

## 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

Services > Professional > Time > Confirm

Select services

HEARD STYLING SHAVING COMBINATIONS & PACKAG... WELLBEING < >

Featured

Quality Haircut

30 mins

A shape-up with a tidy back and sides and scissors on top – consultation, style tip...

£37.97

+

Premium Haircut

45 mins

For medium-length and classic styles that require a bit more maintenance. Wash, ...

£47.97

+

Skin Fade with Haircut

45 mins

Popular service for achieving the tightest skin fade in London with short styles – L...

£43

+

Quality Beard Trim

15 mins

One grade all over beard trim, can be added to any other service – slick and tidy.

+

Pall Mall Barbers Westminster

4.9 ★★★★★ (235)

11 Palmer Street, London

No services selected

Total free

Continue

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 to 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 don't have time to view their socials?

### **“WILLOW HAIR SALON”**

<https://www.willowhair.co.uk/promotion/?msclkid=052b8b3a50f61a65ba8fedfe942d782d>

1. The home page seems like a restaurant menu can clearly see that no efforts are made
2. The webpage lacks content
3. The only point that it might attract people is that they are situated in London Highgate.

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 their 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 been used more gently but still overall website is good comparatively 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 )