



RFP for GetGeoSocial.com Funnel Design – v1

Objective: We are seeking proposals for the design and development of a single-page funnel for GetGeoSocial.com. The funnel will attract real estate professionals by showcasing the benefits of GeoSocial Audience technology, creating a sense of exclusivity and urgency (FOMO), and converting visitors into leads that book a Zoom meeting.

Scope of Work:

1 Landing Page Design:

- Design a clean, minimalistic, and luxurious single-page funnel.
- Integrate high-quality imagery and subtle animations.
- Create engaging headlines and calls to action.

2 Video/Animation Creation:

- Develop a short video or animation to illustrate the benefits of GeoSocial Targeting.
- Script and storyboard development.

3 Multi-Step Form Implementation:

- Design and develop a multi-step form with the following steps:
 - Step 1: Zip Code entry (up to 3 zip codes)
 - Step 2: Personal information (Name, Phone Number, Email)
 - Step 3: Company & Address with City ST and Zip
- **Implement form submission logic to check zip code availability and direct users accordingly:**
 - If Zip Code is available: Prompt the Scheduler to lead the person to the Zoom booking scheduler.
 - If Zip Code is not available: Display a thank you message and inform user that we will be in touch.

4 Zoom Booking Scheduler Integration:

- Integrate a Zoom booking scheduler to prompt users to book a meeting after form submission.

5 Supporting Sections Design:

- Features Section: Highlight key features with icons and brief descriptions.
- How It Works Section: Step-by-step explanation of how the technology functions.
- Testimonials Section: Auto-scrolling testimonial slider with images, quotes, and company logos.
- Exclusivity and Scarcity Section: Emphasize the limited availability and urge users to lock their zip codes.

6 Footer Design:

- Include standard 1parkplace footer content.

Proposal Requirements:

- Detailed timeline and milestones
- Cost estimate
- Examples of previous work
- Team qualifications

Submission Deadline: 6/28/24

Contact Information: Steve Hundley – steve.hundley@1parkplace.com text. 619.507.4404

Design Specification for GetGeoSocial.com Single Page Funnel- v1

Overview:

Create a single-page funnel for GetGeoSocial.com designed to attract real estate professionals by showcasing the benefits of GeoSocial Audience technology. The page should focus on creating a sense of exclusivity and urgency (FOMO) while maintaining an elegant and modern design. The goal is to convert visitors into leads and prompt them to book a Zoom meeting.

Design Specification

1. Header

- Logo on the left
- Navigation links on the right: Home | Features | Contact

2. Hero Section

- **Background Image/Animation:** Luxury neighborhood map with social media pins
- **Headline:** "Dominate Your Market with GeoSocial Targeting"
- **Subheadline:** "Revolutionary technology to engage and build trust with homeowners by neighborhood."
- **Call to Action:** "Get Your Exclusive Sneak Peek - Book a Zoom Call Now"
- **Button Text:** "Book My Zoom Call"

3. Video Section

- **Embed Video/Animation:** Illustrating the benefits of GeoSocial Targeting
- **Text Below Video:** "Watch how our innovative technology brings your message directly to homeowners' devices."

4. Features Section

- **Headline:** "GeoSocial Audience Technology"
- **Subheadline:** "Unlock the Power of Neighborhood-Level Engagement"
- **Content:** Detailed descriptions of key features with icons and brief descriptions
 - **Example Features:**
 - Targeted Reach: Engage homeowners directly on social media
 - Advanced Algorithms: Leveraging TheGenie.ai for precise targeting
 - Comprehensive Audience: Reach all titleholders in each household
 - Trust and Relationship Building: Personalized messaging to build trust and stay top-of-mind

5. How It Works Section

- **Headline:** "How It Works"
- **Content:** Step-by-step explanation of how GeoSocial Audience technology functions
- **Visuals:** Flowchart or infographic illustrating the process

6. Testimonials Section

- **Headline:** "What Our Clients Say"
- **Subheadline:** "Real results from top real estate professionals."
- **Testimonial Slider:** Auto-scrolls left to right with images, quotes, and company logos
 - **Testimonials:**
 - Gary Gold
 - Ed Kaminsky
 - Pete Middleton
 - David Higgins
 - Allison Richards
 - Steve Hundley

7. Exclusivity and Scarcity Section

- **Headline:** "Limited Availability"
- **Content:**

"As we introduce this groundbreaking solution, we're releasing a limited number of zip codes where only one agent per zip code. Claim yours before they are gone. Limit of 3

By ensuring exclusivity, we not only provide you with a competitive edge but also respect homeowners by avoiding message saturation."

- **Headline:** "Lock Your Zip Code for 48 Hours"
 - **Subheadline:** "Book a Zoom now with no obligation."
 - Secure your zip code for 48 hours and decide during the meeting if you want to move forward.
- **Call to Action:** "Secure Your Zip Code - Book a Zoom Call"
- **Button Text:** "Lock My Zip Code"



8. Multi-Step Form Section

- **Headline:** "Check Availability"
- **Step 1:** Zip Code Check
 - Field: Enter up to 3 zip codes
 - Button Text: "Next"
- **Step 2:** Personal Information
 - Fields: Name, Phone Number, Email
 - Button Text: "Next"
- **Step 3:** Address
 - Field: Address
 - Button Text: "Submit"
- **Form Submission Logic:**
 - **If Zip Code is available:**
 - Show a thank you message and proceed to the Zoom booking scheduler
 - Message: "Let's schedule your personal consultation!."
 - **If Zip Code is not available:**
 - Show a thank you! We will be in touch message
 - Click to Join our Genie Genius Facebook Group
 - Message: "Thank you! We will be in touch soon."

9. Zoom Booking Scheduler

- **Headline:** "Schedule Your Exclusive Sneak Peek"
- **Call to Action:** "Choose a convenient time for your personal consultation."

10. Footer

- **Content:** Standard 1parkplace footer – see <https://thegenie.ai/>
 - "Copyright © 2024 1parkplace, Inc. All rights reserved."
 - "TheGenie.ai | Made with Love in San Diego"
 - "US Patent #: 10,713,325"
 - "Power Tools for your Real Estate Business!"
 - "Privacy Policy"