

mission

- Go find a business online
- Map out there steps in there customer acquisition
- Funnel on a piece of paper
- List out any moves they use at each step to grab attention or raise levels from the will they buy? diagram

Search funnel

J Hodson and Son established in 1953

link <http://hodson timber.co.uk/>

supply all aspects of traditional and modern bespoke joinery and specialist staircases to building contractors, architects, commercial and domestic clients

funnel type

It is a search funnel

1 step

buyer searches for joinery supplier

step 2

buyer clicks the one that looks the best this is impacted by the amount of positive and negative reviews a company has as the better the rating and the more positive reviews a company has the more a potential buyer will trust the company

step 3

They put in there info such as there phone number and email with the items they are interested in and the company will get back to them with a price via email or phone call

step 4

buys

This is a active intent buyer

if you were marketing this you would not need to increase desire as they are actively looking for a solution to there problem

moves they use to raise levels

belief in the idea of a joinery supplier should already be at the buy threshold as it is not new and has been around for a long time

increase trust in the company they have been around since 1953 so have years of experience they use bright colors on the homepage to draw your attention to the revelvent attention

they are members of the British woodworking federation and the small businesses federation
increases trust in the company
they increase the level of is worth the cost when they put 0% stress 100% satisfaction
As the buyer is always looking for ease and comfort