# Creating a GoCardless landing page

Gyms & Clubs Software

We recommend adopting the following structure for building out your GoCardless webpage. Copy has been provided to assist you, however, please note that this is a resource shared by GoCardless partners. You may wish to adapt the messaging to better differentiate the value proposition and avoid SEO conflict.
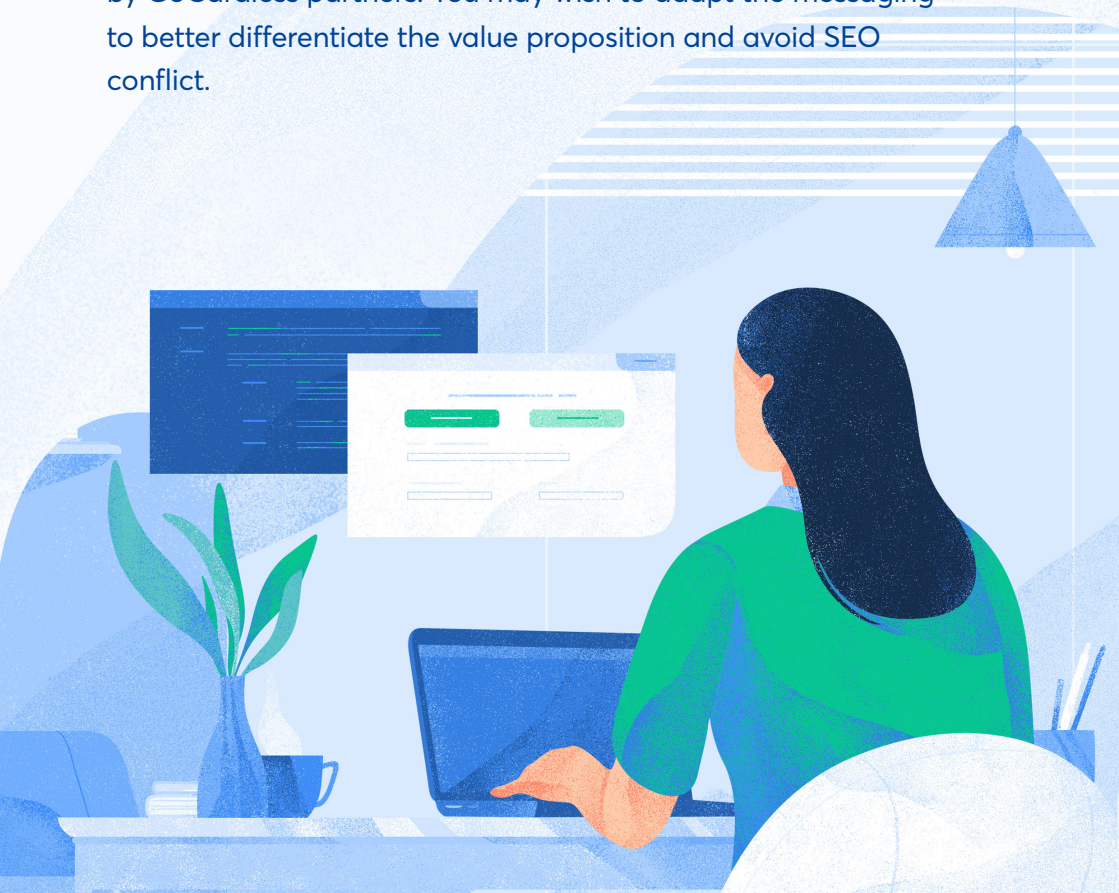
All GoCardless logos, brand assets and brand guidelines are available online via the following link. Please be sure to observe our brand guidelines when using our logo and assets.

Design Assets available here

Structure

1. Strapline

2. About GoCardless / Joint Value Proposition

3. Key benefits

4. Proof points

5. How to get started

6. Call to Action

Strapline

Example options:

- *Spend more time with your members and less time worrying about payments with GoCardless for [your Partner app]*

- *Create the best membership experience with GoCardless for [your Partner app]*

- *Transform your member management and payment experience with GoCardless for [your Partner app]*

About GoCardless / Joint Value Proposition

Example options:

- *GoCardless for [your Partner app] reduces time spent on painful membership and payment admin. With low fees, transparent pricing and no setup costs, you can generate savings to invest in growing your business.*

- *GoCardless for [your Partner app] bring you a flexible Direct Debit solution that cuts through admin and keeps your members coming back for more. Offer flexible payment options, sign up new members in minutes and enjoy super low fees that will keep your rates competitive - all from within [your Partner app]*

Key benefits

Reduce time spent on admin

Automate setting up Direct Debit mandates, then manage and reconcile all your payments automatically from within [your Partner app].

Better membership experience:

Offer your members flexible payment options, collect membership fees on any day and even take one-off payments for extras like classes, events and in-store purchases. Enable customers to set up Direct Debits online or in person.

Reduce payment failure rates

With GoCardless, only 0.5% of payments fail, compared to up to 20% with card payments. You can also automate payment retries and we only charge for successful transactions.

Low, transparent fees

Just 1% per transaction with a maximum cap. No set up costs, no hidden fees and no commitments. Find out more about our pricing.

Easy to switch

We'll help you seamlessly move Debit mandates from your existing Direct Debit provider to GoCardless.

Here are some embeddable videos you may wish to use:

- Why Direct Debit?
- How GoCardless works
- GoCardless, an end to late payments

Proof points

Include a testimonial

See our article on *Testimonials and case studies* <u>here</u>.

Provide statistics

- GoCardless has a 0.52% failure rate on collecting payments for its customers
- 82% of UK payments to gyms are done via DD
- GoCardless helps over 35,000 businesses to take Direct Debit payments

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How to get started

Customise the below steps for your specific integration, outlining how to get started from left to right and emphasise the simplicity of getting started.

1. Get connected	2. Create mandates	3. Take payments	4. Reconcile invoices
Get started in minutes by creating a GoCardless account and connecting it to [*your Partner app*]	Customers set up Direct Debit mandates via your website, by sending them a link, or in person	Your monthly membership fees (plus one-off charges) will be collected automatically	Once you've received payment, the relevant invoices will be marked as paid

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Call to action

Example Headlines

- Get started with GoCardless for [your Partner app]
- Manage your payments with GoCardless
- Take Direct Debit payments with GoCardless

Example Copy

- Getting started is easy. Set up a GoCardless account and connect it to [*your Partner app*] today.
- Getting started is easy. Set up a GoCardless account from within [*your Partner app*] in just a few clicks.

Example Click-through Button

- Find out more
- Set up GoCardless
- Connect GoCardless with [*your Partner app*]

Call to Action example:

Get started with GoCardless for [your Partner app]

Getting started is simple. Set up a GoCardless account and connect it to [your Partner app] today.

Find out more

Have any questions?

If you would like to find out more on how to create a great landing page that converts, please get in touch with our Partnerships team via partnerships@gocardless.com