

# Presale Page

Warm Cold Traffic Before the Pitch



TARGET

**Click Rate (CTR)**



REPORT

**Acquisition**



TIMEFRAME

**30 min**

## DIRECTIONS

A presale page sits between your ad and your sales page. It warms cold traffic before asking for the sale. Some ad platforms won't let you link directly to sales pages — a presale page solves compliance while building desire.

Use presale pages when your audience doesn't know you yet. Cold traffic needs context — who you are, why they should care, and what's in it for them. Without this step, your sales page conversion tanks.

Your biggest lever is message match. Bridge the gap between the ad that brought them and the offer on the other side. Same language, same angle, same emotional hook. Nail this bridge and click-through rates double.

## INGREDIENTS

- Tags
- UTM Tracking

## PREREQUISITES

- 300+ Visitors

## VARIATIONS

- Advertorial
- Bridge Page
- VSL Pre-sell

## PERFORMANCE CALCULATION

### Determine Your CTR



METRIC TARGET

**30~50%**



VISITORS



/presale/fitness-secrets



2,450

Track everyone who lands on your presale page from ads or other sources.



CLICKS



/sales/fitness-program



980

Track everyone who arrives on your sales page from the presale page.



CTR

Clicks ÷ Visitors



40.0%

# Breakdown Your Click-Through Rate

Find which segments click through and which bounce.

## TRAFFIC SOURCE

CHANNEL | UTM SOURCE | REFERRER

Not all sources warm equally. Paid social, search, and email send visitors with different intent levels. A 40% CTR overall might hide 60% from email and 15% from TikTok. Segment to find winners.

### DOUBLE DOWN ON WHAT CONVERTS



Shift budget toward high-CTR sources. Pause or rework low performers. If email crushes paid, send more warm traffic to your presale page.

## DEVICE TYPE

MOBILE | DESKTOP | TABLET

Mobile visitors scroll faster and bounce more. If your presale page is long-form, desktop might crush mobile. Check if your CTA button is visible without scrolling on phones.

### OPTIMIZE FOR THE DOMINANT DEVICE



If 70%+ of traffic is mobile, build mobile-first. Shorten copy, enlarge CTAs, and remove anything that slows load time on cellular.

## AUDIENCE TYPE

COLD | WARM | RETARGETING

Cold audiences from broad targeting behave differently than warm leads who already know you. Retargeted visitors — people who've engaged before — typically click through 2-3x more than strangers.

### MATCH CONTENT TO AWARENESS



Use longer presale content for cold traffic. Warm audiences need less convincing — shorter pages with stronger CTAs convert them faster.

## CONTENT ANGLE

UTM CONTENT | LANDING PAGE | AD VARIANT

Different hooks attract different people. A fear-based angle might get clicks from one audience while an aspirational angle works for another. Test multiple presale angles against the same offer.

### KILL WEAK ANGLES FAST



Run 2-3 content angles simultaneously. Give each 200+ visitors before deciding. Scale the winner. Retire anything below 25% CTR.

## SEGMENT OPTIMIZATION EXAMPLE

# Traffic Source Optimization

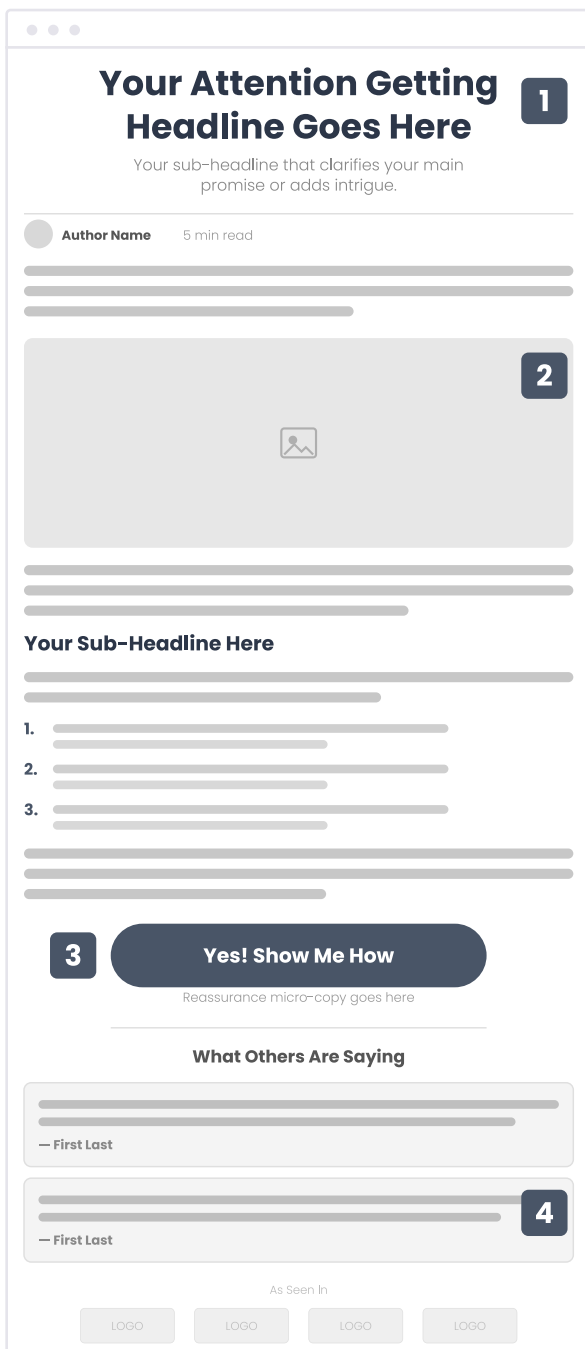
## FOCUS SEGMENT

### Channel

		VISITORS		CLICKS		CTR
TRAFFIC CHANNEL	Facebook	1,400	÷	420	>	30.0%
	Google	600	÷	312	>	52.0%
	Email	300	÷	195	>	65.0%
	TikTok	800	÷	136	>	17.0%

# Optimize Your Presale Page

Every element either builds trust or loses the click.



## 1 HEADLINE

⚠️ MATCH THE PROMISE FROM YOUR AD

Your headline must echo the ad that brought them. If the ad says 'lose 10 lbs in 30 days,' your presale headline reinforces that exact outcome. Any mismatch kills trust instantly. Use the same language, same angle, same emotional hook that made them click.

## 2 CONTENT BODY

⚠️ BRIDGE CURIOSITY TO CONVICTION

Don't dump features. Tell a short story — the problem, failed solutions, and the breakthrough. Keep it under 500 words for cold traffic. Every sentence should pull them toward the CTA. If a paragraph doesn't build desire or handle objections, delete it.

## 3 CALL-TO-ACTION

⚠️ MAKE THE NEXT STEP FEEL INEVITABLE

Use one CTA button — not two, not three. Copy should describe the outcome: 'See How It Works' beats 'Click Here.' Place it after your strongest proof point. On long pages, repeat the CTA every 2-3 scroll depths. Make it impossible to miss.

## 4 SOCIAL PROOF

⚠️ PROVE IT WORKS BEFORE THEY LEAVE

Add 1-2 short testimonials or result screenshots near the top. Cold traffic doesn't trust you yet — proof is the fastest way to build credibility. Use real names and specific outcomes. 'I lost 12 lbs in 3 weeks' beats 'Great product!' every time.

# How to Optimize Presale Pages for your Business

Adapt your presale strategy to your business model.



## COACHES

💡 LEAD WITH TRANSFORMATION STORIES

Share a client success story that mirrors your audience's struggle. Focus on one transformation — not your full philosophy. Use before-and-after framing: 'stuck for years, then breakthrough in weeks.' Keep it under 400 words. Your presale page sells the click, not the program. Link to your sales page and let that close.



## E-COMMERCE

💡 EDUCATE BEFORE YOU SHOW THE PRICE

Explain why your product exists before showing the price. Run an advertorial like '3 Ingredients Dermatologists Say Work' before linking to the product page. Great for products needing explanation — supplements, tech, premium items. Cold ad traffic converts 2-3x higher when you educate first instead of sending directly to the product listing.



## B2B & SAAS

💡 LEAD WITH THE PROBLEM, NOT THE PRODUCT

B2B buyers research before they buy. Your presale page should frame the problem your software solves — with data, case studies, or industry benchmarks. 'Companies using manual reporting lose 12 hours per week.' Then position your product as the obvious fix. Save feature lists for the full sales page where they can go deep.



## CREATORS

💡 USE YOUR CONTENT STYLE AS THE PRESALE

Your audience follows you for a reason — lean into that format. YouTuber? Short video presale. Newsletter writer? Advertorial. Match the energy they already engage with, then pivot to the offer. 'I built this because I needed it' feels authentic and drives high click-through. Don't oversell — let your personality do the warming.



## COURSE CREATORS

💡 TEACH A MICRO-LESSON AS YOUR PRESALE

Give one genuine insight on your presale page — useful but incomplete. Teach a concept that delivers a quick win: 'Fix your ad targeting in 5 minutes. Want the full system?' This positions you as expert and creates natural demand. Your presale becomes a free sample of your teaching. People who learn something click through at much higher rates.



## PROFESSIONAL SERVICES

💡 BUILD AUTHORITY BEFORE THE CONSULTATION PITCH

Use your presale page to demonstrate expertise. Share a case study or framework showing how you solve problems. A financial advisor might publish '3 Tax Strategies Business Owners Miss' before linking to a booking page. Presale content that educates positions you as the trusted advisor — not just another service provider competing on price.