

Analyze The Top Market Player

Niche: Wealth

Sub-Niche: Online Entrepreneurship/Wealth Creation

Brand: <https://www.clickfunnels.com/>

1. Perform full research on their target market and avatar.

Target market: Entrepreneurs with high-income generating skills who want to start an online business where they lead people to their websites and turn them into customers who will buy what they have to offer.

Avatar: Niko

Age-26 years old

Story- Niko is a copywriter who is struggling to get people to go to his personal website that he and his brother Roman created and turn them into paying customers aka students of his Bellic Copywriting Academy. He also has links to all his social media like YouTube, Instagram, TikTok, and Twitter but even that hasn't worked out for him.

2. What are the reasons their customers decide to buy?

- Free trial to see if it works for them and if it doesn't then they can cancel it at any time
- Excellent and sophisticated video sales page
- Good fascination bullets anywhere

- Their core values basically inspire people their audience to surround themselves with like-mind people who believe in the journey of winning and not only on the end result
- They explain in great detail a lot about Clickfunnels and the advantages it has over their competitors such as allowing the entrepreneur to market, sell, and deliver products to their customers from one spot
- Great testimonials/reviews, even from Tai Lopez who is a well-known face in the entrepreneur field
- The price-to-quality ratio is very high, which is one of the biggest reasons why Clickfunnels is so popular in the wealth niche/online entrepreneur space

3. How are they getting attention?

- The co-founder Russell Brunson posts on his verified social media platforms like Facebook and Twitter where he makes daily posts on what Clickfunnels has to offer
- They have a webpage
- They have a YouTube account
- Russell has his own personal YouTube account called Marketing Secrets

4. How are they monetizing their attention?

- They promote and provide information on Clickfunnels

- Whatever business type the entrepreneur picks, they have links to what it has to offer ie online courses, membership sites, email marketing, etc
- Desire points
- Russell live streams the webinars on his personal YouTube account called Marketing Secrets

5. What is this brand doing better than anyone else?

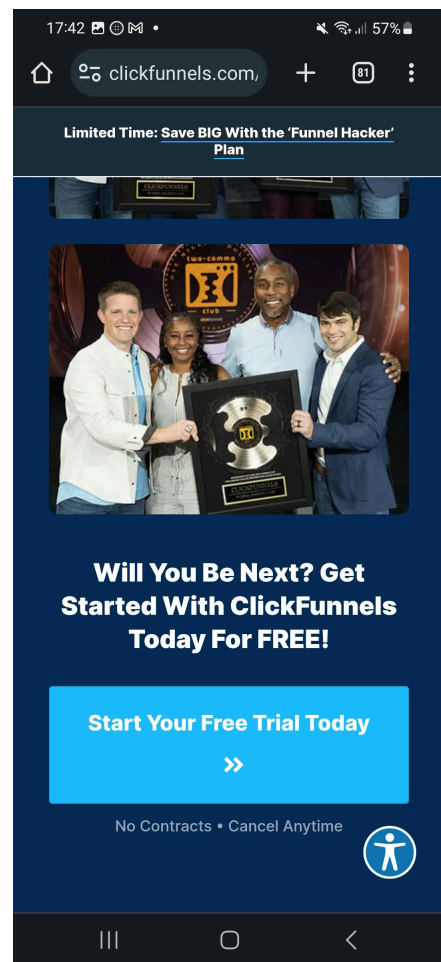
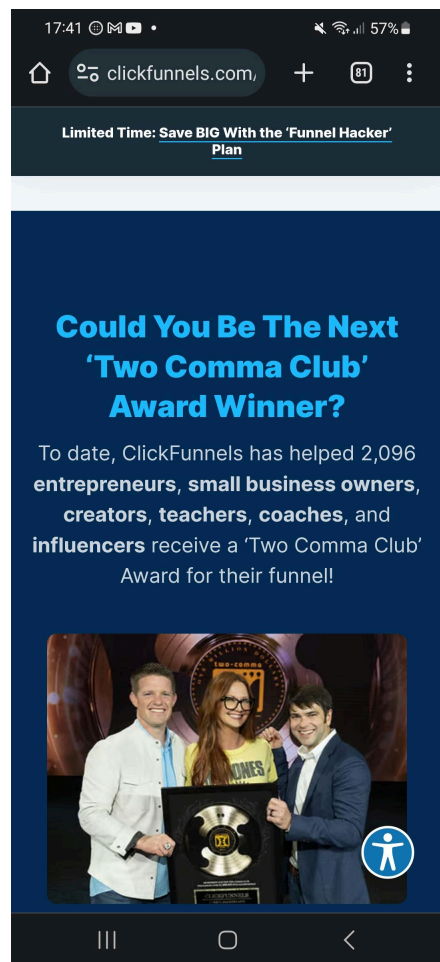
- Amazing video sales pages
- On their sales page, they have answers to a long list of frequently asked questions which makes it easier to trust Clickfunnels

- The discounted package plans have discounts for a very limited time, giving the customers a sense of urgency to buy the products before they return to their original prices
- Websites created with Clickfunnels have faster load times compared to WordPress and Wix
- Compared to Shopify, Carthook, and One Clock Upsell, Clickfunnels allows you to create a shopping cart without taking time to code them
- Compared to Kajabi or Thinkific, Clickfunnels Membership Sites allow their users to quickly upload content without spending money on outside video software

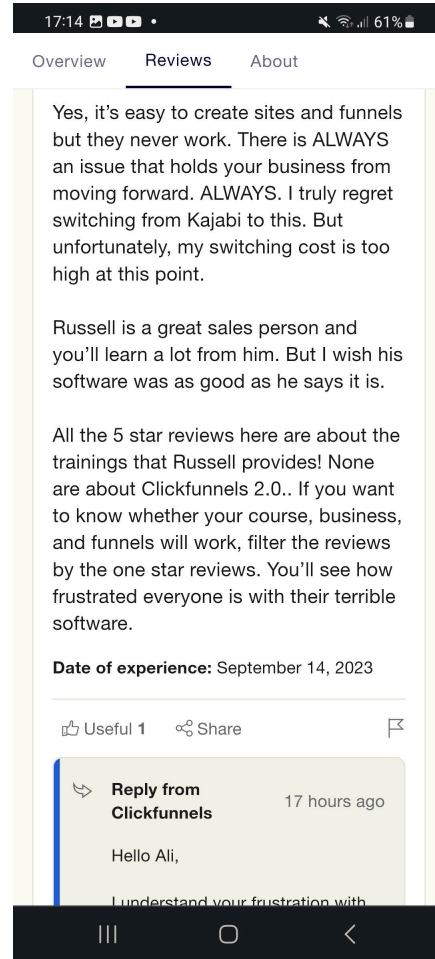
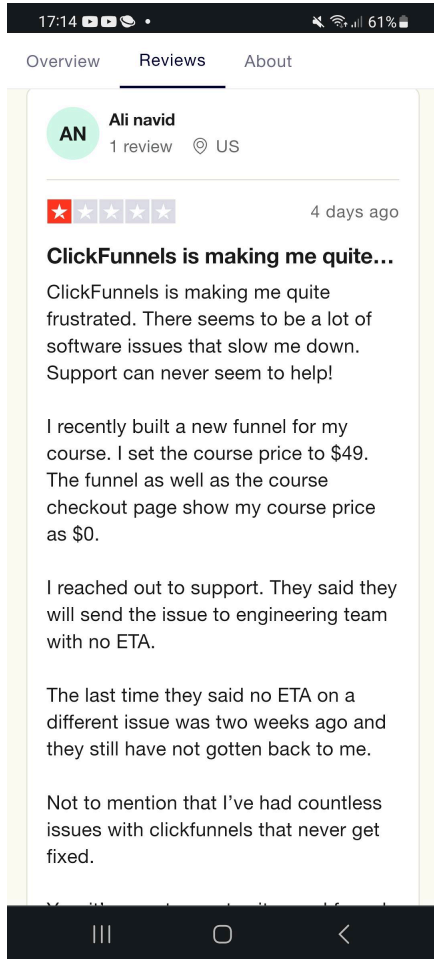
- With Clickfunnels Email Marketing you don't have to rely on a 3rd party email delivery subscription like Sendgrid or Adios

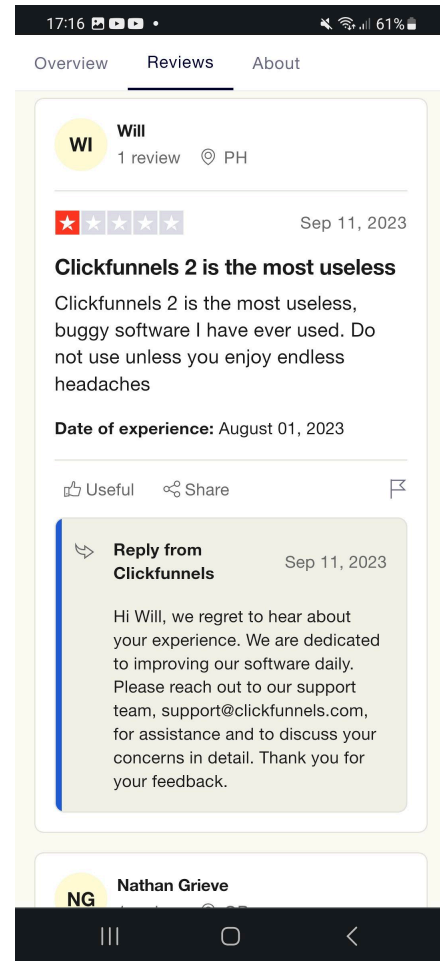
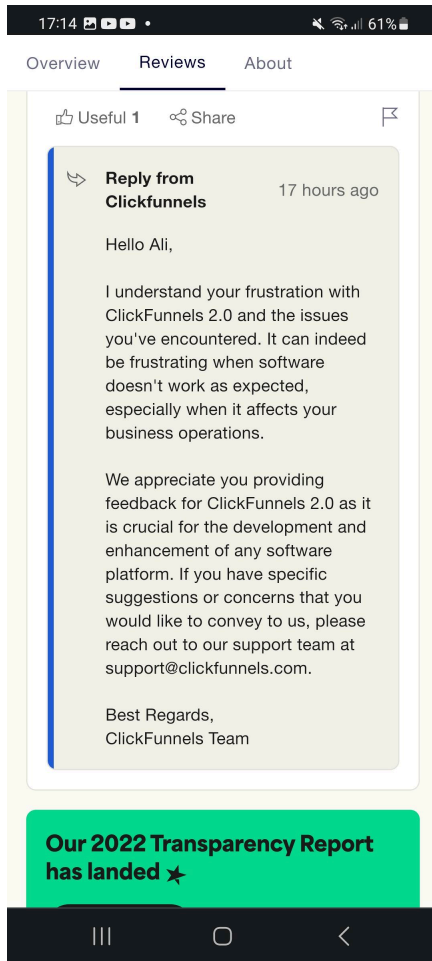
6. What mistakes (if any) are they making?

- There is only a 1-way close instead of a 3-way close at the end of the Video Sales Page



- Beginner-level entrepreneurs who are fresh into successful careers may find the package plans very pricey ie they might have just made their first \$1K-\$2K online so they would not go for the Funnel Hacker plan
- Customer support suggests that Clickfunnels 2.0 (which is supposedly superior to the original 1.0 version) is buggier and laggier to the point where some even regret switching from a competitor like Kajabi to Clickfunnels





7. What can other brands in the market do to win?

- Offer a 3-way close on their video sales page ie you continue to live your life without the product, try it all alone, and take longer to succeed or fail trying or buy the product and become another success story

- Offer better and faster customer support with an advanced package that is marketed as being superior to the base product, probably by frequently updating it like with AI or coding the software in a better way