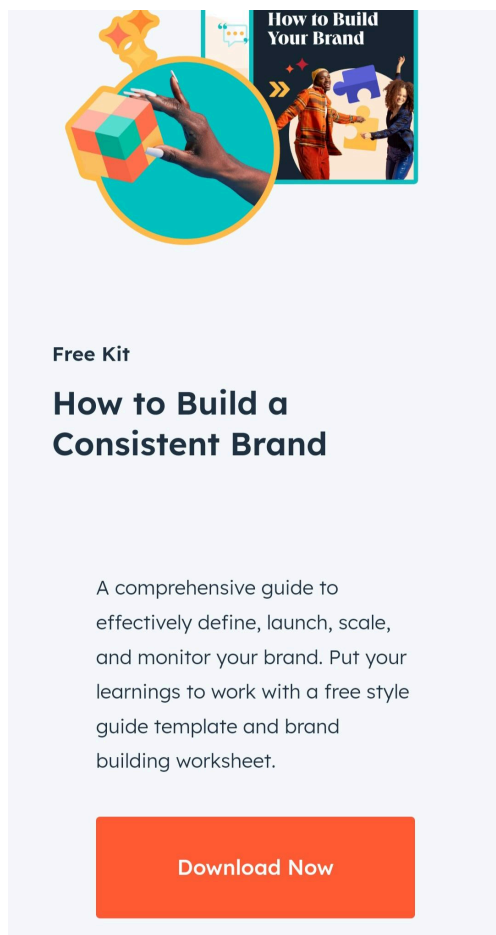


MISSION 2.0

Across my research into funnels, this is what I came across.



Simply scrolling on social media this post which is passive intended, shows this free guide on how to build more.



Pressing on “Learn more” I’m being lead to their site which has a persuasive writing form and emphasises on the free kit with a link to download now.

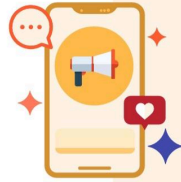
You're Ready to Take the Next Step

You've put in the work, and now you have the tools, resources, and experience you need to strategize for attuned campaigns that ladder up from a solid brand foundation. Congrats!

Want to keep your progress rolling? You can access a library of educational resources from HubSpot to support all your branding and creative needs.

Keep Learning with HubSpot

- [HubSpot Academy](#): Take our free courses and get certification for dozens of marketing tactics!
- [HubSpot Blogs](#): Check out our blogs for modern insights on the current state of marketing.
- [HubSpot Templates](#): Access free templates to develop marketing campaigns, budgets, and matrixes.
- [HubSpot Marketing Hub](#): See how you can drive revenue and qualified leads with our software designed for marketers—it's free!



Don't Forget Your Homework

Download your [Brand Identity Worksheet](#) and [Style Guide Template](#) to put the knowledge you've gained to work.

Questions?

We're happy to help! Reach out to us for a demo or information on Marketing Hub. We're online 24/7.

Utilising the guide. At the bottom page I came across another link to get a try of their demo software tool.



+1 888 481 7768

Get Started With HubSpot

HubSpot is an AI-powered customer platform with all the tools you need for marketing, sales, and customer service. Get a demo of our complete set of premium products, or start using our full suite of free tools today (your access never expires!).

[Get a demo](#)

[Get started free](#)

[Looking for a specific product?](#)

It describes the software tool using persuasive language and creates a downsell in case you want to continue using their software tool for free.

Get a Free Demo of HubSpot's Content Marketing Software

First Name *

Last Name *

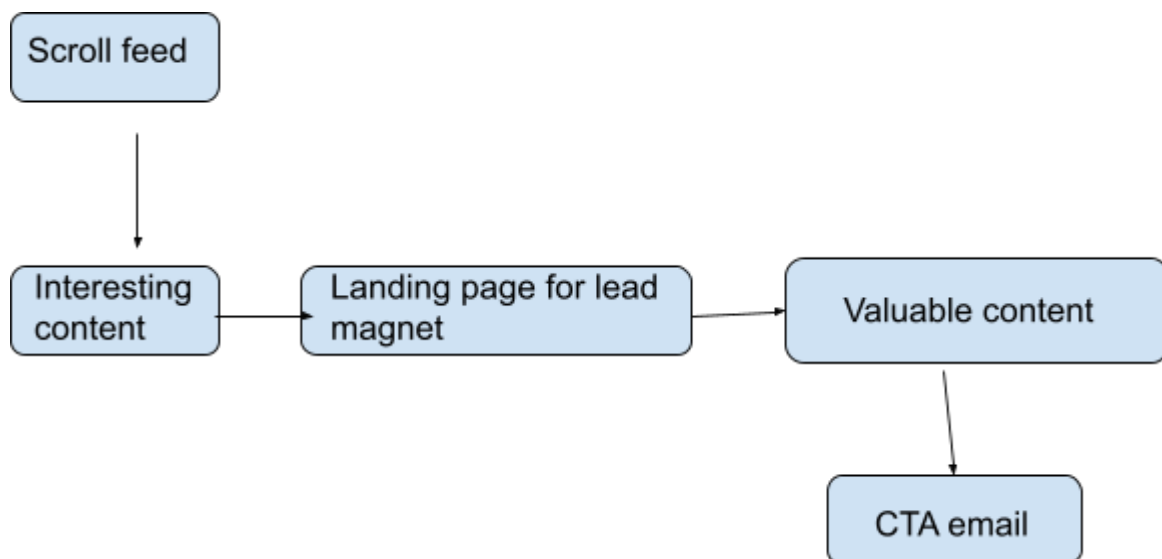
Email *

Phone Number *

Company Name *

Finally there is an email registration at the end to get the free demo software and get more offers in the future. Potentially upsells.

Funnel Attempt



This is what I figured out from this business so far.

It seems like a mix of social media and an email newsletter funnel offering free guides.