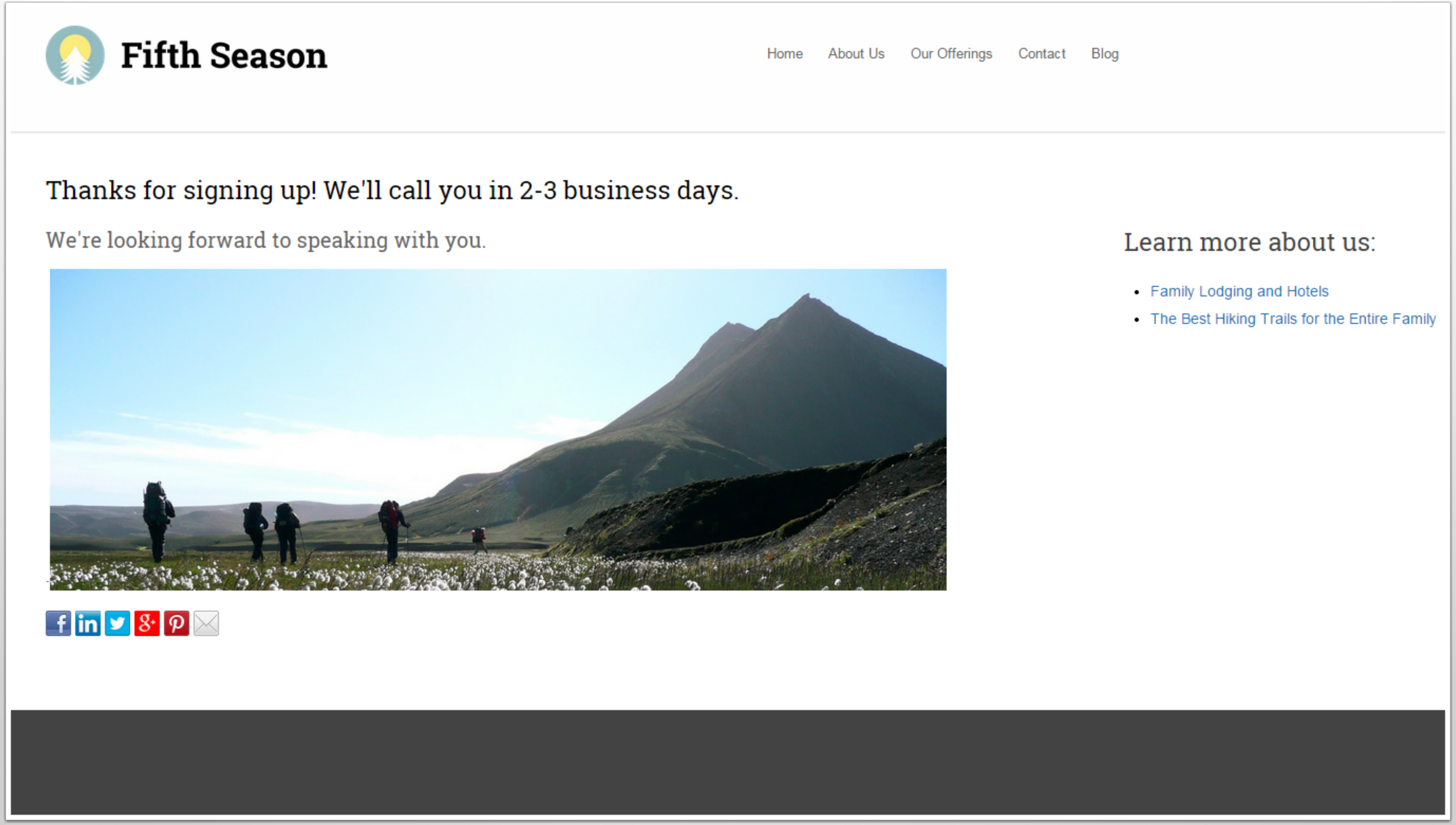
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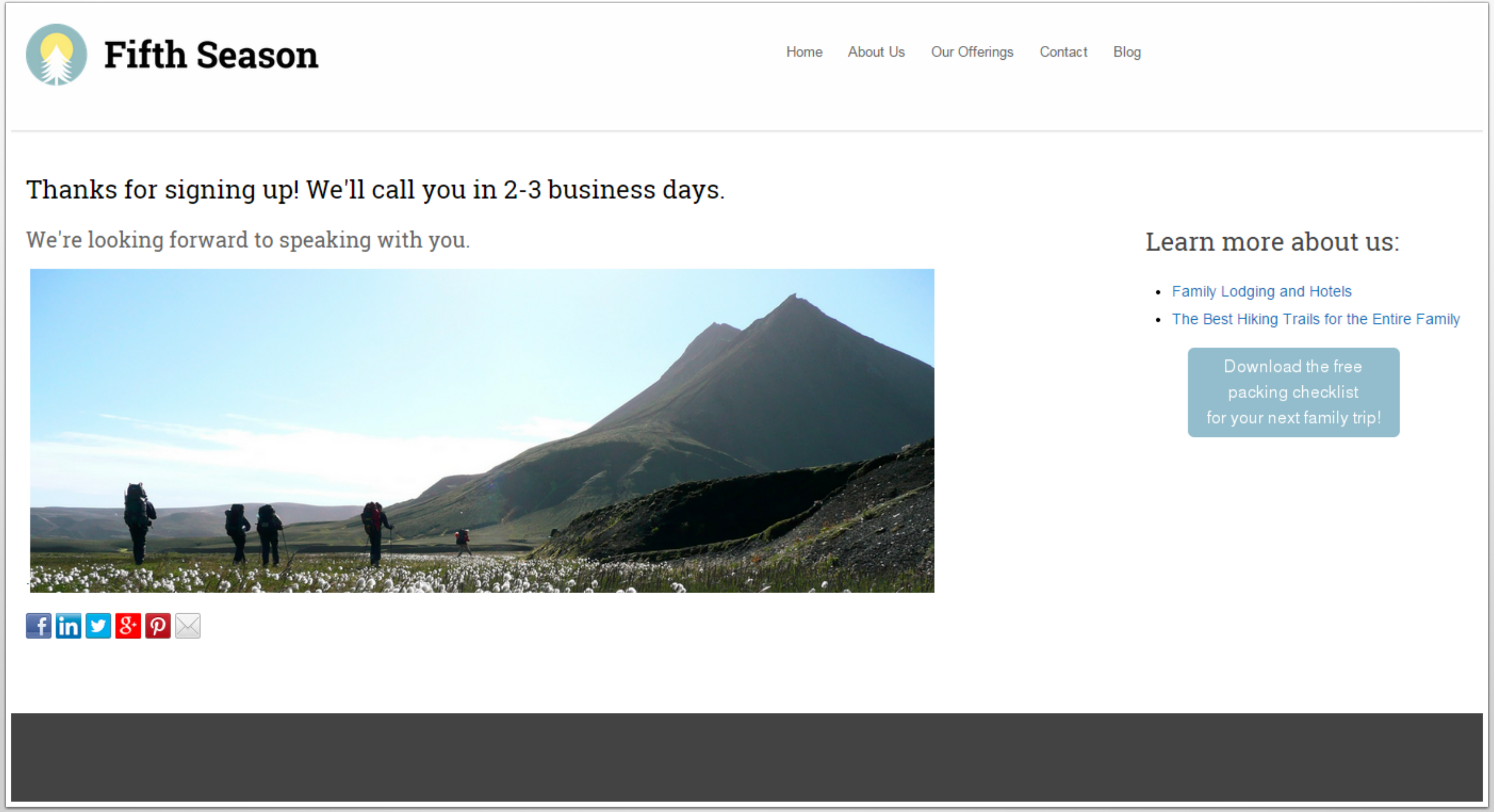
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