

# Mission #2

## “About you” - business funnel

Scroll on instagram -> See a sponsored ad -> Visit sales page -> Buy product

- There were several ads from this company that popped up on my feed. Every ad had the same concept. Ad is made in a way that every product put in the ad is on sale and that product is relevant to you and what kind of content you consume on social media. The big red sale sign on the ad grabs enough attention to make people buy, but the personalized moment of having an ad relevant to you makes you want to buy it even more.
- When it comes to the sales page itself, it is designed in such a way that it puts products that are on sale first with a few informations under each product. These informations are: product is on sale, previous price, shipping for the products on sale is free. Those 3 informations help with the desire because price decrease is often very big (sometimes even 50%) and free shipping also makes people buy more because they grab products much cheaper than usual.

In my opinion this funnel works very well, but it's often that products that look good are on sale, never in my case did I buy a nice product on sale and that it was a decent quality. Very often products that are very poor quality get pushed on sales as big as 50% which I believe a lot of people find a problem with too. That would probably be the discussion point if I ever worked with this client.