

Lead Magnet Funnel [TROUBLESHOOTING]

Current Challenge → converting ad generated leads into app registrations

Project - Overview - GOAL

Project Overview - Objective

The Objective and Strategy in Simple, Clear Terms

Summary:

I've set up an opt-in funnel to attract and convert leads into active users of a revolutionary app.

The process begins with targeted ads promoting the "Gamechanger Guide," a resource that helps users save on hotel bookings.

These ads drive potential leads to download the guide in exchange for their contact details. After engaging with the guide, the goal is to convert these leads into committed app users (*I want to set this up so they immediately register for free with my referral link inside the guide*) by showcasing the app's features and offering ongoing support. This funnel is designed to smoothly transition interested leads into active users of the SANUSAPP.

Follow the path of the customer 👉

(1) Attract attention through META AD

		KP2//AG1//WA1: Gamechanger Guide (TESTI...	5 ^[2] Website-Leads	761	943	4.311,6 ^[2] Pro Lead
		KP2//AG1//WA1: Gamechanger Guide (TESTI...	6 ^[2] Website-Leads	568	643	2.488,6 ^[2] Pro Lead
		KP2//AG1//WA1: Gamechanger Guide (TESTI...	6 ^[2] Website-Leads	641	781	2.171,6 ^[2] Pro Lead
		KP2//AG1//WA1: Gamechanger Guide (TESTI...	5 ^[2] Website-Leads	589	722	2.191,6 ^[2] Pro Lead
		KP2//AG1//WA1: Gamechanger Guide (TESTI...	— Website-Lead	19	20	— Pro Lead
		KP2//AG1//WA1: Gamechanger Guide (TESTI...	— Website-Lead	14	15	— Pro Lead
		Kampagne 2: Gamechanger Guide (TESTING -...	— Website-Lead	—	—	— Pro Lead
		KP2//AG1//WA1: Gamechanger Guide (TESTI...	— Website-Lead	11	12	— Pro Lead
Ergebnisse aus 14 Werbeanzeigen ⓘ Schließt gelöschte Elemente aus			24 ^[2] Website-Leads	2.455 Kontenübersichts-K...	4.528 Gesamt	4.021,6 ^[2] Pro Lead

TOP Performer: 📌

Doppelzimmer (Double Room) 148 m²/1593 ft²

Unsere letzten 3 Zimmer

5/10

148 m²/1593 ft² | Max. 2 Erwachsene

Aussicht: Bergblick Dusche & Bad

Normalpreis

VIP-Angebot

2 Erwachsene

- ✓ Nicht rückerstattbar (nli...)
- ✓ Jetzt buchen und bezahlen
- ✓ Parkmöglichkeiten
- ✓ Kostenloses WLAN

Der günstigste Preis bisher! **899 €**

6 Nächte, inklusive Steuern

Wie wir in 4 Monaten Reisen über 70% bei Unterkünften mit „BEST DEAL-Angeboten“ sparten. 🎉

15.06.2024	3.6.2 – BEST DEAL	3.667,30 SC
15.06.2024	3.7.4 – EINKAUFSPRÄMIE 30%	1.100,19 SC

Ca. € 650,00 Cashback

Gesamtpreis: € 249,00

CPL: 2,19€

Target Group: Travel & Leisure / frequent traveler

Body Copy: [ENG-Version] 📌

Always snag the "BEST DEAL" on hotels from now on and enjoy way more luxury and comfort?

This GAMECHANGER makes it possible! ✈️🌴🥰

Learn how to outsmart booking platforms like Booking.com with the right strategy and get up to 70% off on all your future hotel bookings! 🤖

Join us and over 125,000 other excited people who've already saved hundreds of euros that would've otherwise been gone.

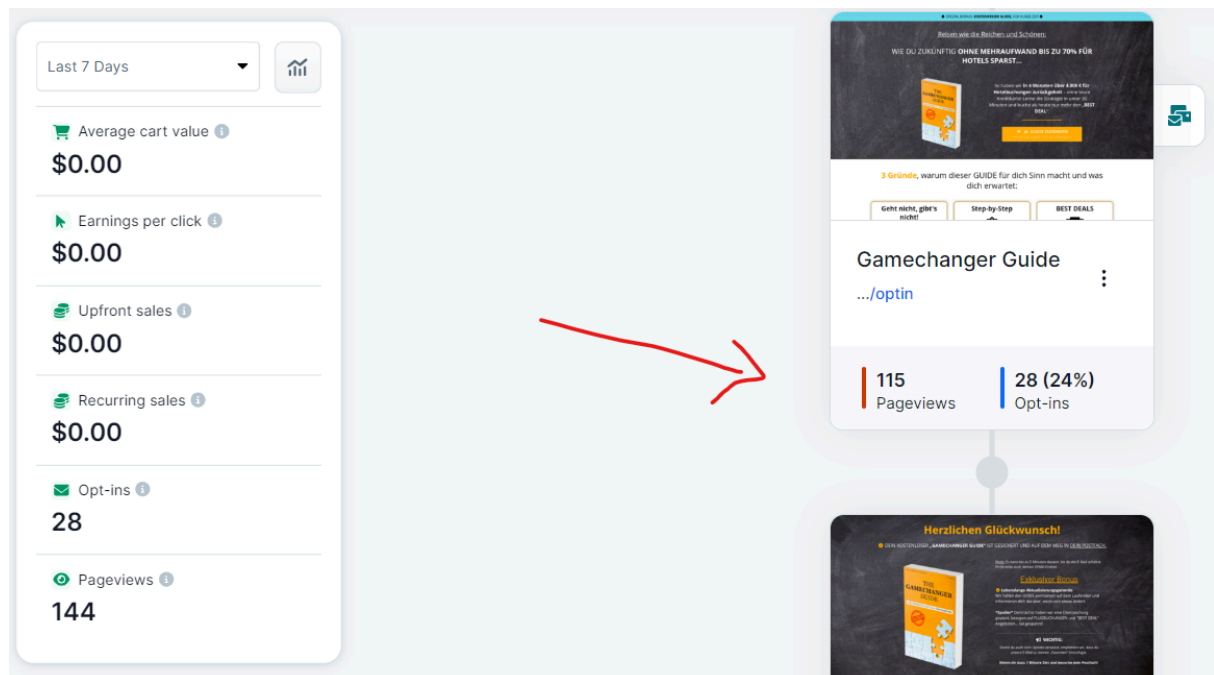
Grab our GAMECHANGER GUIDE for free until 29.08.2024:

(2) Send them to Landing Page

THIS IS THE LANDINGPAGE

➡ <https://www.next-generation-academy.net/gamechanger-guide>

Here are the stats from the landing page: (7 day → 24% conversion rate)



Copied the design & structure from a german top player (for travelhacking)

<https://www.masteryourcard.de/crashkurs> (currently)

He got this one in 2021:

<https://myc.works/>

(3) Get the LEAD & send the GUIDE

👉 Prospects receive automated, personalized email with the guide. ✓

☰ FREEBIE MAIL (automated)



(4) Prospects go through the guide
They want to know the strategy on how to save up to 70% for bookings.

PDF 3.0. GAMECHANGER - GUIDE (SHORT-VERSION - direkt Link).pdf

(5) Prospects register for free with the link inside the guide and download the app ✓

👉 Here I got the CHALLENGE... THEY somehow bounce during this period.

What did I do to conquer? 🙌🔪

- crafted a follow-up email with TRW's help to remind them of the possibilities. (only 1 out of 25 people then registered.)
- Cut out the BS from the guide → shortened it by about $\frac{1}{3}$, total 22 pages left. (with screenshots, etc.)
- Improving the value equation of this product by cutting down the time prospects have to commit.

To Do: 22.08.2024 (ENDPHASE)

- **THEY CONSTANTLY ASK THEMSELF: What's in it for me?**
- HYPE the GAMECHANGER GUIDE up. 🚀🚀🚀
- Wherever it's possible

BUT:

- Deliver on your promise. OVERDELIVER.
- They should have the self-dialogue in their brain: I might regret this opportunity if I don't try out.
- Highlight the benefits of the app.
- BUILD curiosity
- Amplify pains & desires
- ASK yourself. What exactly is their dream state? What is the roadblock? How can I help them pass the bridge? Which solution do I have for them?

Menschen interessiert nicht unsere Story - zumindest nicht zum LESEN!!!

Sie wollen benefits! Am besten sofort und ohne viel Aufwand!

Der Benefit? Die App.

Spannung aufbauen

Neugierde wecken

Dream State verstärken

G`S, I APPRECIATE EVERY ASPECT OF HELP 🙏

...TO ACHIEVE MY GOAL UNTIL 31.08. OF 30 NEW APP REGISTRATIONS
→ [12/30]

**I ACHIEVE THIS GOAL! NO MATTER WHAT. FIND A WAY OR MAKE A
WAY** ✂️