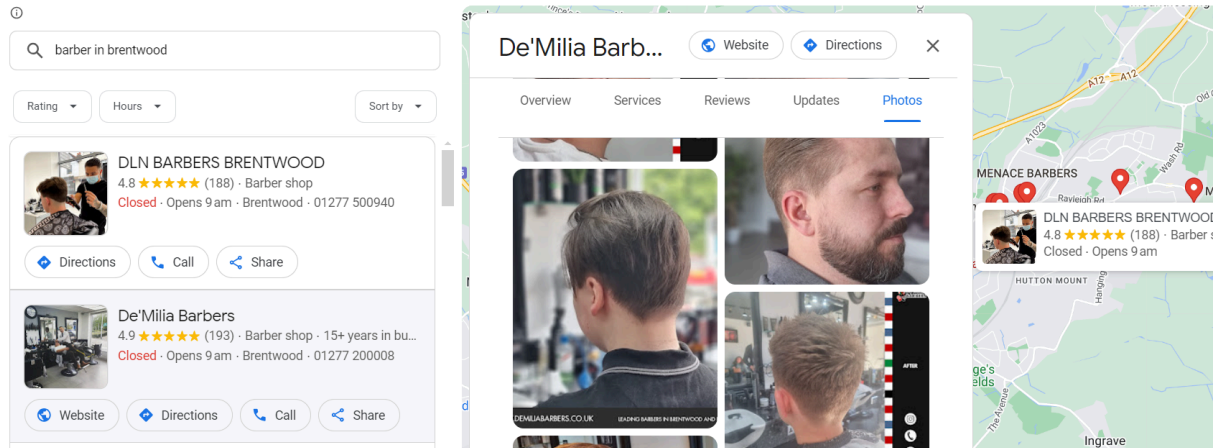


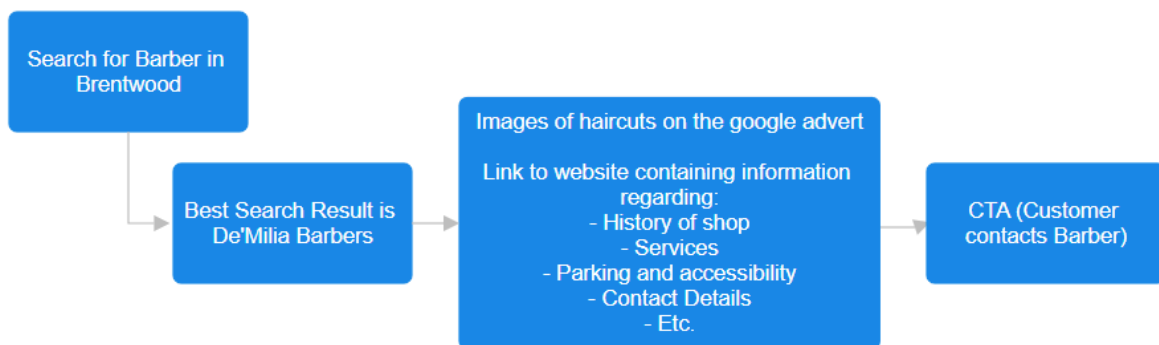
Mission: Map out a “Funnel”

Search: Barber in Brentwood

Highest-rated search near the top: De'Milia Barbers

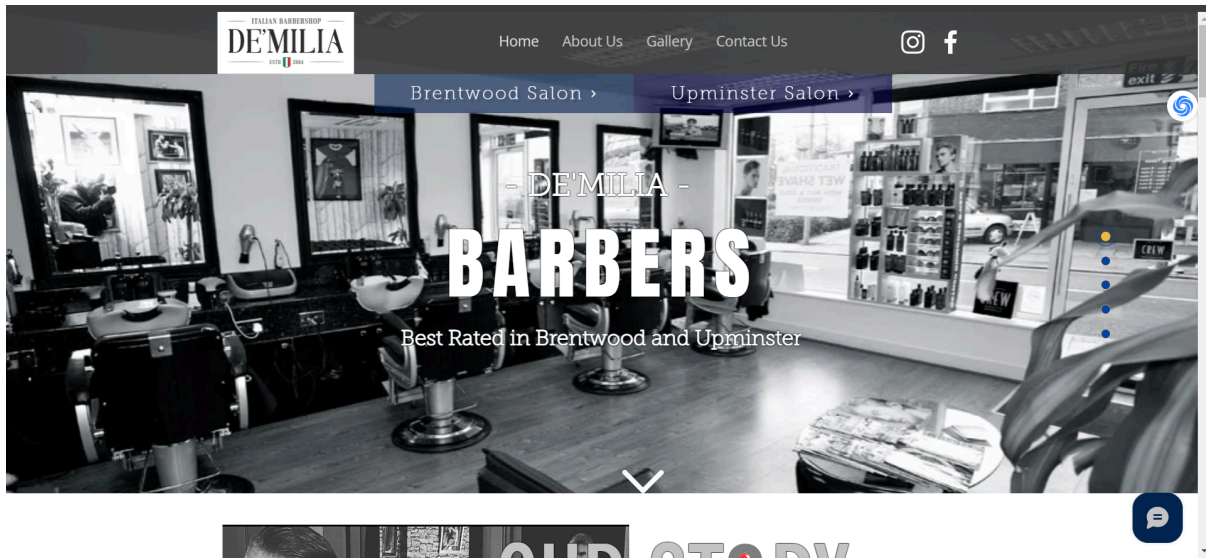


Funnel used: Search



Moves used to Grab Attention:

- In the google ad, they are using the “testimonial” strategy in which they are showing pictures of clients haircuts and reviews left by clients in order to grab attention, this also increases desire, increases the belief in the idea and increases trust in the company.
- The website is well designed and sleek and has a lot of information which goes into the history of the shop as well as the personalities that work there:



This tactic increases all three metrics as well