

Business Type: Offline Furniture shop

Business Objective: Get more people into the store, rest my client's sales skill will handle

Funnel: FB Ads [Here's the problem I am facing

Video link: <https://rumble.com/v5afodh-pushups-aikido.html>

1. Who am I talking to?

- People scrolling on social media

2. Where are they now?

- Scrolling on FB, Insta

3. What do I want them to do?

- I want them to visit my client's offline store.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting

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Context

I am facing a problem in creating a funnel. I want the audience to visit my client's offline store. I don't know what funnel I should use. Here's the website I made for him:

www.gatewayfurniturestore.ca

Here's the ad I am currently running

🌟 Biggest sale in Edmonton! 🌟

We are literally selling furniture without any profit margins.

If you are looking to buy quality furniture at the lowest price possible, now is the time.

These items are on discount only for a limited time, so better be quick.

DM us now to know more.

You can also give us a call at: [phone no.]

or

Visit our store at:

[Address]

P.S. selling on price is my client's idea / strategy

Market Price: \$1699

Our Price: \$999



Sofa Loveseat Chair
Only for a limited time!

Market Price: \$2499

Our Price: \$1499



Queen bed, dressing mirror, night stand
Only for a limited time!

Market Price: \$4299

Our Price: \$2999



Power sectional with
Dropdown tray
Power headrest

...and other images like these in a carousel

CTA: takes them to Messenger DM, where a bot greets them, “hi {name}, how may I help you?”
And then they are left with two options: write whatever they want or an automated response of “Is this available.”

Problem is...

...which CTA should I use

If I use

1. Visit our store as a CTA
 - Then ad or ad set performance becomes immeasurable i.e, I can't ask lead, “which ad you saw and from which ad set.”
2. DM us as a CTA
 - I have mentioned the price, location of the store and everything else in the ad, I haven't given them any reason to DM or Call us.

I want to create a smooth customer journey, a funnel as smooth as butter on a pan.

Top Player analysis hasn't worked in my case...

...Because all the top players are big brands and they have online store as well, so they sell both online and offline. But in my case, my client doesn't want to have an online store (and I think he is right as furniture is a high ticket item and people prefer to buy it offline.)

What would you do if you were in my position?