

Paid Ad Funnel

Business is 'Back Market' - Selling Macbook Pro

Verified Check on Facebook - [Trust](#)

"Sacrifice is boring" - This gives the impression to the buyer that they don't need to or are not going to lose anything when they buy.

"Get the device you want for the price you want"

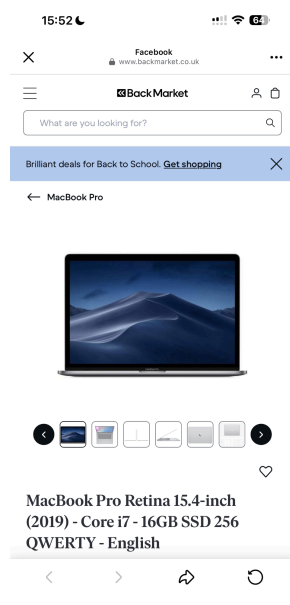
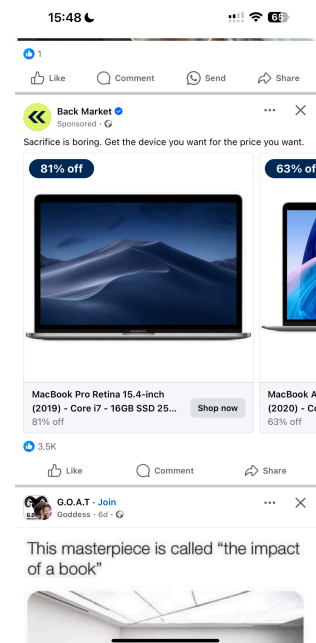
This puts the customer at a position of power and control

"81% OFF" Adds [Value](#)

3.5K likes - Adds [Trust](#)

The product will already work and we have belief that it will as it is Apple however BackMarket themselves want to build trust with their customers which is why the blue check and likes are good.

CTA / Click funnel is the 'Shop Now' Button

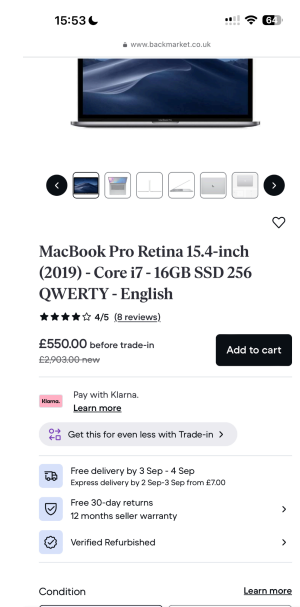


Landing Page

"Brilliant Deals for Back to School"

"Brilliant Deals" Adds [Value](#)

"Back to School" Gives [purpose](#) for purchase



[Trust](#) Added With "Pay With Klarna"
"Free 30-Day Return"
"Verified Refurbished"

[Value](#) Increase with "Free Delivery"

CTA - Add to CART

Reviews at the bottom to build trust with [Social Proof](#)