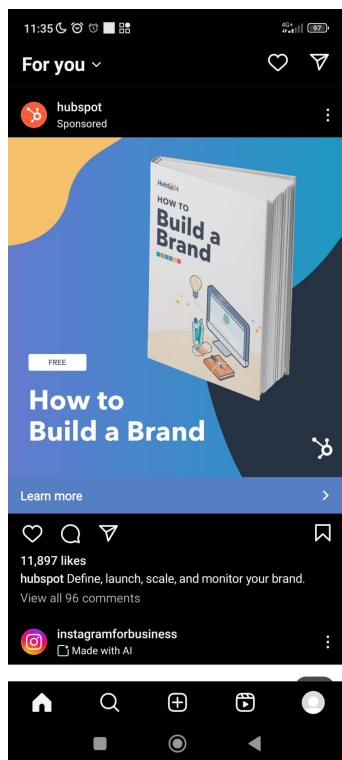
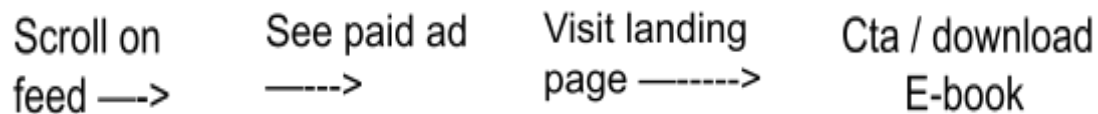


Copywrite Mission 2 Map out a funnel

- Go find a business online
- Map out the steps in their 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.

The business and funnel I found is a very simple example of a “paid ad” funnel.
Drawn below.

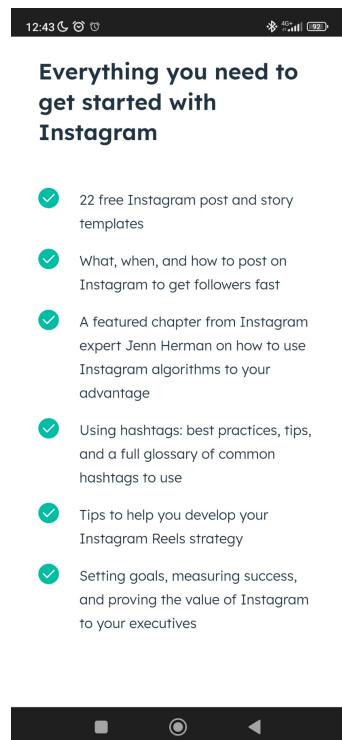


- So I was scrolling on instagram and got interrupted by a paid ad
- I clicked and got send to their landing page where I had to fill in some personal data in order to get access to the e-book
- I find it hard to find the “moves” they used to make me click.

Because they are really well hidden, later I find out that this already is a real established company with a professional presence in the media space. But still there are things to discover.

One of them is they used the “get it for free” move, also they have a really calm and uncluttered layout of the ad. Which suits well and looks professional, if it was a messy look I would definitely scroll further, so they use “appealing looks” that fit with the desired outcome of being successful in having a structure. At least that's how I associate it.

On the landing page they also provide enough information and content examples of the ebook so that curiosity is increased.



They increase trust by borrowing expertise from other “professionals” they work with and mentioning their names. In the screenshot above they stack all facts/ promises to increase all three elements of “will they buy?”.

I even experience a higher level of trust because I don't feel like it's a “sales” page / move.

The only thing that made me hesitate / doubt a bit was the amount of information and steps I had to go through before I could get the e-book. I went through 4 slides of personal information I had to fill in.

1. Email
2. First and last name
3. phone number and website
4. company name and amount of employers

This I would personally change into something simpler, however I think this is also with a reason for example to filter out non serious / less willing leads.

After skimming through the ebook I could definitely say that they increased my trust. Oftentimes e-books are filled with a lot of bullshit and open loops, and ofcourse they still have an agenda for providing the e-book for free, but I think the better you actually help people the sooner they will be ready to actually spend money with you.

This is my analysis for now.