

Landing Page Optimization - Organizer Page

Recap

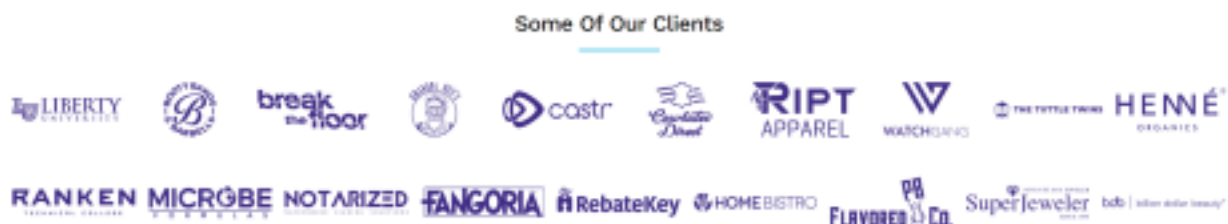
- Hero better CTA for both button text & title text
- (Potentially) form on the top right corner or pop up form
- Delete ambiguous organizer quote
- Insert scrolling clients with drop down quotes
- Insert Fee structure table
- Add in "what fanimal offers" high level overview
- More detail for Group Purchase
- Switch out Striper reader picture for kiosk
- Better FAQ section
- Change bottom form copy
- Make bottom form look more noticeable
- (Potentially) add in a short explainer feature video

Immediate Changes

1. Instead of "Let's talk" maybe "Book a Free Demo" is a better CTA
2. Similar to any SaaS company, have a form right at the top.
3. Switch out kiosk photo for stripe reader photo
4. Get rid of venue quote (for now)
5. Switch out "Great Events Start with Us" to a better CTA
6. Delete "Why Fanimal?"

General Structure

- Delete scroll between horizontal slides (one continuous page vs. blocks)
- Delete venue quote
 - Can we use current organizer logos? (example below)

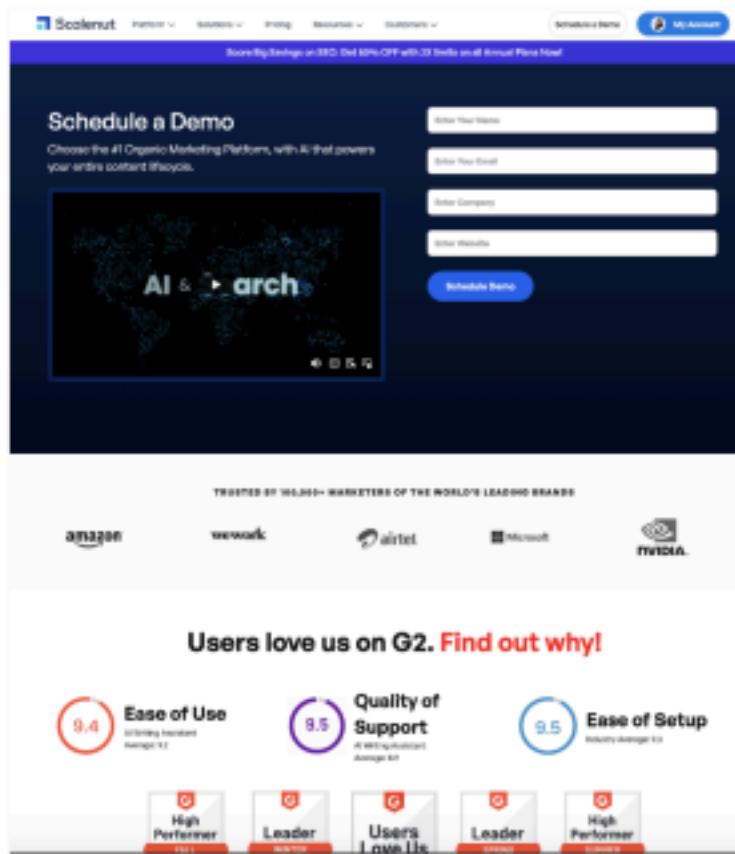


- General layout
 - Book demo (CTA) / form
 - Change out background
 - Have form front and center
 - Have demo button front and center
 - Splash page pop up to book demo
 - Rates
 - Included competitor comparison graph (example below)

	STUDY BAGGY	AFTER SCHOOL TUTOR PROGRAM	PRIVATE TUTORING SERVICES
Risk-Free Trial	✓ 7-Day Trial	✗	✗
Learn Anywhere	✓	✗	✓
Pre-vetted Teachers	✓ (MS, HS, & University)	✓	✗
Time Required	30 MINUTES	30-60 MINUTES	1 HOUR SESSION
Payment Model	Monthly (Flat) \$297 (\$249 w/ tax)	Pay 20% Upfront Plus Registration Fee	Pay Per Lesson
Cost / Lesson	\$	\$ \$ \$	\$ \$
Payment Model	24 / 7	Late afternoon to evening	24 / 7

- FREE Marketing
 - Email
 - SMS
 - Push notification
- Group Purchase
 - Details on how this works
- POS system
 - Picture of stripe reader
 - Include that this is FREE
- Fanimal Legitimacy / FAQ
 - Is Fanimal legitimate?
 - Why does Fanimal have the lowest rates?
 - Can you host free events on Fanimal?
 - ect
 - Ect
 - ect
- Testimonials
 - At least 3-5 solid testimonials with names
 - In a slide carousel of quotes to save space

Examples



Fun, simple value props (Frankie visuals)

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