

shōgun presents

The Best Ecommerce Special Offer Landing Pages

Kick Off Your Next Sale Right

Get the most out of your sales with dedicated landing pages

What's the best way to promote special offers to your online shoppers?

Where brick-and-mortar stores can hang signs and hand out flyers to boost their special deals, ecommerce stores have to think differently.

As an online retailer, you can achieve the same effect (more, in fact) with a special offer landing page.

Whether you're planning a site-wide discount, a limited-time bonus offer, or a seasonal sale on select items, creating a landing page is the perfect way to get shoppers excited (and informed) about your exciting special offers.

But how can you build great promo pages that really convert?

To help you figure this out, we've got some aspirational examples of special offer pages to inspire your own.

First, let's clarify what a special offer landing page does and what it takes to create a great one.

What's a special offer landing page?

A special offer landing page (or promotional landing page) is **a dedicated store page that creates awareness and/or drives conversions for a limited-time offer, discount, or bonus.**

You can use promotional landing pages to announce special offers, give shoppers more information about the promotion, or include "add to cart" buttons that act more like traditional product pages.

What are the most important elements of special offer landing pages?

Special offer landing pages aren't that different from other [ecommerce landing pages](#). You should follow standard [landing page best practices](#) when creating special offer pages—with extra attention to a few key features.

The most important elements for your special offer pages are:

- **A clear offer with obvious value.** Once they land on your special offer page, shoppers should see that it isn't a typical product page or [homepage](#). It's obvious that something more is on offer here—whether it's a discount, bonus gift, or some other type of promotion.
- **Sales tactics that spark action.** FOMO can be a powerful motivator. When you're promoting a limited offer, lean into urgency marketing. Emphasizing the limited nature of the deal helps prevent cart abandonment and moves shoppers to complete their transactions.
- **Big, bold clickable CTA buttons.** A strong CTA is one of the keys to [increasing ecommerce conversions](#). Whether you're sending visitors to a product page or getting them to add to cart, your call to action should be as easy as clicking a button. Make your CTA button stand out on your page, inviting shoppers to take action.
- **Mobile-friendly design.** To impress customers with your great deals, your special offer pages need to look fantastic on all devices. Given that [nearly 3 out of 4 shoppers](#) will visit your store on their phone, your pages must follow [mobile best practices](#).
- **Accurate and transparent messaging.** A special offer page should entice shoppers to take advantage of your deal, but it should also be clear about the terms. Nobody wants to go through all the trouble of finding the perfect items only to find that those particular sweater vests aren't part of the promotion.

Note:

We often talk about keeping competing CTAs to a minimum on your landing pages. But since the goal here is to highlight an offer (like a site-wide discount code), your promotional landing pages can include multiple CTAs and links out to other store pages.

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Curious about how a particular brand creates incredible special offer pages? Jump right to them by clicking their name.

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Heads up:

This resource contains glimpses of store pages frozen in time. Ecommerce is always changing, and so are these custom pages. Check them out, though some URLs may be updated/redirected as our customer stores grow!

Like what you see?

All of the special offer landing pages featured below are built with Shogun Page Builder—the #1-rated Page Building app for Shopify.

[Try Shogun today to start building your own custom landing pages.](#)

1. Jot

On this promotional landing page, Jot partners with an influencer named Morgan to offer free or discounted glasses for customers to enjoy their daily dose of caffeine.

We can safely assume this page is part of a larger referral campaign with personalized versions of the landing page for each influencer.

What we like best about this special offer landing page:

- **The offer is immediately obvious.**
The headline “Raise a (free) glass to iced coffee” neatly ties in the product itself and the bonus glass.
- **The mix social proof and celebrity endorsements**—which speaks directly to shoppers who clicked through to this page from Morgan’s Instagram link.
- **Scarcity is mixed right into the CTA:** “Grab a glass (once they’re gone, they’re gone)”.

See the full, Shogun-built page here

The landing page features a clean, modern design with a light yellow background and blue accents. At the top, the Jot logo is prominently displayed. The main headline reads "Raise a (free) glass to iced coffee". Below this, three coffee bundles are showcased, each with a "Buy Now" button and a price tag. The bundles are: "Buy the Jot Duo, Get the Glasses Free" (priced at \$48.00, with a special offer of \$64), "Buy Jot Dark, Get The Glasses 50% Off" (priced at \$32, with a special offer of \$40), and "Buy Jot Original, Get The Glasses 50% Off" (priced at \$32, with a special offer of \$40). Each bundle includes a 6.8oz coffee bottle and two 16oz iced coffee glasses. Below the bundles, three influencer testimonials are featured, each with a circular profile picture and a short bio. The influencers are Thomas DeLauer (Fitness Coach), Tony Hawk (Professional Skateboarder), and Katrina Scott (Live Beautifully Host & Co-Founder of Tone It Up). Each testimonial includes a quote about their love for Jot coffee. At the bottom of the page, a section titled "Grab a glass (once they're gone, they're gone):" displays three "Glass Set" options: "Jot Duo + Glass Set" (Buy Now - \$48, was \$64), "Jot Dark + Glass Set" (Buy Now - \$32, was \$40), and "Jot Original + Glass Set" (Buy Now - \$32, was \$40). The page concludes with the tagline "A little bottle, a lot of love:" and a section for customer reviews, including a 5-star review from Jan K. and a 5-star review from Alex S.

2. Nuun

This is another example that includes a bonus item on top of a regular purchase.

For customers who spend over the minimum required amount (in this case, \$60), Nuun will throw in a cool new mug as a gift.

What we like best about this special offer landing page:

- **The “Here’s the deal” section** outlines exactly how it works and even includes a disclaimer without throwing off the vibe of the page.
- **Two types of customer reviews.** Not only does this page feature reviews of Nuun products (“What our customers say”), but there’s also an above-the-fold customer comment gushing about their new camping mug.
- **By offering the mug as a limited time-reward,** Nuun incentivizes customers to buy more upfront, rather than spreading out their purchases, to hit the minimum spending threshold.

nuun Shop Stories What are you looking for?

25% OFF Immunity • FREE shipping on all orders over \$60

Happiness is a warm mug.

FREE gift alert! Upgrade your H2O with Nuun and we'll send you a cool new mug with your \$60 purchase.*

Shop Now

"Love this new mug!! I will be taking this when I go camping and on overnight trail races."
— Sara M.

Here's the deal:

Spend \$60 at nuunlife.ca, and the Nuun-branded MiR camp cup will be automatically added to your cart. No code or coupon required. This promo runs 9/20 - 9/25 while supplies last!

* Terms and conditions: this offer cannot be combined with other promotions. Not valid on bundles, or retail orders. Offer valid on orders with a subtotal of \$60+. Offer valid through September 25, 2021. Only in nuunlife.ca

Why Nuun?

Whether you're super-charging your training plan, tackling a hectic workweek, or being mindful of your body's needs: Nuun gets you up to speed.

FILL SPLASH QUENCH

Your hydration solution.

NUUN SPORT Strawberry Lemonade
NUUN IMMUNITY Orange Citrus
NUUN VITAMINS Blueberry Pomegranate
NUUN REST Blackberry Vanilla

Shop Now Shop Now Shop Now Shop Now

What our customers say:

"The energy I get from the sports tablets is unbelievable and great for my training. I always feel refreshed and ready to go after taking one of these."
— Emilia B.

"This is my go to when it comes to being proactive with my health. I typically take a Nuun Immunity Tab daily for the extra boost in Vitamin C, especially when my training volume increases."
— Sean A.

"I like to dissolve Nuun Rest in hot tea at the end of a long day — sleep better and wake up ready for a new day!"
— Sandy J.

Check out the full line of Nuun products and flavours to find your new favourites. But hurry, our free mug giveaway ends soon!

Shop Now

3. Mad Ritual

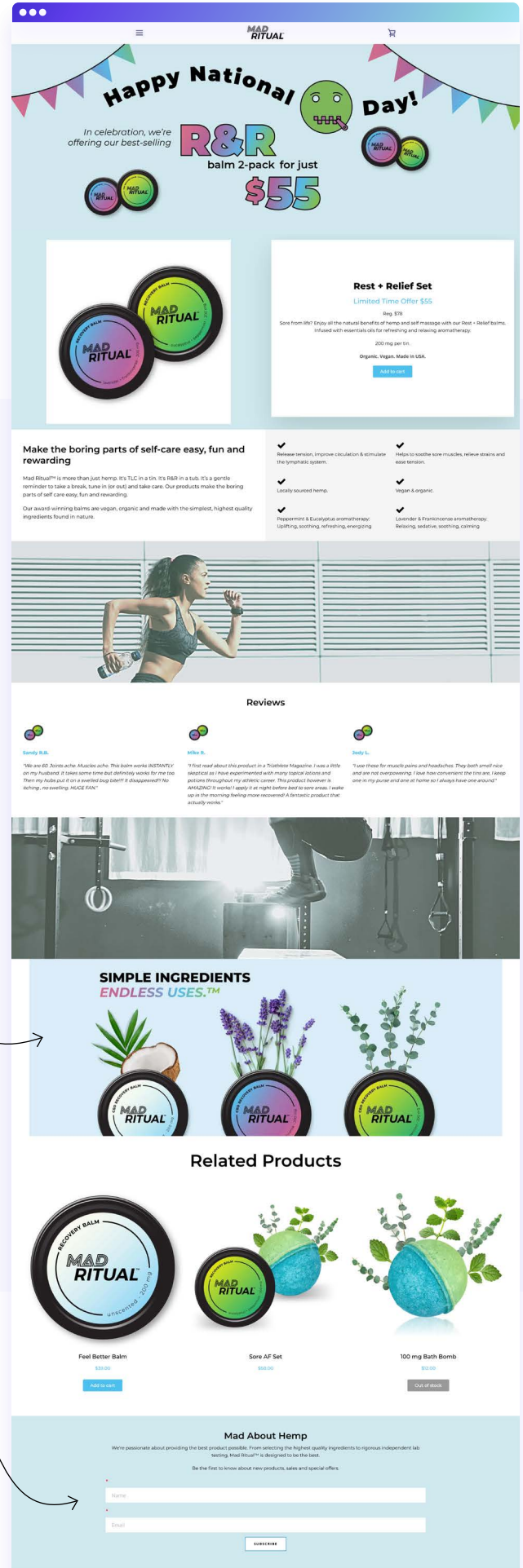
This cool and colorful page from Mad Ritual offers their Rest & Relief Set at a reduced rate.

The set includes two tins of their hemp balms and this limited-time offer page gives customers a chance to score extra savings.

What we like best about this special offer landing page:

- **Lively visuals bring the landing page to life**—from the super fun header image (which brings the product colors into its design) to the “Simple Ingredients” section that shows visitors what goes into the balms.
- **The parallax background adds dimension to the page.** Scrolling reveals photos of athletes behind the product description and reviews, underscoring the idea that R&R is an important part of self-care and healthy living.
- **The two-field subscription form captures** who might not buy from this sale but are interested in the product and future savings.

[See the full, Shogun-built page here](#)



4. FFS

FFS is a sustainable razor subscription company based in the UK.

They created this promotional landing page to offer their hair removal kit at a discounted price and throw in multiple bonuses that appeal to new customers (like a free shower holder).

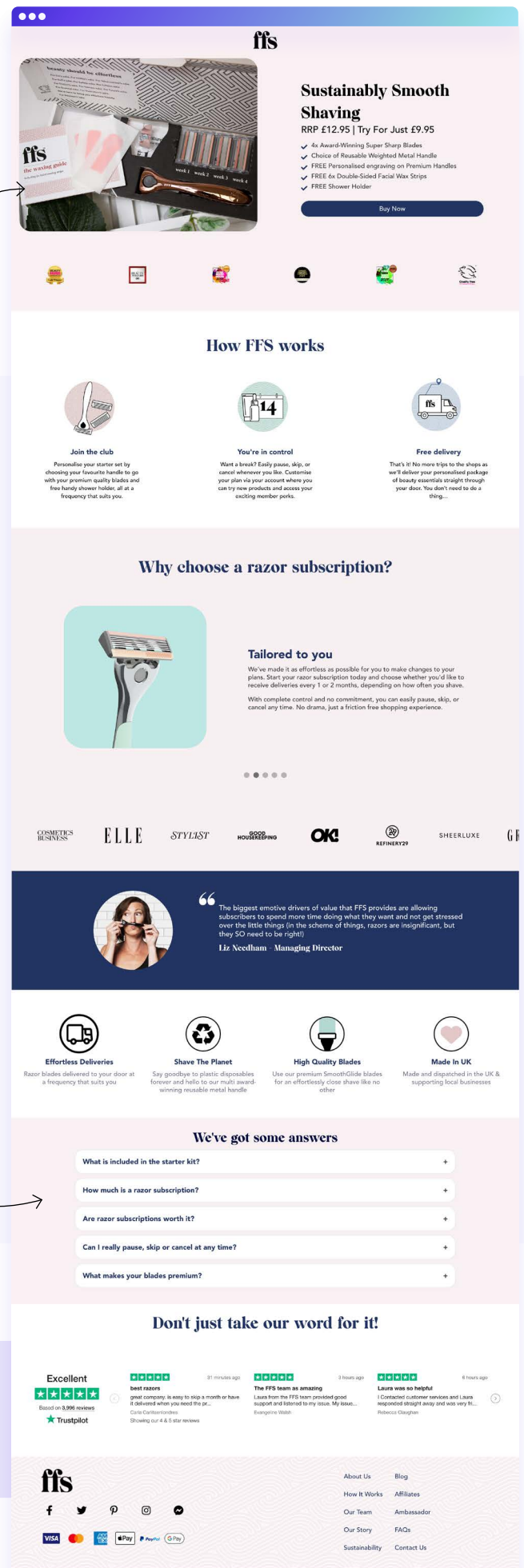
What we like best about this special offer landing page:

- **Effectively shows and tells visitors about the deal.** The header provides a detailed explanation of what the kit includes alongside a photo that shows off all the contents. This helps communicate the full value upfront and draws attention to the various freebies.
- **The accordion element gives visitors control** over which sections they want to view and which ones they wanna skip.
- **It's distraction-free.** By including a single CTA with no competing links (outside of the footer), FFS ensures visitors' attention stays on the offer at hand.

[See the full, Shogun-built page here](#)

Want your store to look this good?

[Try Shogun today for free to start building your own custom special offer pages.](#)



5. Cloud Nine

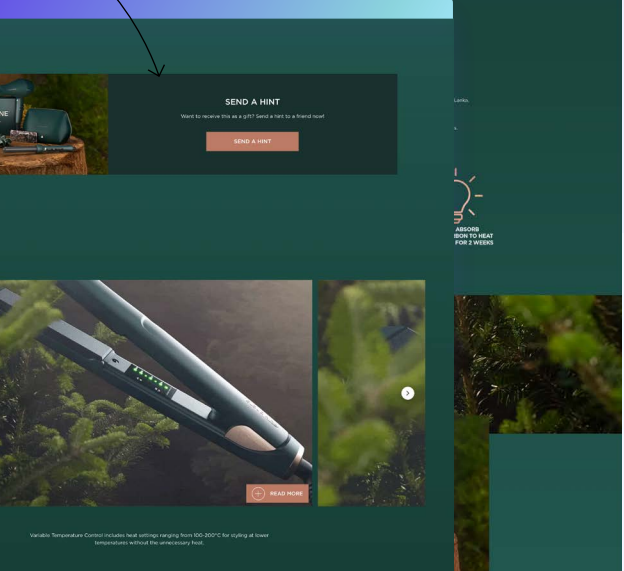
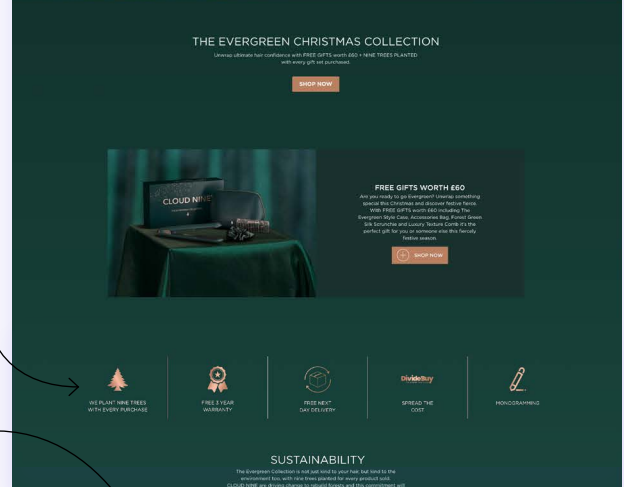
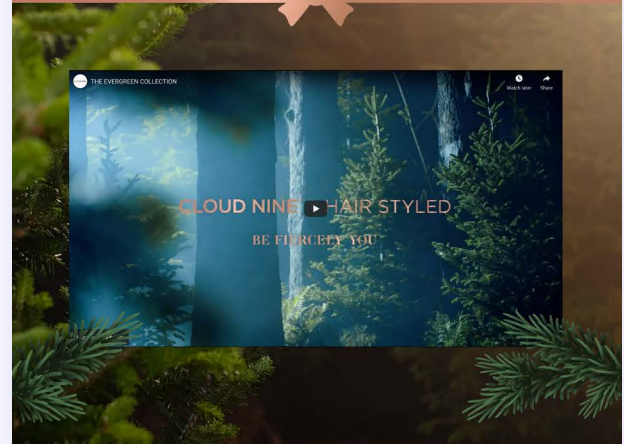
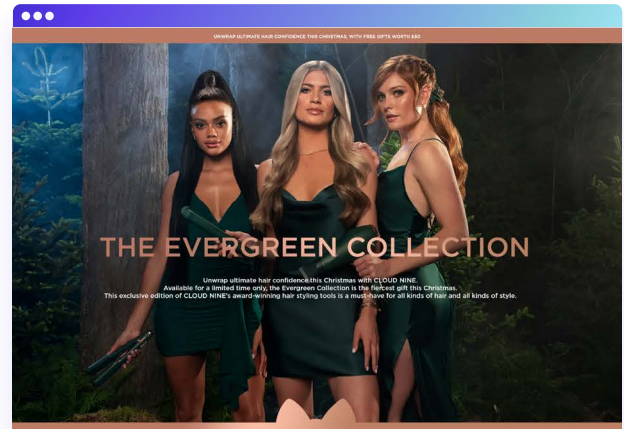
This example from Cloud Nine promotes their limited-edition Evergreen Christmas Collection and free bonus gifts just in time for Christmas.

We're proud to say this page was built entirely with Shogun Page Builder.

What we like best about this special offer landing page:

- **Holiday messaging and imagery tied in throughout the page.** We love the concept of “unwrapping” hair confidence, the emphasis on gifts, and the fir-tree background to remind us of Christmas (and the collection’s namesake).
- **It elevates the feel-good aspect of giving.** Cloud Nine isn’t just promoting special products and gift ideas, they’re also planting nine trees for every gift purchased. For shoppers who are on the fence, this initiative could be just the thing they need to convert.
- **In addition to multiple “Shop Now” CTAs, visitors are invited to “Send a Hint”** if they want to receive these limited-edition products as a gift.

[See the full, Shogun-built page here](#)



6. Smallwoods

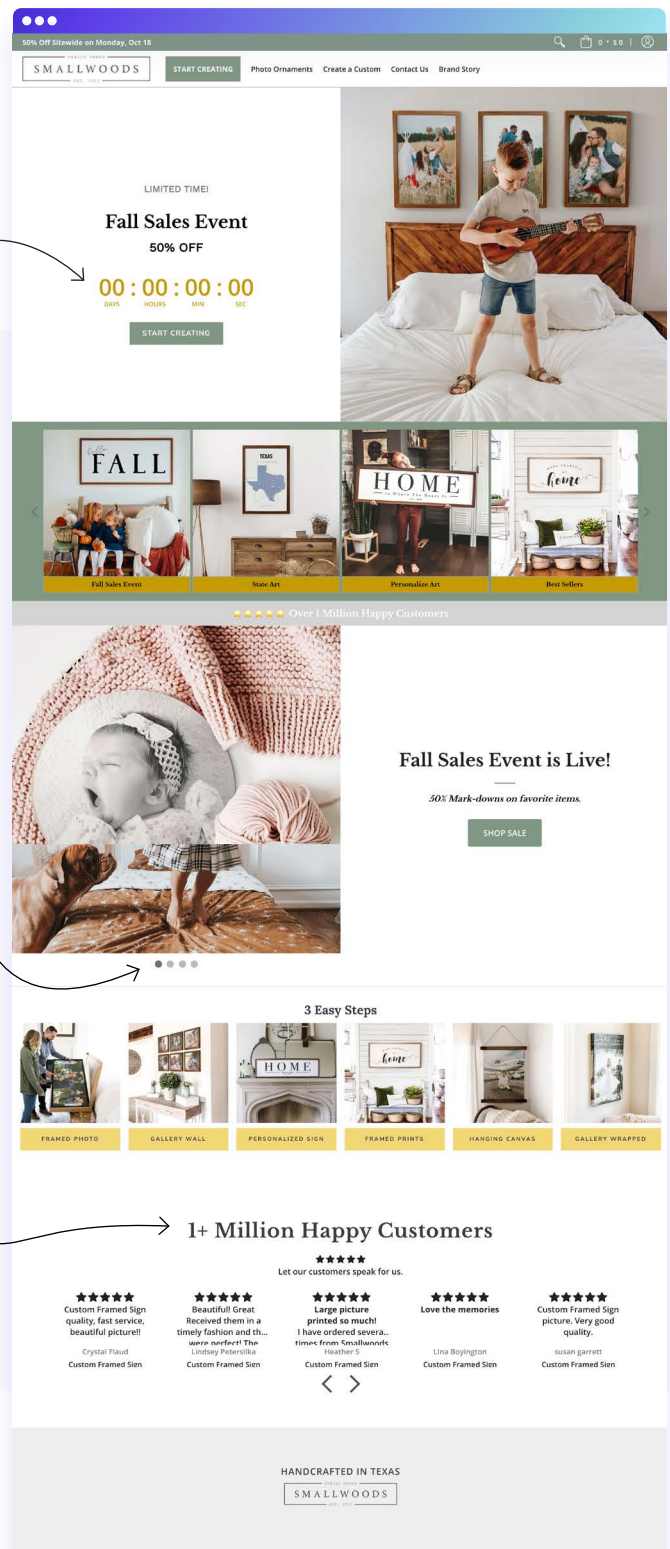
Smallwoods is a Texas-based framing and printing business that helps customers design custom pieces of home décor, including prints, photos, and ornaments.

This special offer page promoted their Fall Sales Event and invited customers to take advantage of the 50%.

What we like best about this special offer landing page:

- **The Fall Sales Event countdown timer** creates that sense of immediacy and urges customers to take advantage of the deal while they still can.
- **The carousel feature** allows visitors to view all the possible options before diving deeper into the store.
- **Five-star customer reviews with full names.** By telling visitors (twice) that they have “over 1 million happy customers,” Smallwoods helps create customer trust in their products. They show off their five-star reviews on a rotating carousel.

See the full, Shogun-built page here



7. Helix

Helix Sleep provides an overview of all ongoing deals on this page.

Customers can compare offers and choose the discount code that best matches their intended purchase.

What we like best about this special offer landing page:

- **For a mattress company, this header image is pretty fun.** And why shouldn't it be? The goal of this page is to get customers as close to jump-up-and-down excited as possible.
- **There's an emphasis on urgency.** Limited-time deals are listed first, while those with a longer shelf life are further down the page.
- **The simple lead capture form** at the bottom of the page allows Helix to build an email list to market to high-intent shoppers. By including the form on this page, joining the list provides value to price-motivated customers who are interested in future deals.

[See the full, Shogun-built page here](#)

HELIX Shop Personalized Mattresses **SALE** by Helix Shop Premium Modular Sofa birch by Helix Shop Organic Sleep Products

Labour Day Sale! Up to \$200 OFF + 2 FREE Dream Pillows - Free, No Contact Delivery! [VIEW OFFER](#)

HELIX Mattresses Financing Bases Bedding More [WHICH MATTRESS IS RIGHT?](#) My Orders Cart

Coupons and Promo Codes for Helix Mattresses, Pillows and Bases

Find all of Helix's limited and ongoing promotions for a mattress deal that you won't be able to pass up.

Limited Time! - Fourth of July Sale Discounts
Helix's Fourth of July Sale makes this the best time of year to buy a new mattress!

| Discount | Requirements | Use Code |
|-----------|---|----------|
| \$100 OFF | + 2 FREE DREAM PILLOWS \$600 or more | JULY4100 |
| \$150 OFF | + 2 FREE DREAM PILLOWS \$1,250 or more | JULY4150 |
| \$200 OFF | + 2 FREE DREAM PILLOWS \$1,750 or more | JULY4200 |

\$100 OFF
+ 2 Free Dream Pillows

Take **\$100 OFF** any mattress purchase and get two free dream pillows. Rest easy knowing you purchased a Helix mattress during our biggest sale of the year.

USE CODE: JULY4100

[REDEEM OFFER](#)

\$150 OFF
+ 2 Free Dream Pillows

Take **\$150 OFF** on purchases of \$1,250 or more on the top-rated mattress of 2020 according to GQ, Wired, and many others.

USE CODE: JULY4150

[REDEEM OFFER](#)

\$200 OFF
+ 2 Free Dream Pillows

Take **\$200 OFF** your purchase of \$1,750 or more and completely revamp your sleep system.

USE CODE: JULY4200

[REDEEM OFFER](#)

Ongoing Promotions

The 100 Night Sleep Trial
Helix's 100 Night Sleep Trial allows you to return your mattress for a full refund within 100 nights, after the first 30 days. We require that users wait 30 days to account for the natural break-in period that mattresses experience. If you're unhappy with your Helix for any reason our team of sleep specialists make the return process extremely simple. This means there is no risk or lost sleep when trying out a Helix mattress.

Free Shipping
We provide **free shipping to all US orders** for all of our products! All Canadian orders will incur a shipping fee of \$250 per mattress as well as a Customs Tax.

Subscribe for Helix's Latest Promotions

Subscribe to our email newsletter so you never miss out on Helix's newest coupons and promotions! Our emails will not include spam and will only update you with our latest deals.

Email

[SUBSCRIBE](#)

8. Alala

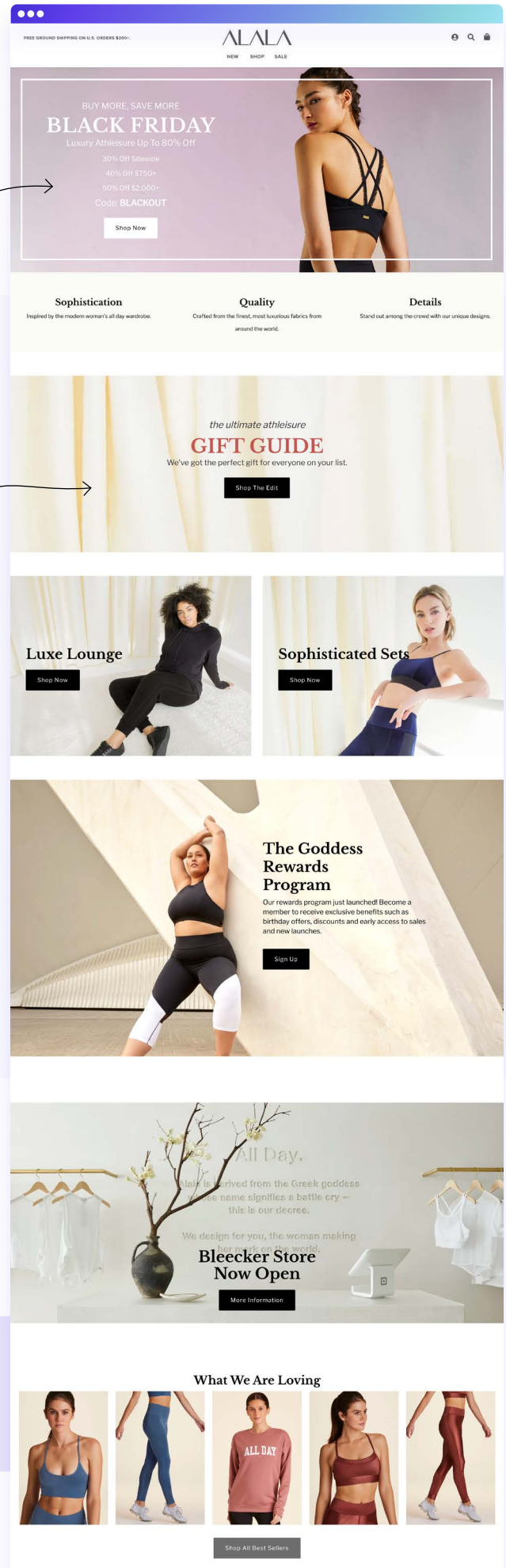
This Black Friday discount page informs visitors of the ongoing sale as well as the different levels of discounts available based on your spending bracket.

What we like best about this special offer landing page:

- **On-brand hero image doubles as a billboard** for the promotion and a clickable CTA for visitors who are eager to “Shop Now.”
- **A full-width, clickable CTA to shop the gift guide.** Alala knows that many Black Friday shoppers are planning for the holidays and searching for Christmas gifts. So, the first CTA below the header (“Shop the Edit”) goes straight to their athleisure gift guide.
- **This page acts as a hub for Black Friday shoppers.** First, it gets visitors excited about potential savings and then links out to multiple collections (like “Luxe Lounge,” “Sophisticated Sets, and “Best Sellers”).

Ready to customize your store pages?

[Start your free trial of Shogun Page Builder here](#)



9. Hummingbird

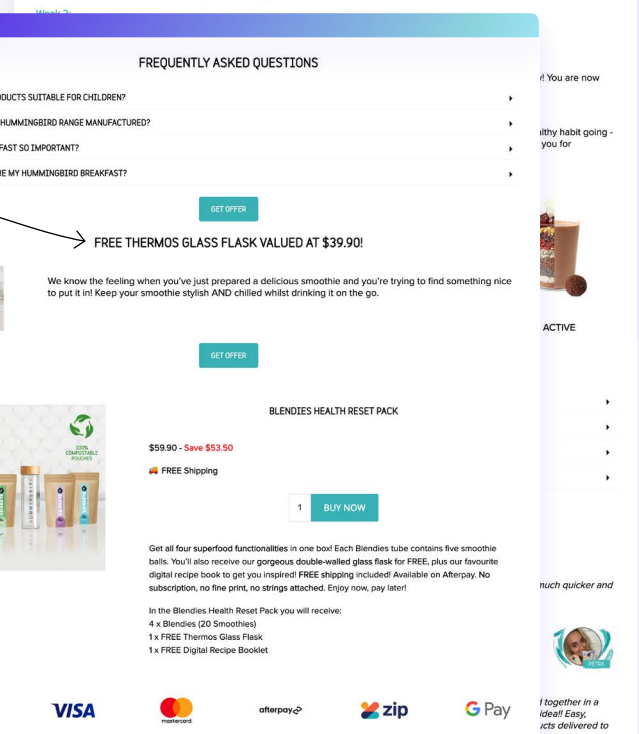
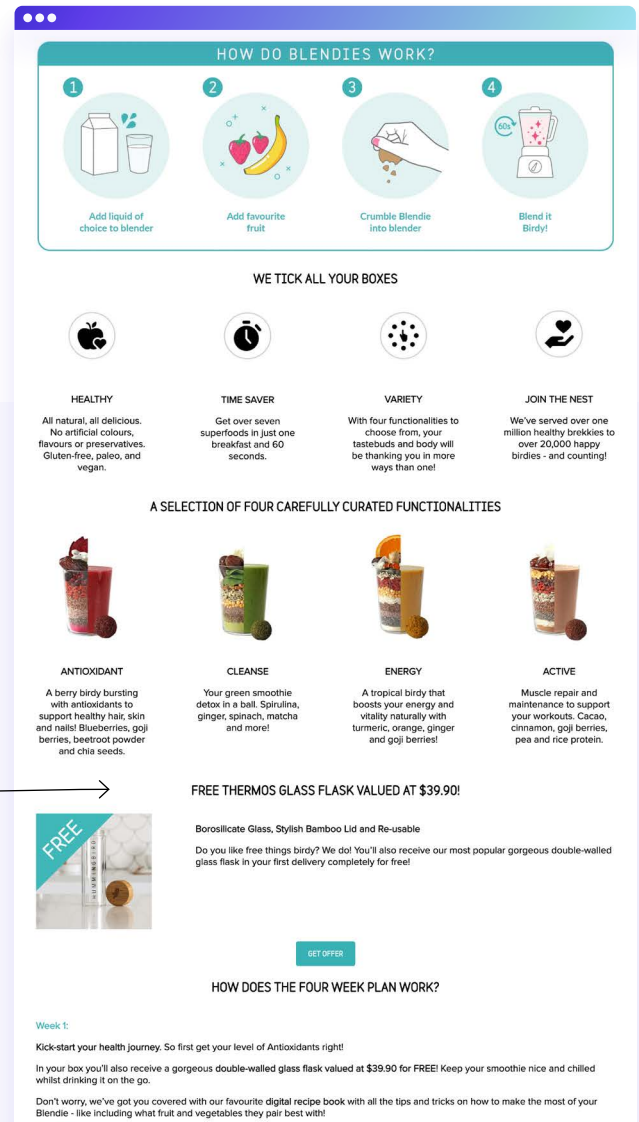
Hummingbird is an Australian brand that makes breakfast quick and easy with their superfood smoothie “blendies.”

This special offer page promotes the 4-Week Blendies Health Reset Plan at a discounted rate and comes with a free flask for your smoothies.

What we like best about this special offer landing page:

- **It calls out the individual value of the bonus item.** The thermos glass is mentioned many times with its own section, image, and CTA. They really emphasize that it is valued at \$39.90—more than half the total for the Health Reset Pack!
- **The detailed recap at the end.** Between explaining how blendies work to showing off the bonus thermos, there’s a lot going on here—which is why Hummingbird reminds shoppers exactly what is included next to the final CTA.

[See the full, Shogun-built page here](#)



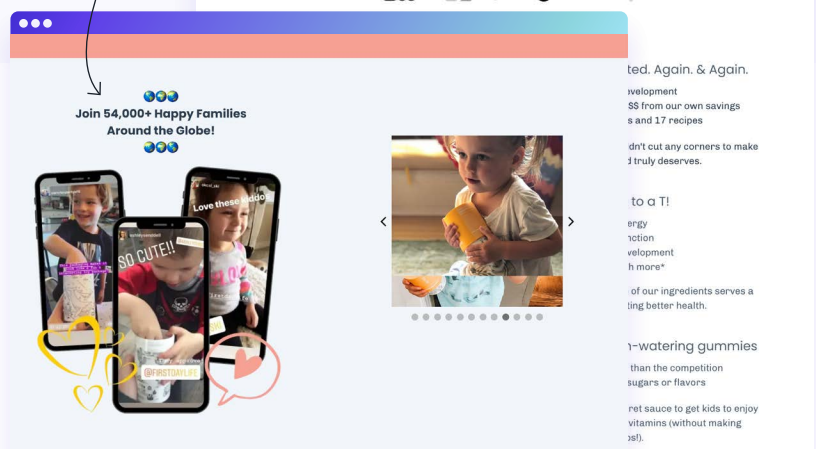
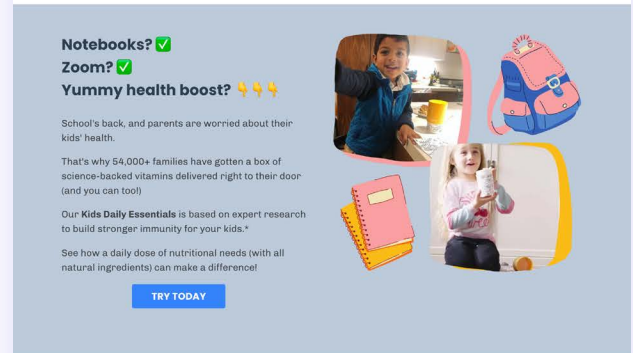
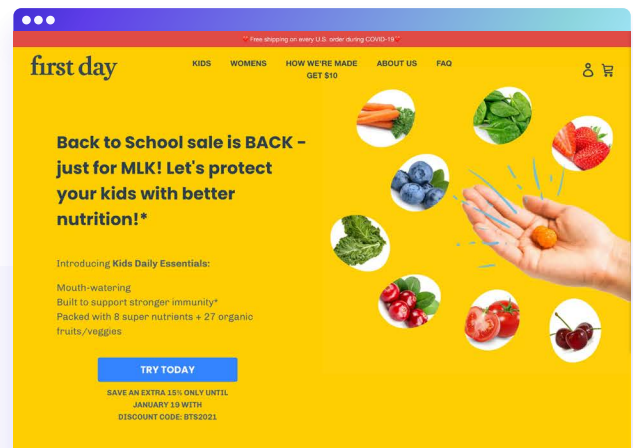
10. First Day Inc

This is a back-to-school sale landing page from First Day Inc. They created this page to introduce their new vitamin gummies for kids.

What we like best about this special offer landing page:

- **The sale countdown timer creates a sense of urgency** (compounded by the “offer ends soon!” messaging), encouraging shoppers to take action before the clock runs out.
- **It proactively addresses parent concerns.** For those unconvinced that their kids will eat the gummies, there is plenty of social proof and reassurance in the form of photos, reviews, and a 100% satisfaction guarantee.

See the full, Shogun-built page here



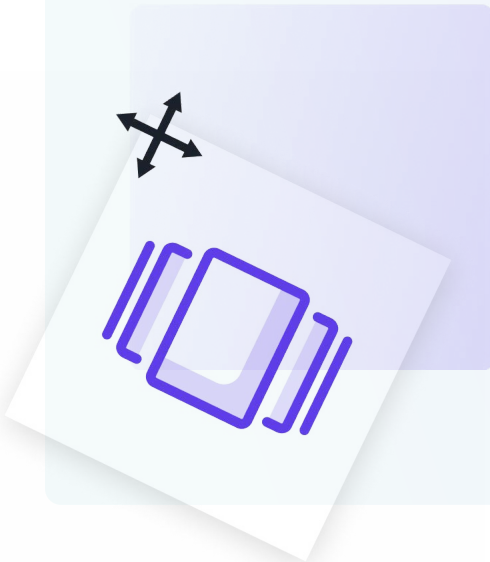
Make your next promotion a hit with your own special offer landing pages

The [best Shopify stores](#) and ecommerce retailers know the power of custom landing pages for everything from a new product launch to a seasonal campaign to a special offer.

Custom pages elevate your store experience, impress shoppers, and increase conversions—and it's easier than you think to build your own.

[Try Shogun Page Builder today](#) to see how easy it is to build custom store pages for special offers (and more!) and inspire more of your visitors to convert.

Ready to customize *your* Shopify store?



Take your ecommerce store to the next level with Shogun Page Builder—the #1-rated Page Building app for Shopify.

[Start your free trial here](#)