

How to sell landing pages as a service: cheatsheet

Types of landing pages

Page type	Suitable goals and results	Benefits offered
Squeeze page	<ul style="list-style-type: none"> Increase email list size Capture leads Grow subscribers Offer immediate help to audience Attract traffic 	<ul style="list-style-type: none"> Show people who are interested in you and your offering Prove you're helpful and valuable upfront
Thank you page	<ul style="list-style-type: none"> Grow trust with subscribers Generate sales faster Increase email open rates Increase email click rates 	<ul style="list-style-type: none"> Clean email address spam Faster revenue generation Lower lead acquisition cost Lower cost of sale
Sales page	<ul style="list-style-type: none"> Generate sales from new leads Generate sales from customers Increase consumption Increase average transaction value 	<ul style="list-style-type: none"> Faster sales from customers Convert leads into sales Makes sales process easier
Upsell page	<ul style="list-style-type: none"> Generate sales from current customers Increase consumption Increase lifetime value 	<ul style="list-style-type: none"> Increase revenue and profit margin Increase customer trust in your business Help people even more
Checkout page	<ul style="list-style-type: none"> Increase checkout rate Increase close rate Increase transaction value Shorten sales cycle 	<ul style="list-style-type: none"> Fewer cart abandonments Increased conversion rates

Landing page pricing

Landing page type	Required features	Cost to me	Cost to customer
Sales page	Sales copy CTA button Sales video Testimonials	Copywriter - \$300 Page builder - \$97 Designer - \$300 Dev - \$300	Cost x 3 \$2991