

MISSION #2

MISSION

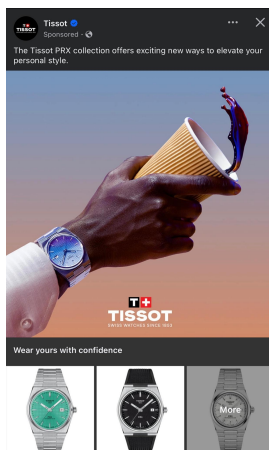
MAP OUT A "FUNNEL"

- Go find a business online
- Map out the steps in their customer acquisition funnel on a piece of paper
- List out any "moves" they use at each step to grab attention or raise levels from the "Will They Buy?" diagram



GO FIND A BUSINESS:

1.-BUSINESS NAME: Tissot



2.- They are using the "PAID ADS" Funnel, I was scrolling the feed on Facebook and it caught my eye because im really in to watches, and this is a paid ad I went to their page and bought a

watch literally because TISSOT have really good reviews I trust the brand because they have really good review and it's a brand that you can trust