

Map out a “Funnel”

Paid Ads

Business I chose: BMW

1. The customer scrolls through the For You Page on social media.
2. They see other people driving their own BMW cars and eventually see an ad from BMW.
3. They tend to go to the sales page from the link in the bio from BMW.
4. They see all the CTAs, and find their way to the Buy Now or Build Now and buy the car.

List of “Moves” that BMW uses to get attention / raise levels

- BMW uses a tagline, “The Ultimate Driving Machine” to get people’s attention.
- They use many CTAs on their website, “Learn More”, “Buy now”, and “Build Your Own”.
- They help raise belief levels by showing statistics on their cars.
- BMW has “Social Proof” by many other content creators making positive reviews on the cars they have.