

1. The business I found online was a website called trainwithbuf.com
2. This company has an instagram page that has been very outdated from 2019-2020.

They also have their own website with google reviews from past clients they have trained with. So the two funnels that they use are social media and search sales funnel.

3. For the sales funnel, if a customer is actively searching for a fitness trainer, their website pops up with a google star rating of 5.0. With the company having a 5.0 rating, they will be high on the search engine to stand out as one of the best searched results. The content that they have does need some work as it does look outdated and not as dynamic as other content fitness creators. For the social media funnel, they have before and after pictures of past clients they have worked with that have achieved the results they were looking for. Potential clients can look at those testimonial pictures as well as look up the google reviews to then make a decision whether or not they would like to commit to this training team. They tried to increase trust and belief in the training team by listing out everyone and a quick bio for each trainer. Letting potential clients know who they will be working with would be great for them to get a sense of who they will be receiving services from.