

## **Hero Section & NavBar**

Strengthen the Hero Section (Above the Fold)

### **Current issue**

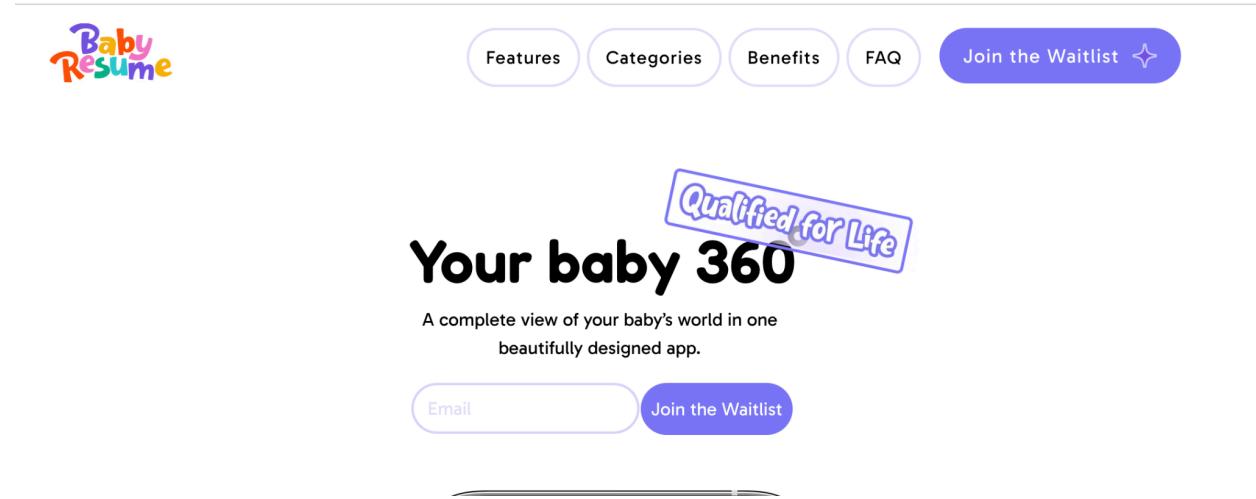
It looks nice, but it's not immediately emotionally compelling.

Parents need to instantly feel: "I'll regret not using this" or "what benefits I would get if I join the waitlist?"

The nav bar buttons are unresponsive, either remove them and make them link to relevant sections of page, so when visitors click it, it takes them to the relevant section.

### **Hero section to show The Big Value for Early Birds**

#### **Current>>>**



>The current Form on page is not collecting any leads, it shows signups as unsubscribed for email, we need proper tracking of this form, tag it or link it to subscribe with consent of receiving email marketing, and test if Wix and Klaviyo records the signups as subscribed contacts.

>The CTAs are working fine collecting leads and signups both on Wix and Klaviyo.

#### **Could be improved >>>**

#### **Improve with:**

#### **Emotional Headline (Benefit-Driven)**

Replace generic value statements with emotional + outcome-focused copy.

#### **Example headline options:**

- “Never Forget a Moment of Your Baby’s First Years.”
- “Turn Your Baby’s Everyday Moments Into a Beautiful Life Record.”
- “All Your Baby’s Milestones. One Beautiful Timeline.”

### Subheadline (clarity)

“Track milestones, save memories, and build a living resume of your baby’s growth... automatically.”

### Add a Trust Signal Right Under CTA example

- Rated 5 ★ by 2,000+ parents
- Loved by parents in 30+ countries”

### CTA improvement

Instead of just *Join the waitlist*:

- “Get Early Access”

**Your Baby's Story,  
Beautifully Captured**

The modern baby journal app that grows with your family

Enter your email

Join Waitlist Join Waitlist

Early Bird Perks:

<b>50%</b> OFF Lifetime Access	<b>VIP</b> Beta Access	<b>FREE</b> Premium Features
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**Baby Resume**

Features How it Works Reviews

▶ Launching February 2026 - Limited Spots!

**Your baby 360°**

Because every giggle, every milestone, every precious moment deserves to be remembered. Forever.

Enter your email

Get Early Access Get Early Access

Join 12,847 parents already on the waitlist ❤️

### Add an “Early Bird / Founding Parents” Section (HIGH impact)

This is one of the **biggest conversion boosts** you can add.

#### New Section: Early Bird Perks (Limited)

##### Headline

**Early Bird Perks for Founding Parents**

## **Copy Example..**

“We’re opening Baby Resume to a limited group of early parents. Join now and lock in exclusive benefits forever.”

## **Perks list (examples):**

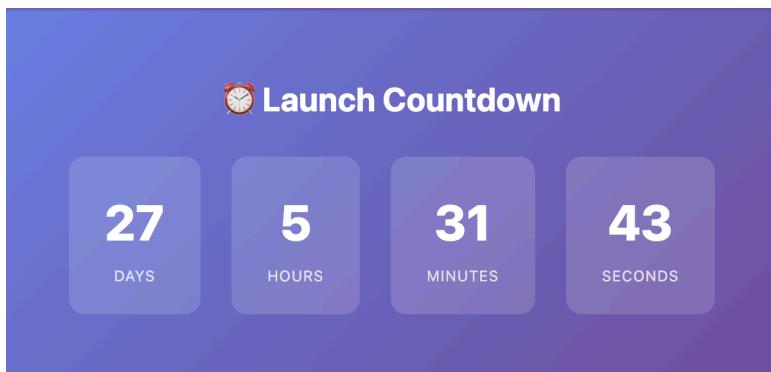
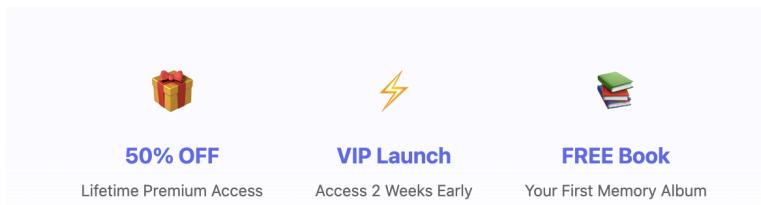
- 50% off lifetime or first year
- Exclusive ‘Founding Parent’ badge
- Early access to new features
- Priority feature requests
- Founders-only community access

## **Urgency**

- “Only 500 early bird spots available”
- “Offer ends when we launch”

## **CTA**

**“Claim My Early Bird Spot”**



## Join thousands of proud parents

Parents who capture their baby's story, one memory at a time.

2k+

On the waitlist

180+

Resumes created

500+

Memories shared

We can make this section more realistic since the app isn't launched yet... something like...



### Add a “Designed With Experts” Section (Authority Boost)

Parents trust experts, not just apps.

Headline

Built With Child Development in Mind

Copy Example

“Our categories and milestones are inspired by pediatric and child development guidelines... so you know what really matters.”

Optional badges examples...

- Pediatric-inspired
- Development-focused

- Privacy-first

## Bonus Conversion Boosters

**If possible, add:**

- Countdown timer for early bird
  - “Invite a friend, move up the waitlist”

## Founding Bird Benefits

Feature	Waitlist Members (Founding Birds)	Public Launch Users
Subscription	\$XX / Lifetime	\$XX / Annual
Badge	Exclusive "Founding Parent" Badge	Standard Profile
Early Access	✓	Standard Launch
Early Access	2-Wek Beta Entry	Standard Support
Support	Direct Line to Founders	

## Share the Love! Climb 3 friends get your first year entirely FREE!

Our early birds get exclus perks! Move up the waitlist join. Get your first year free when 3 friends sucessfully join the walliit.

### Be Art yost to build your baby's resume

Organize every milestone, memory and tiny detail. Create a digital kessasse that grows as they do.

### Everything lives in your baby's legacy

Securely store photos, videos, health data, and stories. Instantly share with family.

**Join the Waitlist – 60% Off**

A landing page for a waitlist. It features a large 'Join the waitlist' button at the top. Below it is a sub-headline: 'Secure your spot and get 50% OFF lifetime access + exclusive launch perks'. The main feature is a timer showing '27 HOURS 22 MINUTES 27 SECONDS' until access opens. At the bottom is a form with a placeholder 'Enter your email' and a 'Get Early Access' button.

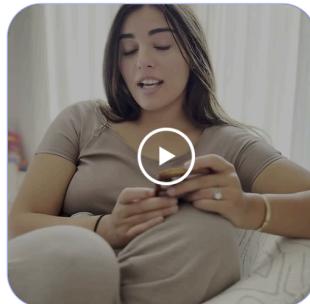
Revise header, we can say what Beta Testers are saying about app to keep it authentic..  
The rest of the sections are fine..

## Here is what community says

I was blown away by how thoughtful and visually stunning Baby Resume is. It captured everything from our son's weight and height to the tiniest moments that made his birth so special. Sharing it with family brought happy tears to more than one grandparent.



Alex Smith  
Father



Parenting is already exhausting, so having a cute, simple place to save it all is exactly what we need. Baby Resume will make keeping memories fun instead of another thing on the to-do list.



Sara  
Mother

REAL PARENTS, REAL STORIES

## What our beta families are saying

Spoiler: They're kind of in love with it



"I cried when I saw my baby's first year book. All those moments I thought I'd forget were right there, beautifully organized. Baby Resume gave me the gift of actually remembering this blur of a year."



Sarah Martinez  
Twin mom, Beta tester



"As a first-time dad, I was overwhelmed. Baby Resume made me feel like I had my act together. My wife thinks I'm super organized now. I'm not telling her it's all the app."



James Kim  
First-time dad

## Add a Final Emotional CTA (End of Page)

End strong, not just with another button.

### Headline

Your Baby Will Never Be This Small Again

### Copy

“Start capturing the moments you’ll wish you remembered.  
Baby Resume grows with your child.. from day one.”

## CTA

**Join the Waitlist & Get Early Bird Perks**

## Join the waitlist

No more chaos. Just simple and seamless steps. With Baby resume your entire bringing up process happens in one place.

[Email](#) [Join the Waitlist](#)



**⚠ Limited Early-Bird Spots Available**

We're capping our launch at 5,000 families to ensure the best experience.

**Only 847 spots remaining**

After these spots fill, pricing goes up and early-bird perks disappear forever.

## Don't Miss Out on Exclusive Launch Pricing

Be among the first to experience Baby Resume and lock in 50% off for life.

Enter your email [Secure Your Spot](#)

🔒 No spam, ever. Unsubscribe anytime.

## Don't let these moments slip away

They're only this little once. Make sure you remember every second of it.

**27** DAYS **5** HOURS **40** MINUTES **24** SECONDS

Enter your email [Claim My 50% OFF Spot](#)

⚠ No spam, ever. Just early access info and launch updates.

Join 12,847+ parents securing their spot.

# Marketing Goals...

## Primary:

Drive high-intent waitlist signups for early bird perks at <https://www.babyresume.com/>

We will use a simple two-step advertising approach:

>Reach new parents and introduce Baby Resume emotionally> redirecting visitors to landing page link.

>Retarget interested parents and encourage them to join the waitlist with early bird benefits> redirecting visitors to landing page link.

## Lean Meta Ads Plan Baby Resume

### Goal (30 Days)

- Expect 500–1000 parents join the waitlist
- Focus on early bird perks and apps value/features + Emotional appeal.
- Total ad spent 10\$- \$40 per day: 500\$- \$1,500 (Start with less budget per day.. depending on our budget and first test campaigns performance (audience reach) we can increase or decrease budget gradually)
- Build a high-quality audience (Email list/ contacts) for product launch and later for email marketing.

### Expected Results

Metric	Estimate
CPL	\$2.5–4
Waitlist signups	500–700
CTR	1–1.5%
Conversion rate	25–35%

Event	Purpose
PageView	Traffic
ViewContent	Landing page
Lead	Waitlist signup 
CompleteRegistration (optional)	Confirmation/ Klaviyo or Wix signups

## Strategy (Lean Version)

We will run 2 high-focus campaign initially

1. Cold parents (main driver)
2. Retargeting (conversion booster)

## Campaigns Structure

### Campaign 1 – Cold Parents (80% budget)

**Objective:** Leads (Waitlist signup)

**Audience:**

- Parents (0–2 years)
- Expecting parents

*Interests:*

- Baby milestones
- Parenting apps
- Pregnancy & newborn care

**Target Region/ Countries:** Start with only one example US (cheaper to optimize)

**Message focus:** Emotional appeal+ Highlight Apps features+ Join waitlist redirect

“Never forget your baby’s milestones.”

“Join early & unlock exclusive perks.”

## Campaign 2 – Retargeting (20% budget)

### Audience:

- Website visitors (30 days)
- Instagram profile visitors
- Ad engagers

### Message focus: Urgency

“Early bird perks... limited spots.”

“Last early bird spots... don’t miss out.”

## Creatives (Minimum but Effective)

### We only need 4 ads total:

1. 1 emotional video (15–20 sec)
2. 1 static early bird image
3. 1 carousel (problem → solution)
4. 1 urgency retargeting image

## Tracking Campaigns

- Meta Pixel + Conversions API
- Optimize for Lead
- Exclude existing signups from ads
- Kill ads with CTR <0.8% after 3–4 days
- Scale ads with CPL <\$4

## Optional Direct Insta Posts Boost (Low Cost)

- Boost 1 high-performing Instagram Reel (\$5/day)
- Invite users to share → move up waitlist

### Note for Email Marketing:

Email marketing can only be effective once visitors first sign up on the website. Our initial focus will be on driving traffic to the landing page and building the waitlist. For strong email campaign results, it's recommend having at least 500–800 contacts before launching major email

marketing campaigns. We can begin light email communication earlier, once the list reaches 300–500 signups, and then scale more confidently as the list grows to 1,000+ contacts.

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