

# Twitter Thread by Harry's Marketing Examples



**Harry's Marketing Examples**

@GoodMarketingHQ



## THREAD: My step-by-step guide to writing landing pages

There's two parts of a landing page:

- a) what's immediately visible (above the fold)
- b) what the user scrolls to (below the fold)

Let's start above the fold.

"A caveman should be able to glance at it and immediately grunt back what you offer" — Donald Miller

Here's my formula:

- 1/ Explain the value you provide (title)
- 2/ Explain how you'll create it (subtitle)
- 3/ Let the user visualise it (visual)
- 4/ Make it believable (social proof)
- 5/ Make taking the next step easy (CTA)

everydae

# Ace the SAT with just 10-minutes of studying a day

10-min microlessons designed to boost confidence and make SAT strategies easy to remember.

Get started for just \$1



(5/5 from 700+ users)



See Everydae in action :)

1/ Let's start with titles.

When your product is unique all you have to do is explain what you do as simply as possible.

QUANTUM<sup>®</sup>

Coffee-Infused Energy Bars

muzzle

Silence embarrassing notifications while screensharing

veles

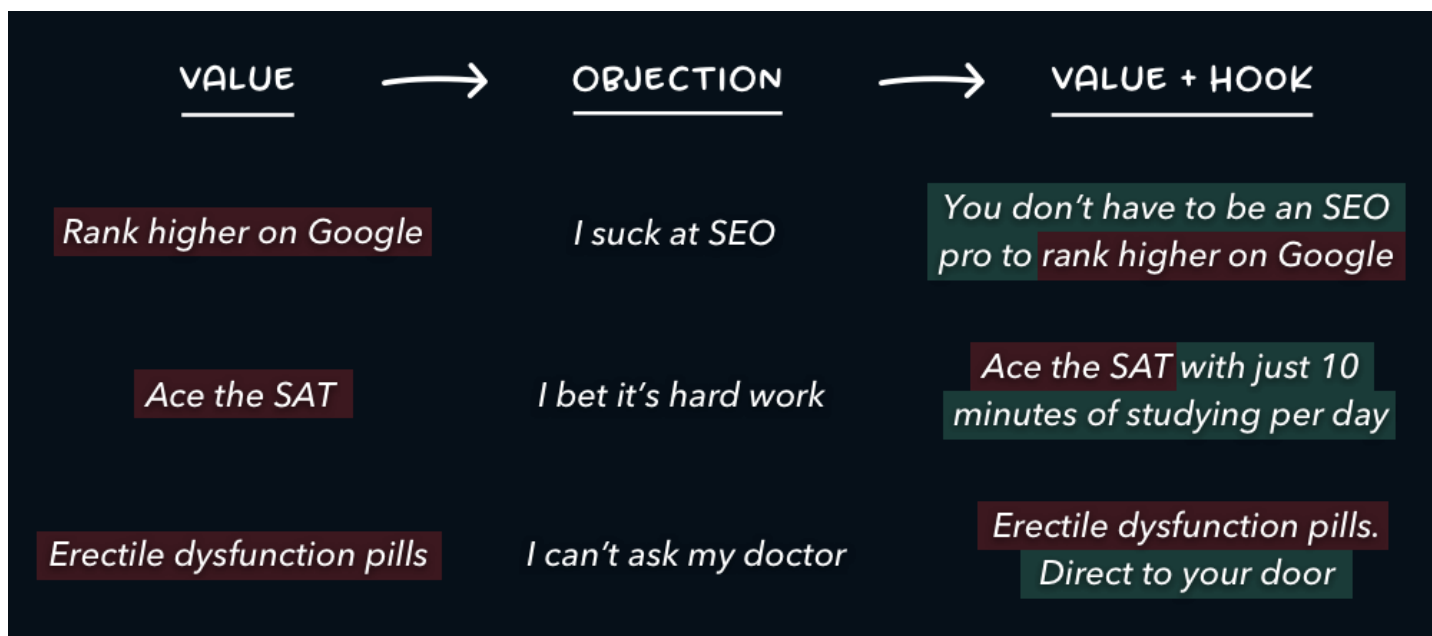
97% of this cleaner is made from food waste

Fast

One click. No passwords. The world's fastest checkout.

Most products aren't unique. So a hook adds \*oomph\*.

The easiest way to write hooks is to address your customer's biggest objection.



Some startups transcend hooks.

Another pattern is to own your niche in one line. Write with conviction. You're THE solution.



2/ Subtitles are where you get specific.

Introduce the product. Explain how it creates the value in your title.

Title

The value you provide

Subtitle

Introduce the product

How it creates the value in your title

How small brands sell more online

Privy's conversion, email marketing, and text messaging tools help you get more customers from your traffic.

Privy

Your most restful sleep is just a sip away

Calming teas that help you relax, unwind, and drift into a deep, restorative sleep.

dormio

Ace the SAT with just 10-minutes of studying a day

10-min microlessons designed to boost confidence and make SAT strategies easy to remember.

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3/ Visual

Show off your product in all its glory. The goal is to get as close to reality as possible.

Don't show me fancy illustrations. Show me your product. Or even better, your product \*in action\*.

Better oral health, made simple

Guide a lifetime of good habits with Electric Brushes, Refillable Floss, Gum, and more for the whole family.

Learn more

Payments infrastructure for the internet

Millions of businesses of all sizes—from startups to large enterprises—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

Start now > Contact sales >

SCROLL DOWN IF YOUR DOG LIKES TASTY FOOD.

Yumwoof 'soft and chewy' Perfect Kibble is made with 14 superfood ingredients produced in an entirely delicious and healthy way.

Buy now

smile DIRECT CLUB

A smile you'll love for less than \$3 per day.

Safely straighten teeth 100% from home in as little as 4-6 months, for less than \$3/day.\*

AM I A CANDIDATE?

We're taking steps to protect your health. [Learn More](#)

#### 4/ Social proof (above the fold)

Adds instant credibility to the value you're promising.

Take Privy for example. Any startup can write “How small brands sell more online”. But it's their “18,000+ reviews” that make you believe it.

The image displays four distinct marketing banners illustrating social proof:

- Top Left:** A purple banner titled "How Small Brands Sell More Online" with an upward arrow. It features the Shopify logo, five stars, and "18,000+ Reviews", with the subtext "The most reviewed platform on Shopify".
- Top Right:** A white banner titled "Email's new heyday" with a downward arrow. It references "GEAR PATROL best new tech products of 2020" and "POPULAR SCIENCE 100 greatest innovations of 2020".
- Bottom Left:** A light blue banner titled "The best website feedback tool & bug tracking software". It includes a testimonial from Daniel Beucher of moz://a: "This app rocks!" with an upward arrow.
- Bottom Right:** A white banner titled "A proven framework for launching your health podcast" with an upward arrow. It states "In 2020 we've helped 258 podcasts rack up 17,679,124 downloads" and features a row of podcast covers.

#### 5/ CTAs

Most buttons emphasise action: “Sign Up, Start Trial etc.”

But buttons which emphasise “value” over “action” usually perform better. The trick is to fulfil the value your title promises.

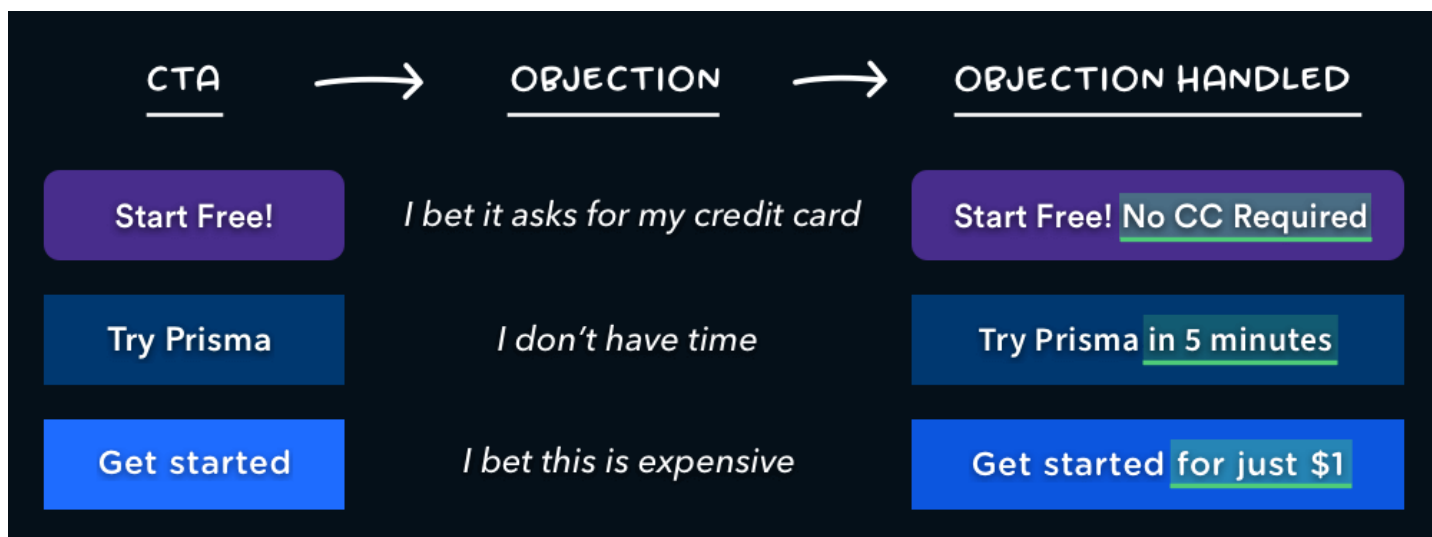
The diagram illustrates the relationship between a title and a CTA button:

- Row 1:** The title "Record podcasts in studio quality" is followed by a right-pointing arrow and a blue button labeled "Start recording".
- Row 2:** The title "Learn why users leave your site" is followed by a right-pointing arrow and a purple button labeled "Show me my heatmap".

A bracket on the left groups these two rows under the label "TITLE".

Another simple CTA trick:

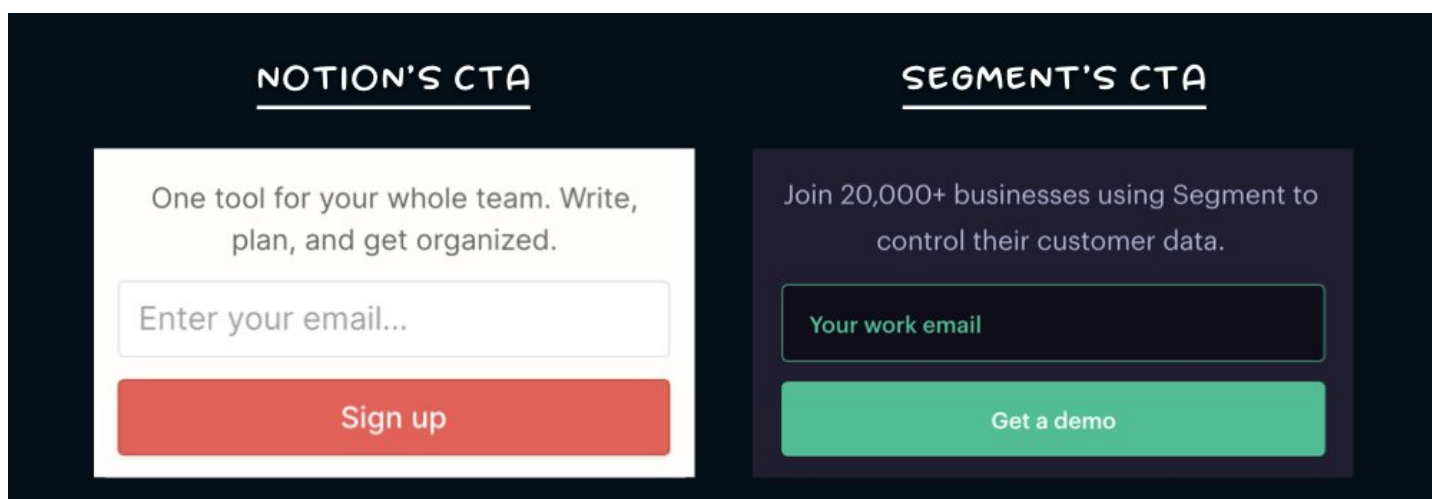
Add a few words to your button to handle the user's biggest objection to clicking.



One more for luck:

Pair email capture with your CTA to make signing up as easy as possible.

This doesn't mean sacrificing customer info. You can collect during onboarding.



Alright, so above the fold you \*earn the customer's attention\*. Below the fold you \*earn the sale\*.

Let's go there. Time for the last five steps. Dun Dun Duuuun!

The first thing you do below the fold is make concrete the value you promise above the fold.

Take Riverside for example. Their title promises “podcasts that look and sound amazing”.

Their first two features make this concrete.



**Local recordings in 4K  
video quality**



**Recorded with Riverside**

▶ 0:00 / 0:11 ————— 🔊

**Recorded with Zoom**

▶ 0:00 / 0:11 ————— 🔊

**VS**

**Uncompressed crystal  
clear audio**

The second thing you do is handle your customer's biggest objections. This means talking to customers.

Group together reoccurring objections. Use their own words to handle them.

**"IS IT SIMPLE?"**

**So simple Grandma  
can use it**

**"IS SETUP EASY?"**

Guests join with just **one click**. Nothing to  
download. No need to make an account.

**"I SUCK AT TECH"**

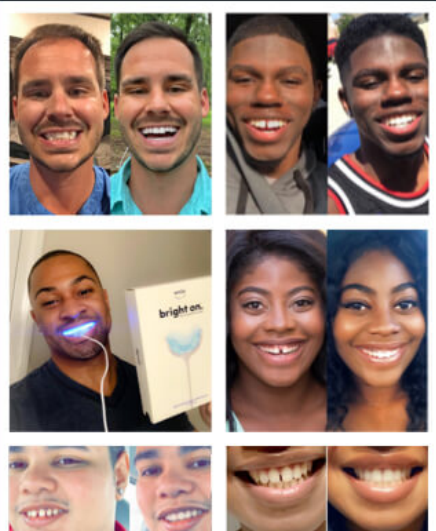
We built this for non-techies.



Time for more social proof. Use existing customers to \*bring to life\* the value you promise.

- "Get a smile you love" ■ Customers smiling
- "Email reinvented" ■ Customers describing the difference
- "How small brands sell more" ■ Sales numbers


Get a smile you love



Real customers


We've reinvented email

"If you designed email from scratch such that it vigorously protected your privacy and your time, this is what it would look like. I think you're going to love it. 🏆"



Mike Davidson

"Let me tell ya'll something: Hey is going to change the way we use email. Bye-bye Gmail. Hellooooo Hey."



Kris, MBA

Real words

How small brands sell more

500,000+ businesses from 180+ countries have generated \$3.9+ billion in sales with Privy. So we're pretty sure it'll work for you too 😊

Real numbers

Now, there's going to be features and objections you want to mention that don't fit in neatly above. This is where your FAQ comes in.

Write them down. Reframe into questions and answers.

Objection handled

Selling point

## Frequently Asked Questions

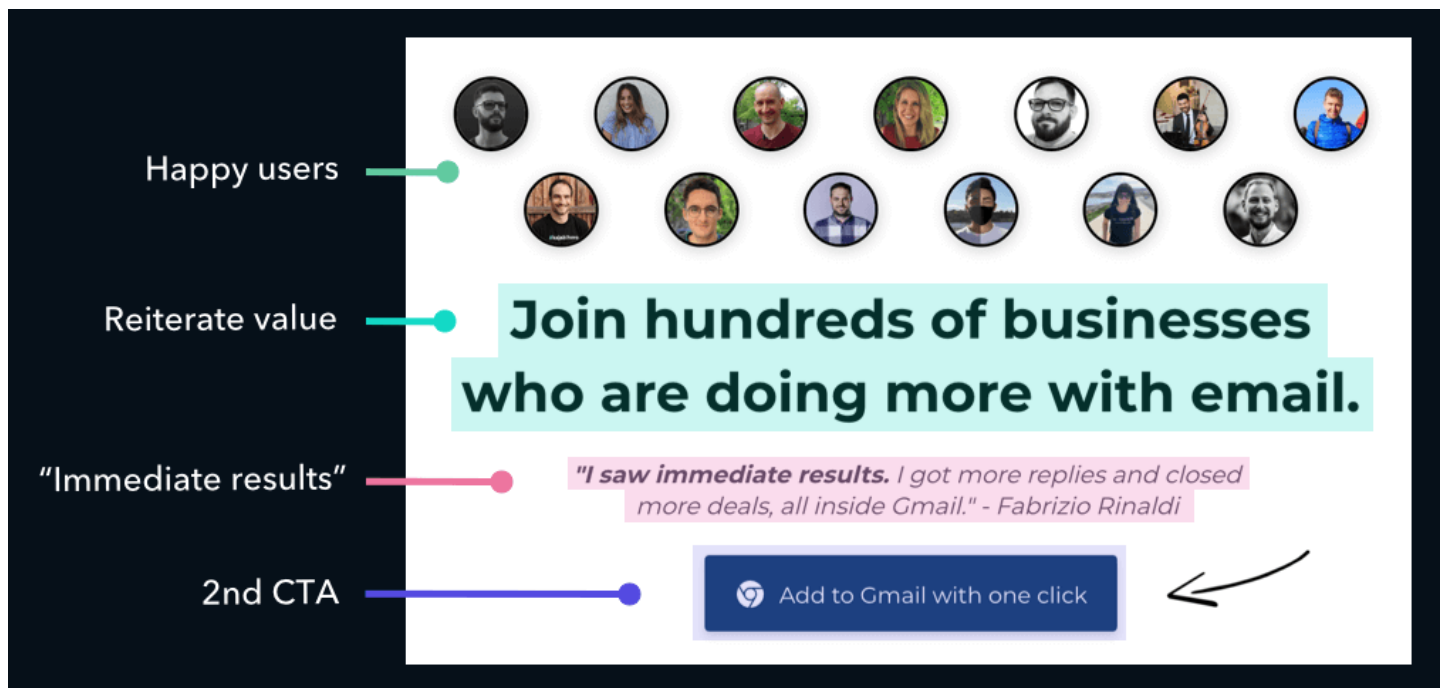
**What if it's not right for me?** No problem! Just send an **email** and we'll refund you, no questions asked.

**Can I expense this?** Yes! In fact we've pre-written an **email template** to make it easier to ask your manager.

We've done the hard selling. It's time for our 2nd CTA.

This time we've got the luxury of space. So instead of dropping one measly button remind the customer why they're clicking.





Finally, you leave the customer with a story that makes you easy to sum up.

- 1/ Put yourself in their shoes
- 2/ Explain their problem
- 3/ Take ownership of it
- 4/ Show the happy ending

You're walking them down a path they'll want to walk themselves. Oh, and people buy from people.

Customer's shoes

Out of the 12+ million stores online, only 8% will sell more than \$1,000 in products this year.

Yup – while it's easier than ever to build an online store (thanks, Shopify!), it's harder than ever to grow it.

Explain their problem

Most ecommerce brands have two challenges with growth:

1. Getting people to make their first purchase.
2. Getting the people who do to come back and buy again

Take ownership

**That's why we built Privy** – to give small ecommerce brands like yours a leg-up.

Happy ending

In the last ten years we've helped over 600k stores (like yours) generate \$5 billion in sales. I'd love for you to give it a try.



**Ben Jabbawy**

CEO & Founder of Privy

Putting it all together...

Title

Subtitle

CTA

Social proof

Visual

Features and Objections

More social proof

FAQ

2nd CTA

Founder's note

One last thing.

Your landing page is your sales pitch. Never forget this. Examine each element and ask:

“Would this help me sell if I met the customer in person?”

If not, remove it.

And if you don't know go out and \*sell to customers in person.\*

You'll learn that fancy words and random images of people shaking hands don't get you far. But more importantly, you'll learn the attitude of your customer and the words you need to convince them.

And that's a wrap. Phew. Anyone still with me?!

I won't lie, this took a while. If you're feeling a little smarter please do share ■

Over and out — Harry

Ps: This is a guide. Not an instruction manual.

<https://t.co/Zp9JjKjffR>

PPs: Every fortnight I send out a newsletter with some short, sweet, practical marketing tips (or a new guide)

If that sort of thing tickles your fancy!

<https://t.co/7gnJQydfDz>