# **Discovery Homes – Development Specification**

## **Feature #3: Webinar Registration Page & Lead Capture System**

### **Objective**

Create a **dedicated webinar registration page** on the Discovery Homes website to **capture leads** for live and recorded webinars, automatically feed them into **Go High Level (GHL)**, and trigger **automated follow-up sequences**.

The page should be **visually compelling, mobile-optimized**, and designed to **maximize registrations** while clearly communicating the value of attending the webinar.

### **Key Features & Requirements**

#### **1. Dedicated Landing Page**

* **Custom-branded** with Discovery Homes logo, brand colors, and typography.
* **Headline** communicating webinar value:  
  + Example: *“How to Build Your Dream Modular Home in 90 Days — Without the Stress, Delays, or Overruns”*
* **Subheadline** with promise:  
  + Example: *“Join our free 30-minute webinar and discover how to design, customize, and secure your new home — faster and more affordably than ever.”*
* Hero section with:  
  + **High-quality image** of a modular home.
  + **Webinar date & time**.
  + **Registration form** (above the fold).

#### **2. Registration Form**

* Fields:  
  + First name
  + Last name
  + Email
  + Phone (optional but preferred)
* Integration with **Go High Level**:  
  + Tag as “Webinar Lead”
  + Add to **Webinar Follow-Up Campaign**
* Confirmation page after registration:  
  + Thank-you message
  + Webinar date & time reminder
  + Button to **book a free consultation** immediately
  + Download link for **Modular Home Buyer’s Guide** (optional lead magnet bonus)

#### **3. Webinar Details Section**

* **Agenda bullets** (clear expectations):  
  + How modular homes work in Western Canada
  + The design & customization process
  + Pricing & financing options
  + Delivery & installation timelines
  + Live Q&A session
* **Speaker bio** with photo (Kyle or other presenter).
* **Value statement**:  
  + Example: *“Whether you’re a landowner, developer, or first-time buyer, you’ll walk away knowing exactly how to bring your dream home to life — without the headaches of traditional construction.”*

#### **4. Countdown Timer**

* Live countdown to the next scheduled webinar.
* Creates urgency & increases conversions.

#### **5. Mobile-First Design**

* Fully responsive.
* Form and key CTA always visible without scrolling too much.
* Fast load time (<3s).

#### **6. Automated Confirmation & Reminders**

* On registration:  
  + Add contact to GHL.
  + Send **confirmation email** with:  
    - Webinar date & time
    - Link to join webinar
    - Add-to-calendar button
  + Send **confirmation SMS** (if phone provided).
* Reminders:  
  + 24 hours before webinar
  + 1 hour before webinar
  + 15 minutes before webinar
* All reminders should contain:  
  + Webinar start link
  + Time/date reminder
  + “See you soon!” message

#### **7. Post-Webinar Follow-Up**

* Immediately after webinar:  
  + Thank-you email
  + Replay link (if recorded)
  + CTA to **book a free consultation** or **start your home design process**
* Tag lead as “Webinar Attended” or “No-Show” for tailored follow-up.

### **Assets Needed**

1. **Webinar title** & finalized date/time.
2. **Presenter photo** & short bio.
3. **High-quality images** of modular homes for hero & background sections.
4. **Agenda bullet points** and talking points.
5. **Brand guidelines** (colors, fonts, buttons).
6. **Confirmation & reminder email/SMS copy**.
7. **Replay video link** (post-event).

### **Technical Notes**

* Page can be built directly in **GHL landing page builder** or **WordPress/Elementor** with GHL form integration.
* Countdown timer plugin or native GHL countdown block.
* Webhooks or API to sync registrations into CRM with tagging.
* Webinar platform integration:  
  + Zoom Webinar, WebinarJam, Demio, or GHL’s native webinar tool (if available).
* Ensure GDPR/Canada CASL compliance for form submissions.

### **Example References**

* ClickFunnels Webinar Landing Page
* Zoom Webinar Registration
* Kajabi Webinar Funnel

### **Success Criteria**

* **30%+ page-to-registration conversion rate**.
* All registrants automatically tagged & added to **GHL follow-up campaign**.
* Confirmation & reminder emails/SMS fire without manual action.
* Replay link delivered within 24 hours post-webinar.