

How to create pre-launch page

What is Pre-launch Pages:

Pre-launch pages are sites used to present an upcoming product launch or webinars.

Why we use Bonus Download Page:

We use pre-launch pages to provide information about an upcoming product launch or webinars. It is also used to collect information about interested customers that will be participating on webinars or asks to receive notification/other information about the product.

Prerequisites:

Generally, pre-launch pages give information about products and webinars so for this you would need to have the date, time and/or video materials that should provide a brief information about the event/product. An access to OP2 for creating pages would also be beneficial.

Process:

1. Login to engageleads.com/wp-admin
2. Navigate to Pages from the sidebar
3. Duplicate a page from the list of results on Pages tab
4. Change the name and link accordingly depending on the product
5. Click on Update button to save the name and link changes
6. Start Optimize Press by click on Launch Now button under Live Editor
7. Remove all unnecessary elements on the existing page
8. Add product details such as headline, date, time and video materials or mockup if available
9. Add optin button for customer sign-up and alerts
8. Make sure to save the changes after updating the page

What can go wrong:

With OP2 access creating a Thank You page should be easy and no major issue should arise.