

Funnels Mission - Copywriting Campus

Funnels Mission

Go scroll through social media (responsibly)

Find an ad or a piece of content driving you to part of a funnel.

See if you can draw a simple diagram of the parts of their funnels you can see.

The first place I went to find some adverts was **Twitter**.
I didn't find anything.

I tried turning off my AdBlocker. Still nothing.

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After that, I went over to **YouTube**.
On my YouTube feed, I couldn't get any ads.
I tried the same thing - turning AdBlocker off.
That didn't help.

Next was **Instagram** - only things in my native language.
I need something in English.

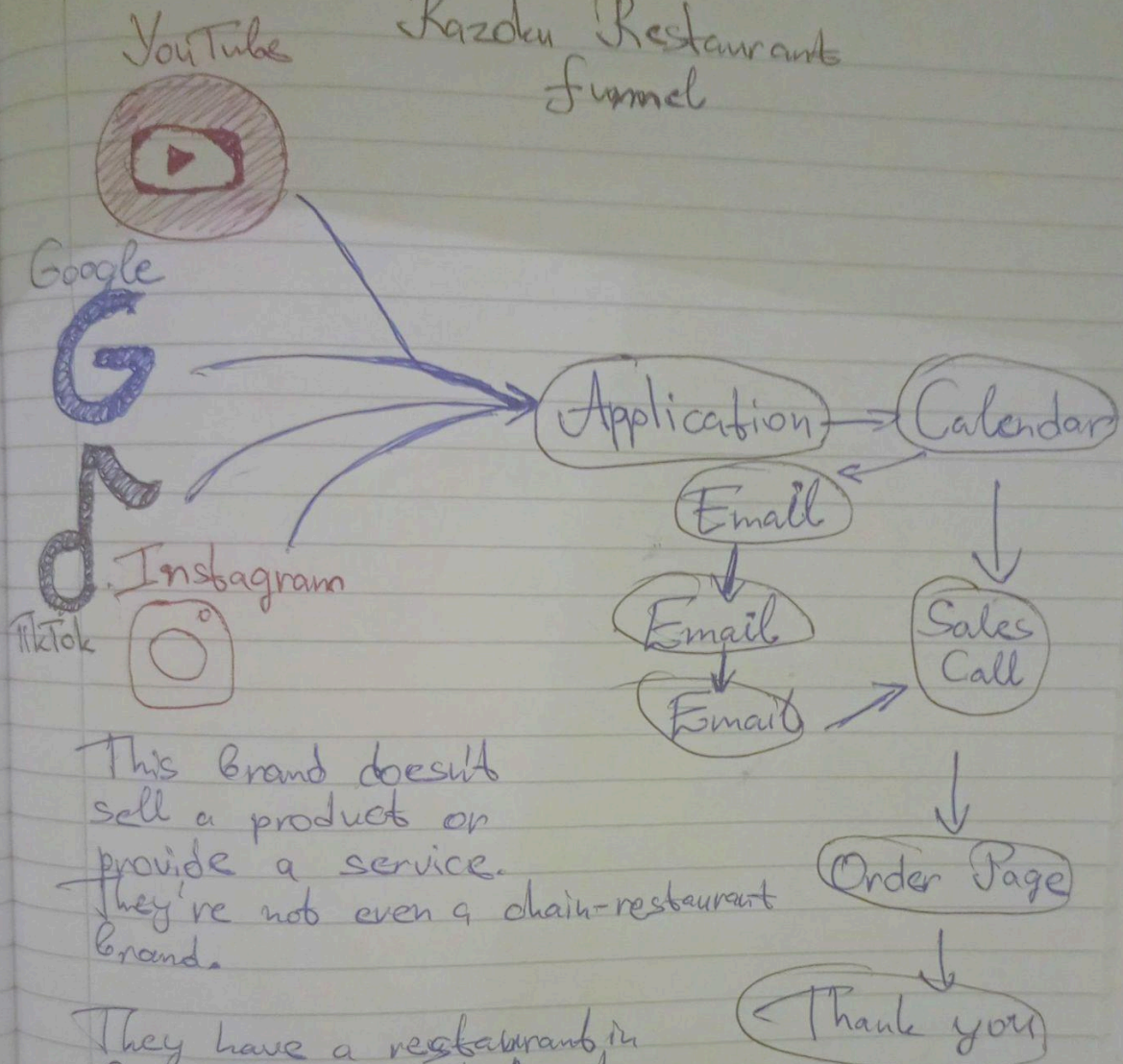
It was hard finding an example of a funnel.
I didn't give up.

After having a tough time finding an appropriate funnel sequence,
I stumbled upon an exotic type of advertisement.

It's called Kazoku - The Art Of Dining.
I found this Restaurant page on **Facebook**.

This type of sequence falls into the Application funnels.

Kazoku Restaurant Funnel



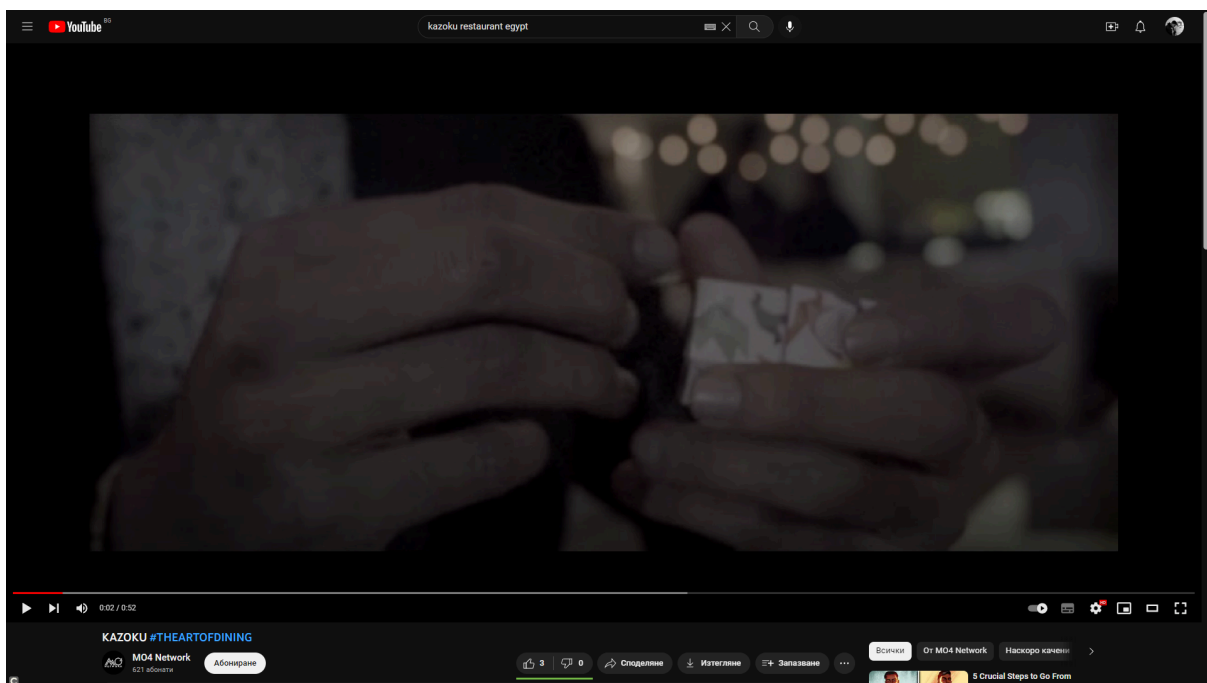
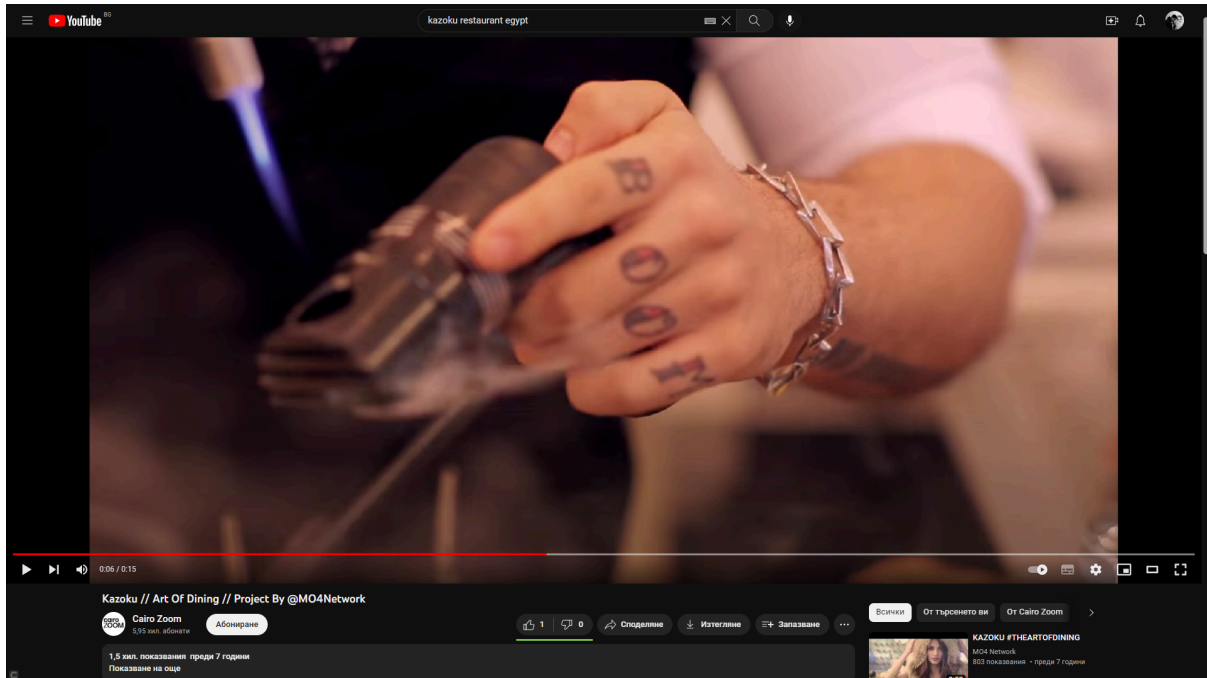
This Brand doesn't
sell a product or
provide a service.
They're not even a chain-restaurant
brand.

They have a restaurant in
Cairo, Egypt and Kazoku
has a website to book a table there.

Here's what each of the elements of the funnel looks like:

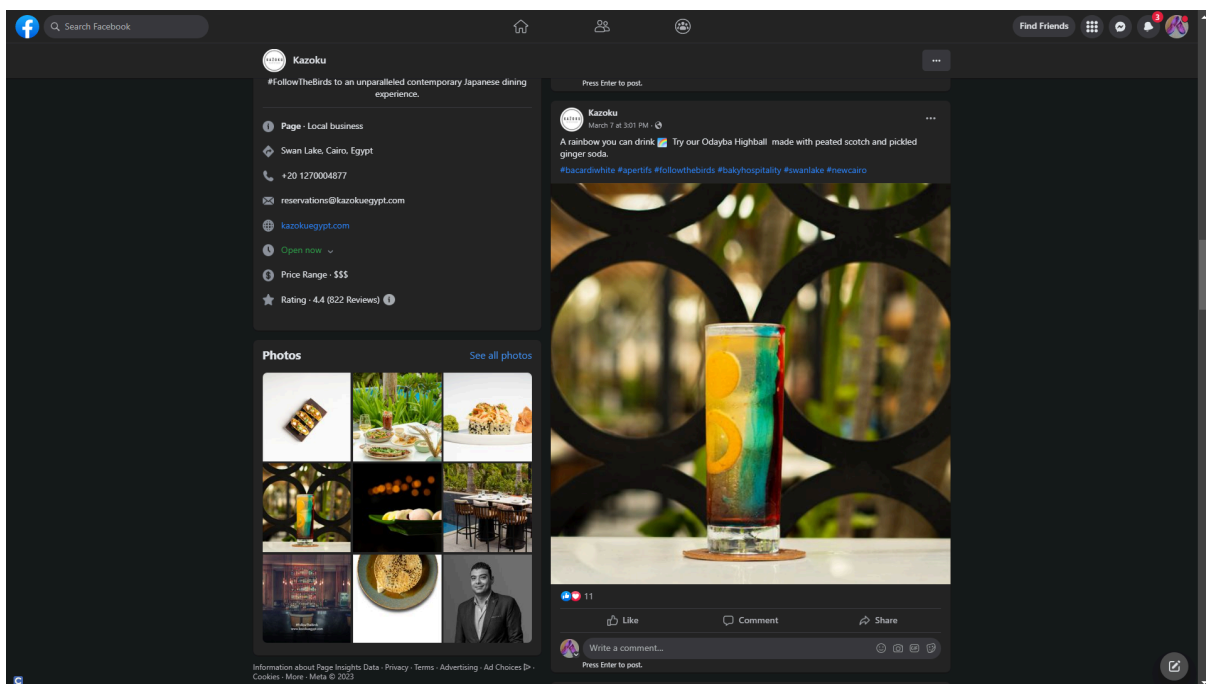
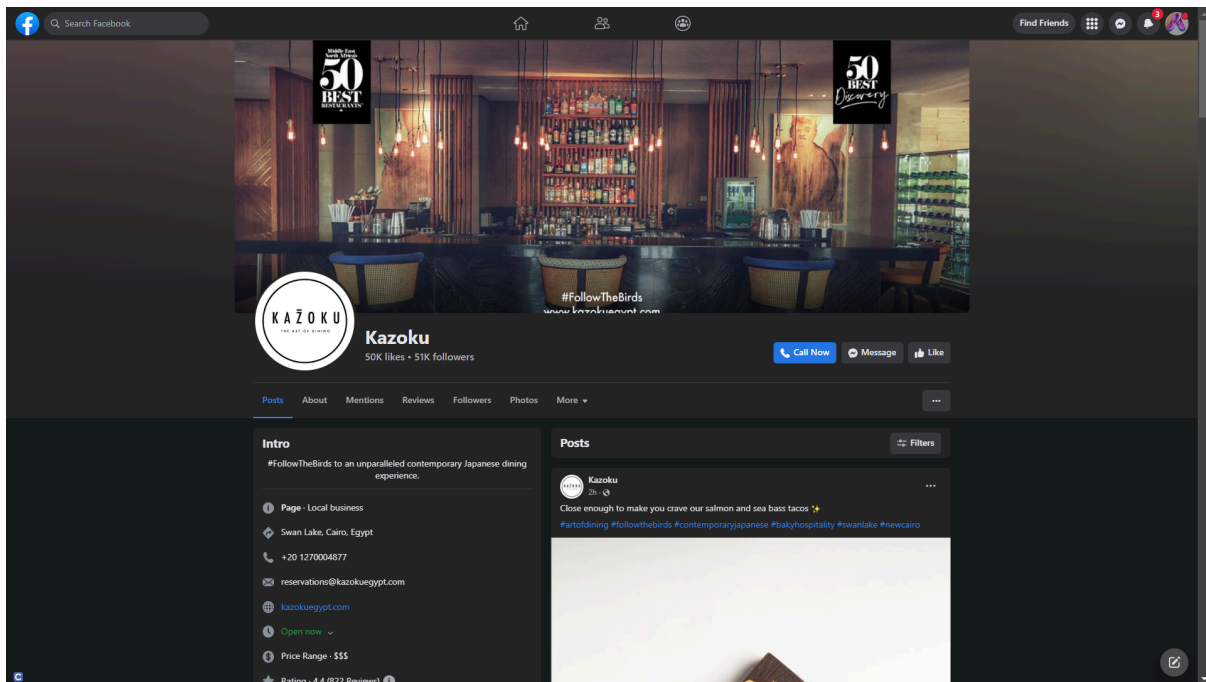
YouTube:

This restaurant doesn't have a YouTube channel, but there're a few edits of theirs on the net. It's still a form of presence.

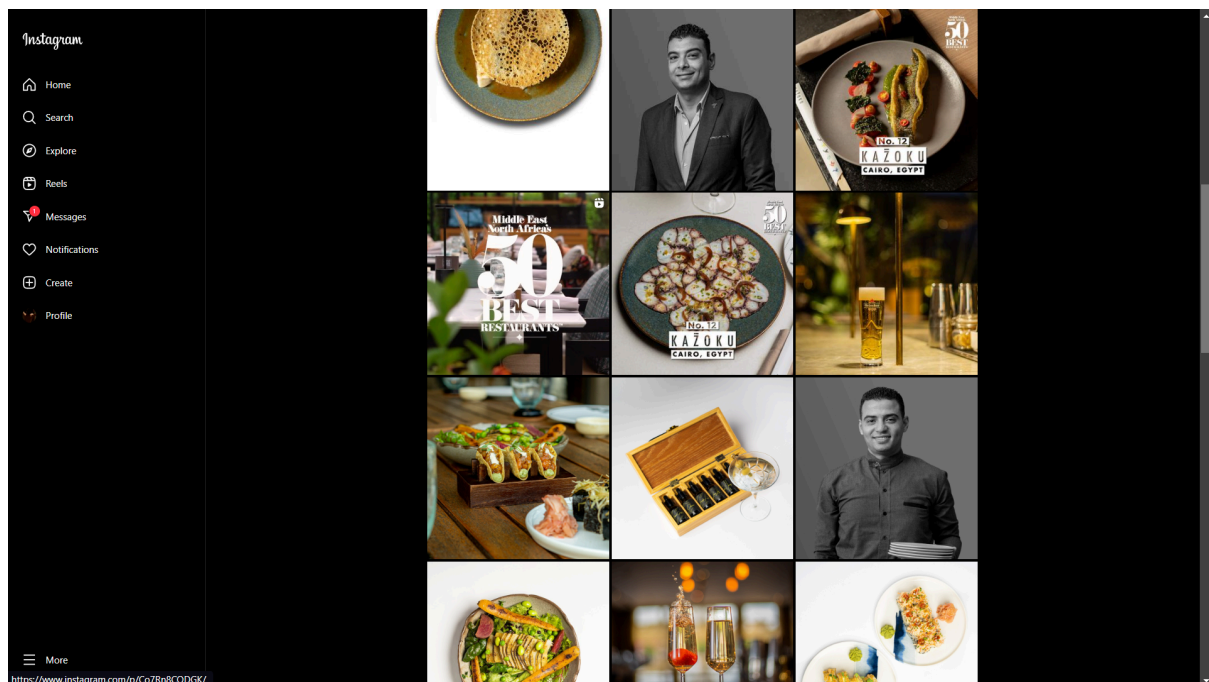
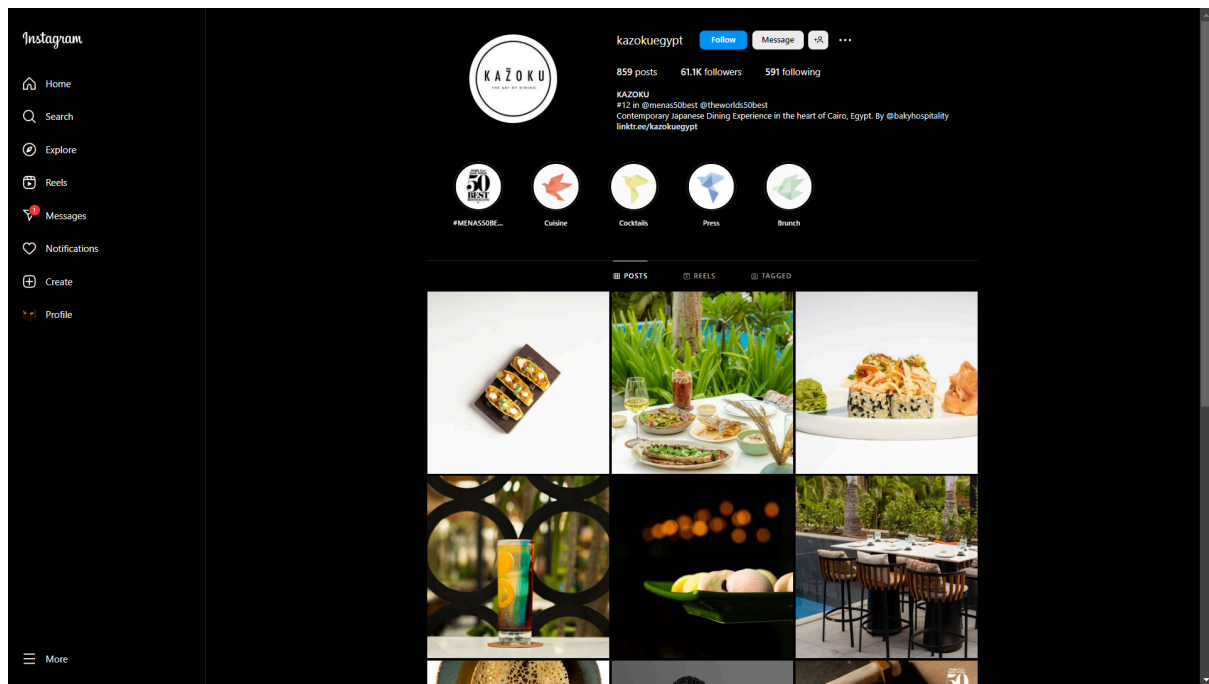


Facebook:

It's the platform I found out about the Kazoku Restaurant.



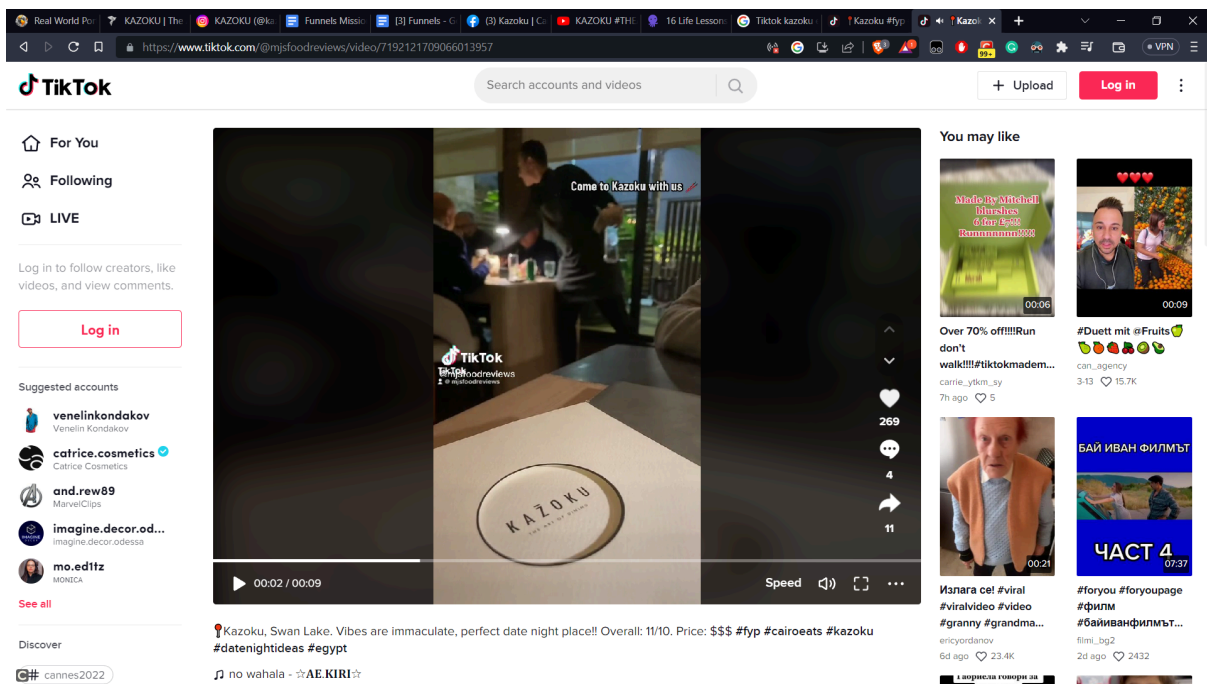
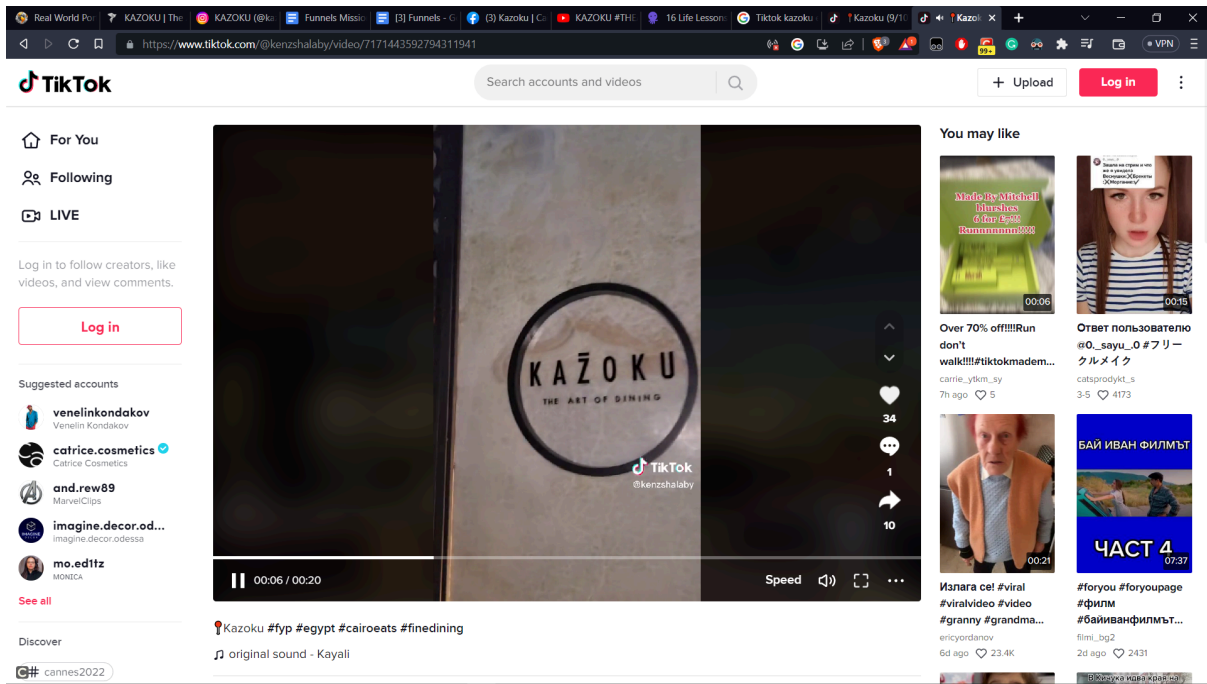
Instagram:



TikTok:

Just like YouTube, on TikTok, the Japanese restaurant Kakozu doesn't have a page.

However, there still are videos of people having a good time at the place.



Apart from YouTube and TikTok, the social media platforms refer to their website with the goal of making a reservation in Kazoku.