MISSION 2

Date :- 20/08/2024- Tuesday

MOTIVE: - finding couple of businesses online and mapping out the steps in their customer acquisition funnel and listing any moves they use at each step to grab attention or raise levels from the "WILL THEY BUY" diagram.

OBSERVATION:-

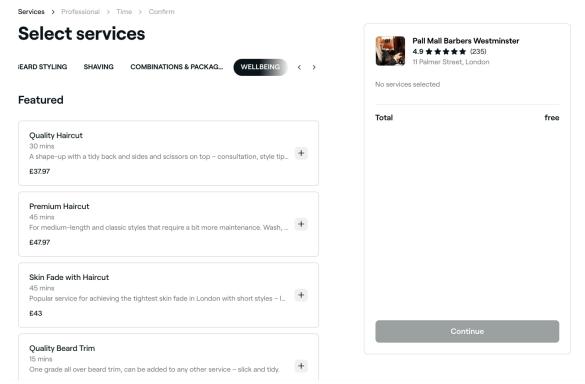
Searching for some barbers in my town.

"PALL MALL BARBERS IN LONDON"

(https://www.pallmallbarbers.com/location/pall-mall-barbers-westminster/)

Went to their website and they are situated in london. Website is OK but they can make it more professional. They are using "search funnel" but they are not utilising the concept of search funnel properly. After each scroll you will be able to see the "book appointment" button which looks very desperate. The content of the website is not persuasive at all.

When you click on the book appointment button you will be landed to appointment making page and they are selling their services as a product.see the snapshot below



The services are regionable as they are situated in london.

Coming to the "WILL THEY BUY" diagram -

- 1. is the value i am getting worth the cost? (YES)
- 2. do i believe the product will work? (YES)
- 3. do i trust the person/company selling me this product (NO)

In the third point according me me its "NO" because they have not provided any proof that the customers are happy with their work, they might have provided on social media but what if someone is having a really busy day and they dont have time to view they socials?

"WILLOW HAIR SALON"

(https://www.willowhair.co.uk/promotion/?msclkid=052b8b3a50f61a65ba8fedfe942d782d)

- The home page seems like a restaurant menu can clearly see that no efforts are made
- 2. The wepage lacks content
- 3. The only point that it might attract people is that they are situated in london highstate.

Coming to the "will they buy" diagram:-

- 1. is the value i am getting worth the cost? (YES)
- 2. do i believe the product will work? (YES)
- 3. do i trust the person/company selling me this product (NO)

For me the last point stands with "NO" is because they lack in content and the webpage is not engaging.

"MR BARBER"

(https://mrbarbers.co.uk/hertford/)

These are good there homepage and overall website and each page is good, still there is always a place for any kind of adjustment, the content could be

more persuasive and the language could have bein used more gentle but still overall website is good comparetively to the above.

They have also shown their speciality and what type of cuts they do, they also have listed their product line which is good.

Coming to the "will they buy" diagram:-

- 1 . is the value i am getting worth the cost ? (YES)
- 2 . do i believe the product will work? (YES)
- 3 . do i trust the person/company selling me this product (YES)