

Client: Wantickets - <https://www.wantickets.com/>

Project: Write a landing page promoting a software platform to help Comedy Club owners sell more of their tickets and manage sales.

Objective: Prospects landed on the page after clicking a link in an email. The page needed to reflect their needs and match their expectations. Two different versions of the page have been written to be tested; a longer more emotional one and a shorter, to the point one.

Copy Excerpt:

(Long-form version)

**If there's one thing harder than making people laugh for a living,
it's running a comedy club.**

Here Are the Tools You Need to Sell More of Your Tickets

It's full house tonight. Jam-packed with your patrons, those you know like your best friends.

A lot of new faces at the bar and in the crowd too! There's almost not enough air in the room for everybody to breathe, but you know from those hysterical laughs, they're having the time of their lives.

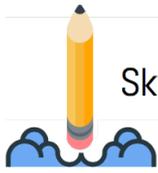
Business is booming and word spreads like wildfire.

What would you give for nights like these... You just spaced out and you're stuck filling in paperwork that is piling up faster than you've planned. Next comes promotion, flyers, posters, booking and comedians looking for work.

They email the club, then your personal email, then Facebook message the club, then find your Facebook profile thinking that "Hey if you see how hilarious I am on chat, you HAVE to book me!". Then the phone rings and you're just about to explode.

It's not even 10am.





It doesn't have to be this way

For many club-owners it's all about making money than the comedy business itself.

Who can blame them when at the end of the day all their efforts bring in more stress than actual results. As long as the money keeps coming in, who cares about what your customers think right? So they keep on merely scraping by.

What most of them forgot along all these hard and nerve-wracking years in business, is that the secret to a profitable comedy club is nailing the customer experience.

From the moment they buy your tickets, to the time you welcome them at the club, to when they cash out and leave at the end of the night. Easier said than done when, by constantly having different comics, you're basically promoting to a different audience on a weekly basis. There's got to be a better way...

Make customers happier night after night, and get more of them

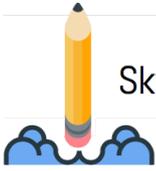
The times of squeezing flyers under windshields are long gone. Promotion is the name of the game in comedy and today's promotion starts online.

With our Event Management Tools, your comedy club will be the talk of the town and you will get your peace of mind and sanity back.

Features like group sales, discounts, or season packages & reserved seating. All managed from one, super easy-to-use platform, will make your life simpler and your business more profitable.

Create events in bulk, add single or bulk complimentary tickets, and use our call center to take ticket orders over the phone. Literally sell tickets 24/7.





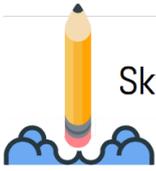
Managing your sales more effectively is not enough to create raving fans and boost your bottom line. That's why we'll help you easily keep in touch with your patrons, so you can engage them and learn priceless insights like their buying habits and preferences.

Make your customers happier and excited to spread the word about your venue as soon as they set foot out the door. You'll be able to blast emails out to targeted groups and have them share your event on social media with our built-in tools. Directly from your event's page.

Want more?

- Set up your entire customer experience in minutes, so you can spend your time on other important tasks
- Clean and user-friendly interface to make things even easier and faster
- Receive your guest list via email as soon as the sales close, to keep on top of everything
- Free scanning app to speed things up at the door and eliminate daunting lines
- Complimentary and discount tickets are managed with a few simple touches and settings
- Let your avid fans and patrons take advantage of their season ticket packages with a few clicks
- Personal and ultra-responsive support, because we care about the success of your business as much as you do
- Free email blast software, to instantly let hundreds of potential customers know what's in store every night or what promotions they can't miss
- Assign tracking codes to specific performers to see who brought in the most customers
- Automatically post to Facebook and Twitter as events are added or headliners change, so nobody misses your updates





Skyrocketing Copy

- And more...

If you're tired of not getting the results you want for all the time and work you put into your comedy club, our Wantickets Event Management Tools are just a click away. Learn how one single platform can revolutionize the way you promote and sell your tickets today.

[START SELLING MORE TICKETS](#)

(Short-form version)

Joking Aside, Selling More Tickets Has Never Been Easier
We deliver you the tools to make sure your comedy club is jam-packed
night after night.

After 15 years spent redefining the art of ticketing and millions of happy users on Wantickets every month, we know how much customer experience matters in selling more tickets.

We're here to help you roll out the red carpet for your patrons

From the moment they buy your tickets, to the time you welcome them at the club and they leave at the end of the night. You can learn more about your customers, follow them along their journey and convert them into avid fans.

All from one, incredibly powerful and user-friendly platform.

Effortless ticket management. Viral promotion. VIP support.

Customize your patrons' experience

From group sales to discounts, season packages & reserved seating. Our platform handles everything for you. Create events in bulk, add single or bulk complimentary



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tickets, and use our call center to take ticket orders over the phone. Sell tickets 24/7, even when you're busiest.

Turn your customers into evangelists

Engage your audience and learn their spending habits and preferences. Use this data to make your customers excited to spread the word about you, as soon as they set foot out the door. Blast emails out to targeted groups and have them share your event on social media with our built-in tools. Directly from your event's page.

Step-by-step support to simplify your marketing

Your customers deserve VIP service but you do too. We guide you through every milestone in your buyers' journey, to help them painlessly go from pre-sale to purchase and help you address any of their needs. You have a question, we're here to answer it.

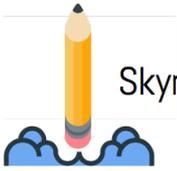
[Testimonials]

START SELLING MORE TICKETS

What's in your tool box:

- Set up your entire customer experience in minutes, so you can spend more time on other important tasks
- Automatically post to Facebook and Twitter as events are added or headliners change, so nobody misses your updates
- Receive your guest list via email as soon as the sales close, to keep on top of everything
- Use our scanning app to speed things up at the door and eliminate daunting lines
- Let your avid fans and patrons take advantage of their season ticket packages
- Get personal and ultra-responsive support, because we care about the success of your business as much as you do
- Email blast to instantly let hundreds of potential customers know what's hot every night or what promotions they can't miss





- Assign tracking codes to specific performers to see who brought in the most customers
- And more...

There's no line at your box office...

Not because no one bought your tickets, but because everything runs smoother and more efficiently thanks to our Event Management Tools. Learn how one single platform can help you boost your ticket sales and revolutionize the way you promote your comedy club today.

START SELLING MORE TICKETS

[Testimonials]

