

Digital Entrepreneur

FUNNEL for CLIENT:

1. Scroll on Feed:
 - a. People will be scrolling through FB/Instagram.
2. See Interesting Content: **WEAKNESS**
 - a. People will see interesting content on the benefits of alkaline water + lifestyle benefits.
3. Check Profile
4. Follow
5. Interest CTA **WEAKNESS**
 - a. Includes CTA encouraging people to visit the landing page.
6. CTA Content that Directs to Product/Service page: **MAJOR WEAKNESS**
 - a. The potential leads arrive at the landing page. (NOTE: CLIENT DOES NOT HAVE LANDING PAGE)
7. Buy CTA: **MAJOR WEAKNESS**
 - a. After they have arrived at the landing page, clients will be invited to join the facebook groups and be followed up with emails.

(NOTE: THIS STEP IS NON-EXISTENT DUE TO CLIENT NOT HAVING LANDING PAGE.)

FUNNEL for TOP PLAYERS:

1. Scroll on Feed:
 - a. People will be scrolling through FB/Instagram.
2. See Interesting Content:
 - a. Share value-driven posts in relevant Facebook groups. These might cover topics that resonate with your audience, such as financial freedom, work-from-anywhere opportunities, or product benefits (e.g., health benefits of alkaline water). Make the post engaging and educational, subtly hinting at your offer.
3. Check Profile
4. Follow
5. Interest CTA:
 - a. Include a call-to-action that encourages interested members to visit your landing page. This might say,
 - i. “Want to learn more? Click here for a free guide,”
 - ii. “DM me if you’re curious about how this could work for you!”

- iii. “Want to learn to have your own successful high-profit affiliate marketing biz? I’ll teach you. DM me”
- iv. “Everyday women, like you and me - with the right mentoring - are achieving big results in the affiliate industry. Want to get started? DM me”

6. CTA Content that Directs to their Product/Service page:

- a. This is where potential leads arrive after engaging with your Facebook post. The landing page is geared toward convincing them to take the next step—such as signing up for more information, entering their email for a freebie, or watching an introductory video on your affiliate product or service. Make sure it’s visually engaging, reflects your brand, and offers something valuable.
 - i. There is an “About” section of the Landing Page with an introduction of “The Digital Marketing Movement” with some information about the host and services/products they offer.

7. Buy CTA

- a. After they’ve shown interest on your landing page, follow up with emails, messaging, or even invite them to a private group for further engagement. Here, you can share your affiliate link for conversion, aiming for them to make a purchase or sign up for the affiliate product.

COMPARISON:

Element	Top Player’s Funnel	Your Client’s Funnel	Recommended Improvements
Brand Identity	Clear and specific brand message that resonates with a target audience. Uses consistent visuals, colors, and messaging tailored to career-driven women.	Branding is emerging but lacks clarity and specificity. The audience is defined, but brand colors, visuals, and messaging need refinement.	Finalize and apply brand colors across visuals. Emphasize messages that reflect freedom, lifestyle, and self-investment. Use adventurous, nature-inspired visuals and language that resonate with active, ambitious women.

Awareness Stage	Engaging and targeted posts on social media that incorporate compelling stories, videos, and testimonials.	Posts communicate the opportunity but lack variety, such as storytelling and user-generated content.	Create reels and posts with storytelling, client testimonials, and behind-the-scenes looks at your lifestyle. Invest in high-quality reels with text overlays and effects to boost engagement.
Interest Stage	Strong CTAs with free resources (e.g., guides, e-books) that capture interest and lead potential customers to the landing page.	Calls-to-action are not always clear. They direct interest but don't always lead to a next step.	Use specific CTAs, like "Get Your Free Guide to Financial Freedom," which encourage engagement and drive people to the landing page.
Consideration Stage	Professionally designed landing page with a clear offer, optimized form, and valuable lead magnet that resonates with target audience needs.	No landing page currently available, limiting lead capture opportunities.	Design a landing page with your brand's color scheme, a clear, benefit-driven headline, and a lead capture form. Offer a relevant freebie (e.g., e-book on creating a flexible income stream).
Conversion Stage	Automated email sequence that nurtures leads, builds trust, and provides additional value before introducing the affiliate offer.	No follow-up process after lead capture. Engagement drops after initial contact.	Set up an email sequence that introduces the opportunity, shares more about the product benefits, and guides leads to the affiliate link. Include testimonials and case studies for credibility.

MINI TOP PLAYER ANALYSIS ON LANDING PAGES:

PART OF FUNNEL: LANDING PAGE

- Visual Design: Clean, professional design with high-quality images or videos of the product, ideally in use by real people or families. Nature-inspired themes (e.g., water, health, vitality) are common, reinforcing the product's natural health benefits.
- Clear Headline and Subheadline: Often features a strong headline emphasizing a specific benefit, like “Hydrate Better, Live Better with Clean Alkaline Water” or “Discover the Health Benefits of Alkaline Water.”
- Educational Content: Provides short, clear descriptions of key alkaline water benefits (e.g., "pH Balance for Wellness," "Antioxidant Properties," "Improved Hydration").
- Lead Magnet (Optional): Some top pages offer a free guide (e.g., “5 Surprising Health Benefits of Alkaline Water”) to incentivize sign-ups, gathering emails for further engagement.
- Social Proof: Testimonials, short reviews, or even influencer quotes are often present to validate the benefits and build trust. Many top pages also include logos of credible brands, certifications, or customer satisfaction metrics (like "98% satisfaction rate") for added authority.

PART OF FUNNEL: BUY CTA/JOIN GROUP

- Follow-Up Sequence: After capturing leads, top players use a well-structured email sequence. These emails gradually educate leads on the product's health benefits, share testimonials, and reinforce the value of an investment in health.
- Emphasis on Personal Stories: Many affiliates include personal anecdotes in their follow-up emails, showing how the product has impacted their own health or lifestyle. This builds a personal connection with the lead.
- Sense of Urgency and Special Offers: Top players sometimes include limited-time offers or exclusive discounts in their follow-up emails to drive urgency and encourage purchase.
- Conversion Page Elements: The conversion (purchase) page is simple, focusing on clear instructions and a smooth purchasing experience. Key benefits are reiterated, and purchase options are clearly displayed. Trust symbols, like security badges or payment icons, are visible to reassure buyers.

CLIENT:

Hi Asiyah

I'm not really sure what to put here.

My business page Liz Richards - digital entrepreneur is aimed at gaining leads who would be interested in joining me with an affiliate marketing opportunity. The opportunity is aimed to get financial and time freedom. It can be a side hustle or a chance to leave the 9-5. It is an opportunity to work anywhere, anytime. It lets people enjoy the lifestyle of their dreams. Travelling, more family time, time for hobbies etc.

I have attached some colours I like for my branding. I really need to get more specific on branding.

My Brand:

Career driven women who like to get involved in multiple streams of income. Outgoing, love travel, the adventure sports like horses, snorkelling and nature.

The products (not the focus of my page) are about wealth and health.

I need to make my page more engaging and attractive these types of people. I need a landing page where people can hit a link and I can capture their name, email etc.

I will be running ads soon, just small \$1-\$2 a day just to start testing. So I need my page to be engaging.

I can send some photos or you can get off my pages. I need so great reels made and I struggle with adding text, effects etc.

The company I affiliate with is Enagic and the main product is a water ioniser. Provides healthy, clean alkaline water.

There is a financial investment to get started, the purchase of one item. Then you can start your own business. There are also community platforms you can join to support and educate you on making this business work.

Some of my mentors are:

Willow Shanks

Jessica McKenzie

Katherine Warner

Kristy X Ord

They are all on FB.