

Mission #LBC 8

Market awareness and sophistication level:

Identify market awareness starting point for your funnel:

I think that the market awareness for oncology massage in Spain is Level 2. They know their problem but don't know the solution and my product.

Ex: I don't know what to do when an oncology patient arrives at my center. I don't want to make something wrong and damage my patient

List out where you will take them through the remain stages:

Level 2: we would catch the attention of the reader by creating a reel or post that explains the benefits and possibilities that the oncology massage offers. Moreover, we would emphasize on what they are missing out if they don't learn oncology massage (how many clients they are losing, for example)

Level 3: They now understand the problem and the solution, so by posting interesting posts on instagram, they would enter into the Instagram page. Then in the instagram page, there is a link that directs into the website. Moreover, in the post there is the link in the description, in case the viewer wants to buy already (CTA).

Level 4: Now that the reader is on the website, it will read the sales page and call for more information. Then the salesman would close the deal.

Identify the market sophistication stage of your market

The sophistication level is stage 2. There are few competitors. So the best move is to make better or bigger claims.

List out the best “moves” available to you

Since my target market is on stage 2, I would use lines like: How to gain and retain 2 customers a week with oncology massage. Creating a big and believable claim will attract customers into the business, since the market is new and there are few competitors.