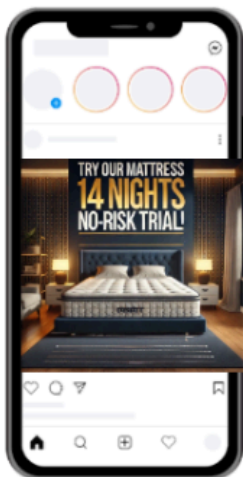


SIMPLE ORGANIC SOCIAL MEDIA DM FUNNEL

INTRO OFFER POST



DM CONVERSATION



Lead



INTRO OFFER:

Free Mattress Consultation

Add extra value by having a 14 day sleep trial

POST IMAGE:



Post Text:

Top - Try our mattress 14 nights no risk trial

Bottom - Plus A free mattress consultation to get started

BODY TEXT:

Falkirk, Don't Miss Out!" 🛏️

🌟 3 Reasons to Try Our Mattress Now, Not Later! 🌟

- **Better Sleep, Better Life** – Sleep impacts every part of your life, from energy to mood. With better sleep, you'll feel the difference immediately!
- **Risk-Free Experience** – Try our mattress for 14 nights, and if it's not perfect, we'll refund or exchange it—no risk.
- **Expert Advice** – Get a Free Mattress Consultation with your trial! Our experts will help you find the best fit for your sleep style and comfort needs, so we match the perfect mattress for your best night's sleep.

This offer ends soon, so act now!

💬 **DM us "SLEEP" to get started!**

The Mattress Store, Howgate Shopping Centre, High St, Falkirk FK1 1HG

EXAMPLE DM CONVERSATIONS:

Conversation Example 1: Closing the Sale with Urgency

Customer: "SLEEP"

You: Hiya! Thanks for reaching out! Great to see you're interested in our free mattress consultation. When would be a good time to schedule that?

Customer: Maybe next week.

You: That sounds good! Just a heads-up, we're booking up quickly, and this offer is limited. We could schedule your consultation as early as [day]—does that work for you?

Customer: Sure, let's do [day].

You: Perfect! I've got you booked for [day]. Looking forward to helping you optimise your sleep!

Conversation Example 2: Overcoming Hesitation

Customer: "SLEEP"

You: Hiya! Great to see you're interested in our free mattress consultation. When would you like to schedule that?

Customer: I'm not sure I really need a consultation yet.

You: Totally understand! But better sleep impacts energy and health. Our consultation will help you get the most out of your sleep setup—there's no commitment, and it's free! How about we schedule it for this week?

Customer: Hmm, okay. Let's do [day].

You: Awesome! You're all set for [day]. We'll help you create the perfect sleep!

