

Otherworldly Landing page pricing sheet

Learn about Otherworldly Landing Pages, discover what options and pricing configurations are available.

Overview

Landing pages are usually where experiences decay.

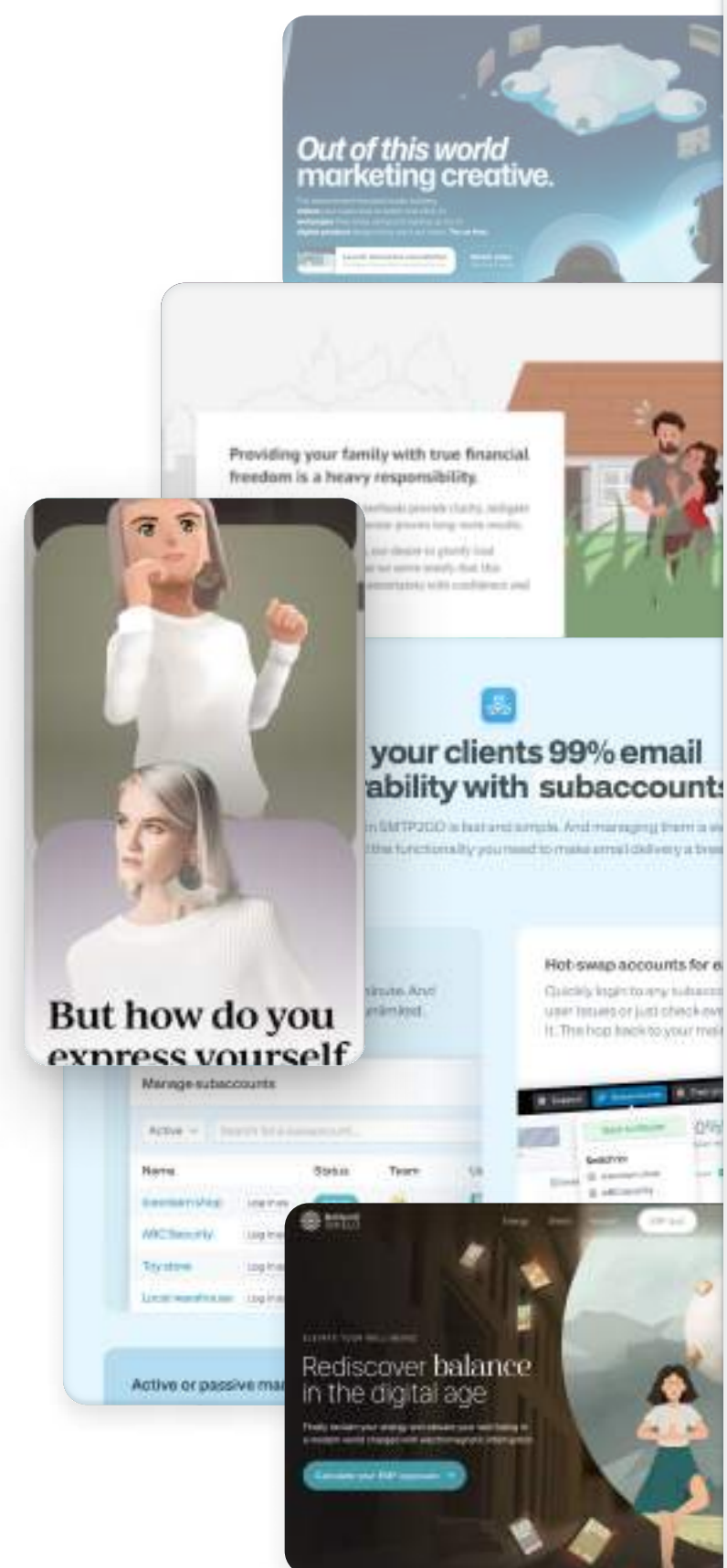
Users are having a nice time on social media, or watching a video, or maybe they saw a good ad... then they're hit with a boring landing page that seems to exist only to coerce users into doing something a company wants them to do, rather than continuing the experience that got them there in the first place.

And in a time when people have a near-unlimited number of options to choose from, being a boring option that gives them less than they were getting before is a tough sell.

A landing page should give people what they want, then offer them a way to get more. And a good landing page gives that while making it a joy to experience. Something that "gets them", their interests, and their desires.

Otherworldly Landing Pages optimize for precisely that: giving users a great experience (just like they've had prior to arriving), and a way to get even more of that by taking the next step (converting).

It's a great way to prepare users for conversion, while amplifying the positive intent of future MQLs in the process. In a world where dopamine hits are just a tap and a scroll away, **give your users landing pages they'll enjoy, and enjoy telling others about.**



While there are many variables that contribute towards effective, edutaining landing pages that teach visitors in an enjoyable way for maximum results, these are the main elements for you to consider. For a full range of configuration options, speak with our team for a bespoke estimate. Every style includes the option to choose individual steps or full packages depending on your unique requirements.

Style



Essential: For short landing pages that want to add value and call users to action succinctly. Lower buyer defences, educate readers, and introduce them to your offer in an educational-yet-enjoyable experience. Incorporate your company product or offer, prominent endorsement, and optionally your brand mission too, for a short-yet-thorough page experience.



Advanced: For full-length landing pages that cover everything in Essential, while expanding on the visitor's journey. Advanced pages paint a vivid picture of the visitor's current problem and desired solution as part of the page experience, enhancing the connection with—and conversion potential—of your offer, which bridges those poles.



Premium: For full-length landing pages that require additional modals and sub-page experiences for extra context. Expanding upon Advanced pages with these additional page states enables more nuanced page functionality, such as the ability to call up multiple offers or product information, all as part of one page flow, for maximum clarity and conversion power.

Packages

Packages: Each style of landing page has been assembled as a Package. These include everything you need to create a full landing page in your chosen style. Packages also detail a discount you receive for ordering the package together.

Individual steps: If you'd prefer to order certain steps rather than the full package (e.g. if you have internal support for some steps) you can choose from these instead.

Verification

Verified: Before each landing page is produced, we validate ideas with your target audience for maximum hit-rate. After the page is published, we can review performance data and optimise for maximum results.

Unverified: Production takes place without external feedback. Used for saving costs, faster production, or when content themes have been fully verified.

01 Blueprint

The first step is to review your marketing strategy and create a blueprint for how this landing page will look and function. This enables us to build efficiently, and you to give feedback on the final result before its built.

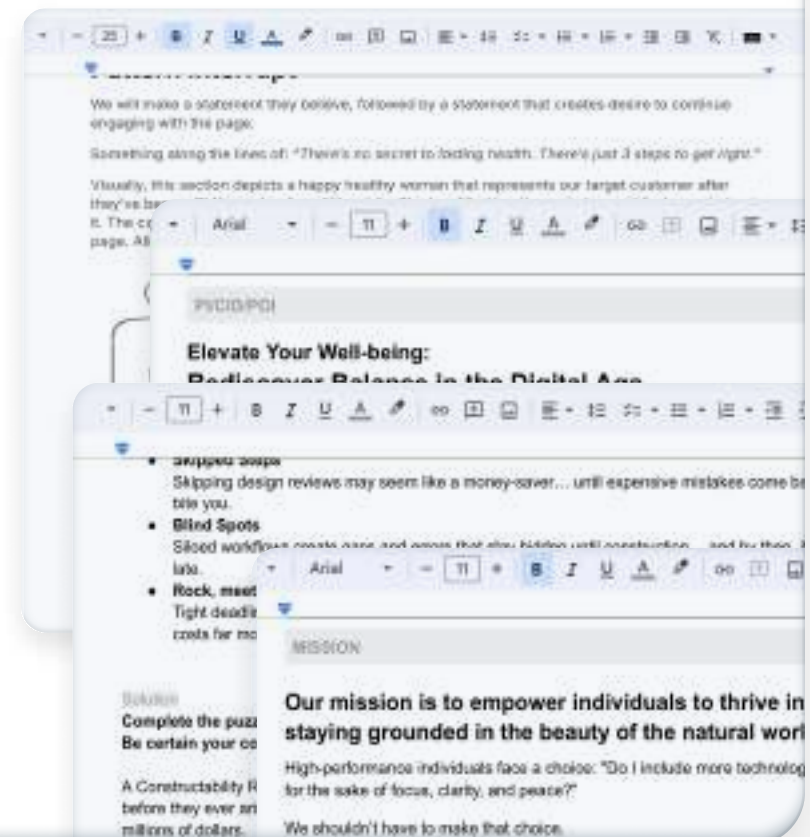
- Define how the page will look and function
- Gather feedback prior to production commencing
- Optionally collect customer feedback at this stage



02 Copywriting

Next, we move into copywriting. All page copy identified in the blueprint is created at this stage, organized by page section so it can be easily followed with the blueprint. Unlimited copy edits are made based on your feedback.

- All page copy written with unlimited revisions
- Unlimited revisions available to ensure it's right
- Optionally collect customer feedback at this stage



03 Design

With the strategy, blueprint and copy ready, we proceed to design. In this step, we create the full page layout and all associated UI elements, then collect your feedback with unlimited revisions.

- Visual design for the whole page
- Assets prepared for development hand-over
- Optionally collect customer feedback at this stage



04 Creative

The design step prepared the interface, while making affordances for page artwork and any animated assets. In this step, we produce all artwork, illustrations, backgrounds and animated elements for your page.

- Artwork & animated materials all produced
- Assets prepared for development hand-over
- Optionally collect customer feedback at this stage



05 Development

With all assets produced and prepared, this step assembles everything in code. We write the code necessary for an amazing quiz experience, ready to integrate with your site, tested in all modern browsers.

- Write all landing page code
- Run a suite of tests to stress-test the code
- Integrate the system with your infrastructure



Landing page pricing

Packages

These prices reflect the purchase of multiple steps together, up-front.

Package	Package discount	Unverified	Verified
Landing Page Essential	-\$2,000	\$10,000	\$10,800
Landing Page Advanced	-\$4,000	\$16,000	\$16,800
Landing Page Premium	-\$4,000	\$21,000	\$21,800

Landing Page Essential

These prices are for steps when bought individually.

Individual Step	Unverified	Verified
Blueprint	\$1,000	\$1,200
Copywriting	\$2,000	\$2,200
Design	\$2,000	\$2,200
Creative	\$3,000	\$3,200
Development	\$4,000	

Landing Page Advanced

These prices are for steps when bought individually.

Individual Step	Unverified	Verified
Blueprint	\$2,000	\$2,200
Copywriting	\$4,500	\$4,700
Design	\$4,500	\$4,700
Creative	\$4,500	\$4,700
Development	\$4,500	

Landing Page Premium

These prices are for steps when bought individually.

Individual Step	Unverified	Verified
Blueprint	\$3,000	\$3,200
Copywriting	\$5,500	\$5,700
Design	\$5,500	\$5,700
Creative	\$5,500	\$5,700
Development	\$5,500	