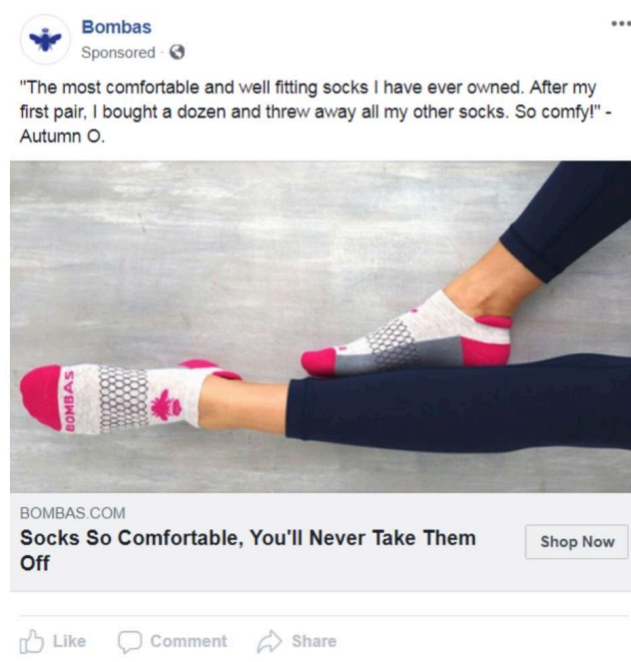


Landing Page Lvl 3 Mission

Pushups : <https://rumble.com/v4qjn9z-april-20-2024.html>



1) Business Objective I'm trying to achieve

- To get cold traffic from SM at the landing page to enter their email to collect leads and claim the free product

Why is this important?

- To get leads to further market higher ticket products and build trust to move them up the value ladder

2) What part of their online presence/funnel is needed to achieve this business objective?

- Landing page / opt-in page

3) Who am I talking to?

- I am talking to **women** looking for a new brand of high-quality socks, they make an average amount of 2k per month, and they are interested in clothing and apparel-related products

4) Where are they now?

Painful current state - They are tired of wearing bad quality socks that are uncomfortable, slip off, don't fit right, get holes fast, it annoys them when they are outside, they have tried a bunch of useless brands of socks and they are looking for a good brand of comfortable socks

Desired dream state - They could just get on a comfortable and reliable brand of socks that meets their expectations, doesn't slip off, is comfortable, doesn't get holes easily, fits well, and has a good design, they could mind their day-to-day life activities without having to worry about their feet

Where are they in my funnel?

They are at the landing page knowing about the free offer I have for them from clicking on the social media link

Awareness Level - Level 4, Aware of Everything

Problem / Roadblock, Solution/Mechanism, Product AWARE

>They have gone through FB ads/understood what my solution and product are about, and are interested after reading the messages about the product and clicking the link to the landing page

Roadblock/Problem- Wearing socks that are not comfy, bad quality socks

Mechanism/Solution- Wear comfortable socks with comfy and high-quality materials

Product/Vehicle- Bombas socks

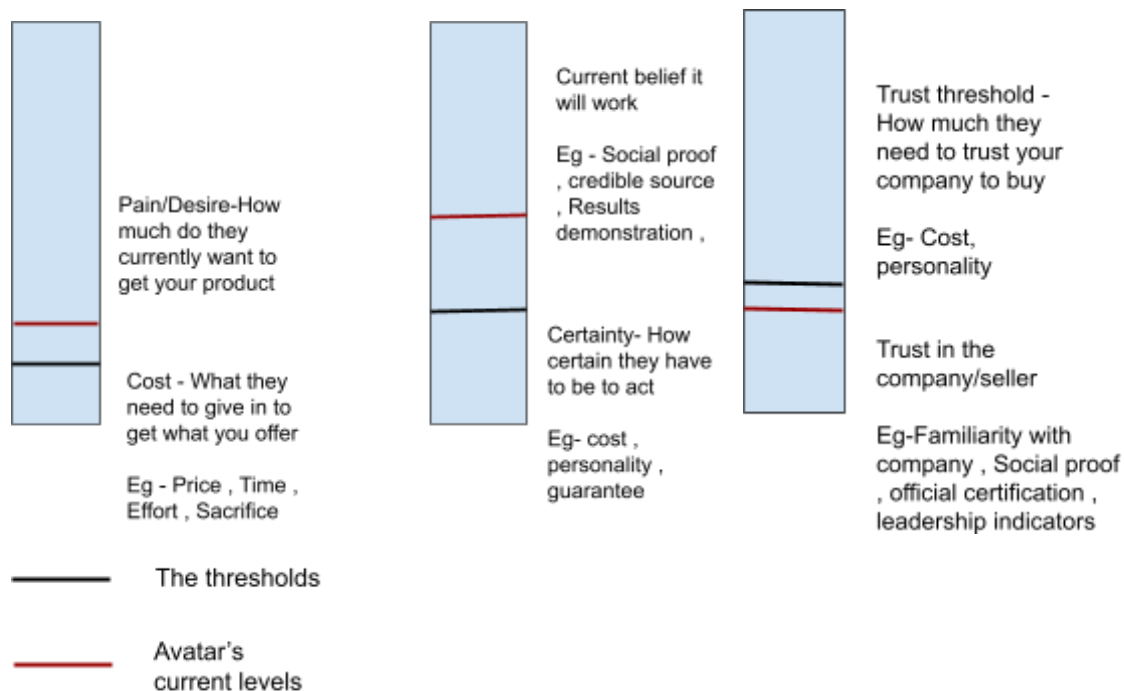
(PLAN: “**Buy Now**”, Urgency, **Scarcity**, **Risk reversal**, **Social proof**, **Crank pain/desires/needs**)

Sophistication Level - Stage 5, The Market is tired of everything

****They no longer believe in any claims because all the mechanisms appear the same****

>The target audiences have tried a bunch of **uncomfortable products**, they have seen a **bunch of products** like this on the market. They have tried a bunch of different socks as well. There are thousands of similar products and mechanisms like this in the market. They would wonder how this differs from and better than other ones

(PLAN: **Niche down**, Experience, Identity play / Create a new believable mechanism by Labeling and reframing)



5) Where do I want them to go?

I want them to get into my email list, with the trust in the company levels exceeding the threshold

What specific action do I want them to take?

Enter their name, email address, and house address in exchange for the free gift to ship to them

★ They would be in my “world” already and skepticism would be significantly lower than before ★

- 6) The steps to go from where they are to where I want them to go**
- Using the established landing page framework
1) Headline(Disrupt), 2) Info about the free gifts (Intrigue),
3) Authority and Credibility, 4) CTA

MY PERSONAL ANALYSIS

I am quite confident in this despite being my first time writing landing pages , but there's always room for improvement , I hope to get some suggestions

And answers regarding my questions :

- 1) Would the whole structure be better if my “extra fascination” puts under the CTA ?**
2) Could the “BAIT” Prof. Andrew talked about in the landing page video be a free gift or product like this as well ?

Landing Page Mission


Claim 6 pairs of the Best Selling Bombas Socks **Free** Today for a Limited Time Only!

- > Get 6 pairs of Unforgettable Best Selling Bombas Tri block Marl Ankle Free Size socks
76% Cotton (Supima®) 15% Polyester 6% Nylon 3% Elastane
- > Get Free Shipping around the World
- > One Purchase = One Donation to the Homeless!
- > Get a Discount code for 20% off your next order at Bombas
- > 100% Happiness Guarantee,

Replace or Get a Refund if your pairs of socks are

- Lost In The Laundry
- Disappeared With Your Luggage
- Your Dog's Favorite Chew Toy
- The Wrong Size
- Worn, Torn, Or Developing Holes
- Turned Into Sock Puppets

Once you slip a pair of Bombas socks onto your feet, you will never want to remove it and look back at the other socks you have!

Just Enter Your Name, Email Address, House Address, and Phone Number below and we'll cover the shipping for you! 



Selina J. Verified Buyer

04/16/24



Quality: High Quality

Comfort: Very Comfortable

Fit: True to Size

First Time Purchase!

I've heard so much about these socks and now I know why.....these are the softest most comfortable socks I have ever worn! I love the quality, the feel and the most excellent customer service that I received!



Carolyn P. Verified Buyer



Great socks

These socks are so comfortable and I love the colors I purchased. I've been wearing Bomba socks for awhile and I won't stop!



Morgan F. Verified Buyer



Quality: High Quality

Comfort: Very Comfortable

Fit: True to Size

The Best

Soft, supportive, comfortable and super cool designs and colors. These are the only brand I'll purchase anymore.