Top Player Funnel breakdown of other barbershops

(Active)
- Use a search engine to find a local barber or use google maps.
- Click on the best search result (they do this by showing their experience in the business, their 5 star rating and the number of reviews)
- Read Content, reviews or website (Bright colours, Meet the team page to get to know the barbers more which builds trust, Lots of reviews which also builds trust and has a spotify playlist and show it on the website)
- Book an appointment (CTA) (Clear CTA button to book an appointment in a contrasting colour to the background to make it stand out)

(Passive)
Scroll on fb or social media
See the intended ad that catches their attention
Click on the ad which takes them to the website
Read Content, browse website
Book appointment (CTA)

(Passive)
Large social media presence
Post on their story about new offers, could also be products
Have a link on that to book an appointment

(Passive)
Run an email sequence to their existing customers and sell them on a new deal, could be products as well.
CTA on email to take them to their business website

Other barber shops have a high social media presence. Instagram for example. Posts a lot of recent haircuts that they have done, could even tag the person and ask if they repost on their story.

They also have a highlight of opening times and closing times so it makes it easier for customers to see instead of googling and going on the website to find it.

They also have a highlight of available appointments and post that as a story at the beginning of the week, which makes viewers think about when they want to book rather than if they really need a haircut. Also makes it easier for viewer to book an appointment as all they have to do is to leave a message on the story

Funnel breakdown of Mario Barber Shop

At the moment has an instagram and facebook page but could do with being more active on it to draw more attention to the barber shop.

Ask how Mario is getting new customers but from an outside point of view this looks like the main funnel:

(Active)
Use search engine to find a local barber
Click on Mario barber shop
Read Content, reviews or website
Book an appointment (CTA)

As well as word of mouth

First things that stand out to develop

If I chose to create a website page, make sure I use the features from the Top player Websites

If I chose to run the email sequence I would highlight new offers, could also be products
Have a link on that to book an appointment. Also underline new potential deals.

I wouldn't look to run facebook ads right now or at least as a discovery project

Social media work such as improving the Instagram account and facebook could be so beneficial but can take lots of time, therefore I wouldn't look to go straight to it as a discovery project. However, that would definitely be a project I would look at in the future.

Mario Barber shop is the 9th barbers to show up when you search for a barber on google.
(1st part of the funnel)

- **Social media presence**
- **Run an email sequence to backing customers**
- **Maybe run facebook ads (explain how this requires capital)**
- **Create a variation of existing website**