

[Another World Adventure Centre](#)

Business Objective: Get more customers. We want more people buying & booking, whether that be vouchers or activities.

Top Player Analysis:

https://docs.google.com/document/d/1fyE6Stfa_RT2glQQRpOTu3KTb3NRdKyZxHz7FIGcfXE/edit?usp=drivesdk

- SEO
 - Very good in terms of SEO.
 - Title & favicon are none existent, though, which isn't great. Doesn't look very professional.
- Website
 - Built on wordpress
 - Favicon none existent and meta title isn't the best.
 - Professionalism
 - Decent copy BUT I don't like how they just number the packages. They should have names. Also a few spelling/capitalisation errors.
 - Good front page layout
 - CTA is weak. They have a booking form but use a Call:[X Number] instead. This won't be very high converting.
 - Booking enquiry form isn't amazing.
 - Picture of a girl: it's unclear what it is she's doing and it's the same no matter what you select. (she's inside a bumper ball?)
 - The first description after the generic headline 'website booking enquiry' is a notice how they cannot guarantee your preferred time. Don't do that; terrible idea. This should be used to promote it instead.
 - The 'contact us today' section is obsolete as this is a booking form, and just lists details rather than providing links.
 - The form in general isn't great. A much better idea would be some kind of booking calendar.
- GMB
 - Very good
 - Reviews
 - Good quality
 - Very good quantity
- Social Media (Not promoted on the website AT ALL.)
 - Facebook
 - Big following (35k) but only 33k likes so may be inactive.
 - Still decently active. A few posts a month.
 - Instagram
 - Decently well made graphics (canva or something). They've probably had someone, or someone in the company, work on this.

- Not been updated in a WHILE (2023)
 - TikTok
 - Literally 3 videos
 - Also not been updated since 2023
- Paid ads
 - No retargeting pixels at all. This means no retargeting ads.
 - No Meta Ads.
 - No TikTok Ads (as far as I can tell)
 - Probably no Google Ads
- Vouchers
 - This is only promoted in the FAQs section, which is not very easily accessible at all.
 - It seems this isn't pushed very much. You have to order over the phone. Very inefficient and definitely a wasted opportunity to bring in more revenue to the company.

Hypothesis:

2 parts, in this order.

1. Fix the backend:
 - a. What I think will benefit you the most is high-converting Meta ads, but first let's make some tweaks to completely optimize the back end of your sales process. You might not see a huge increase in bookings now, but it will make all the difference in terms of conversions and profitability when we ramp up the ads. Plus it gives us a chance to get used to working together, see if we like it. [Intro the discovery project]

This initial project includes implementing online bookings & online voucher orders, and then tweaking the website to accommodate these. Boosts conversions.
2. Scale with Meta ads (Honister style)
 - a. Selling vouchers
 - b. Selling bookings

Discovery Project: Fixing and improving their funnel to boost conversions. This is a 2 part process - post discovery-project, we can scale into Meta ads. Revenue share on sales I get through online bookings. BAM.