

Honeycomb Salon - **Online Booking/Website Funnel**

This funnel targets Actively Interested customers as they are looking online to find a hair salon.

1: Google Business Listing

- 100+ Reviews w/ average of 4.7/5 Stars
- Been in business over 5+ years
- Nice professional photos of before/after and other services

2: Online Booking/Website

- Offer everything you could think of when going to a salon
- About us page and a gallery with hundreds of photos showing their work
- Services section where clients can book an appointment through their website

Essentially this funnel starts with an Actively interested customer searching for a hair salon, from there the hair salon has a google business listing that has attributes to try and help boost the customers intent to buy their product but showing they are trustworthy with their 4.7 star average with over 100+ reviews, they also boost their trust factor by showing professionalism and the fact that they have been doing this for more than 5 years. The customer most likely will go to their website after seeing these attributes and will take a peek around, maybe reading their about us page and taking a look at the gallery for some ideas of what they do. From there the customer would either make an appointment which lands a sale/client for the business or move onto another business because they have a better showcase or better attributes that boosted their trust in that business.