

Apple Macbook Market Funnel

<https://www.apple.com/nl/mac/>

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

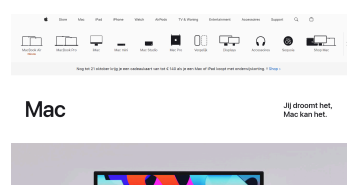
Steps in the Funnel:

You are on the main home page of Apple,

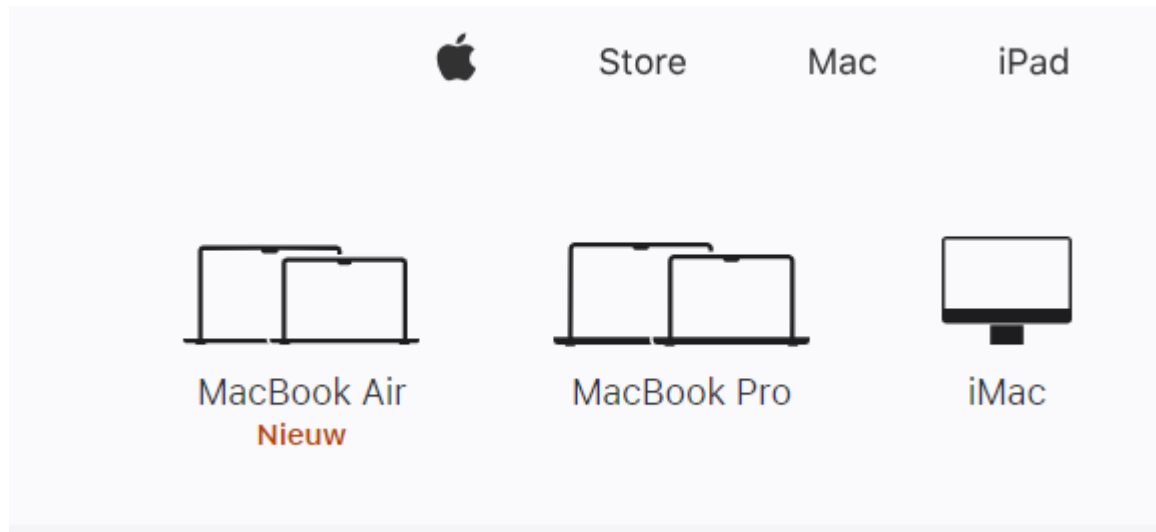
- **Curiosity 8+/10**
They immediately show you other products that they are selling which made me curious about what items those are.
- **Trust 7+/10**
The website looks very modern and they show you that they have many products to offer which makes me trust that it's a legit thing.
- **Certainty 5/10**
It all looks good, but I still need to learn about their products, so I will have to dig more into their shop to know for sure.
- **(My) Desire 7+/10**
Just the first impression of the shop gave me a good feeling about the quality of their product, which brought my desire there.

Just by looking at those numbers, it brings my hopes high on the scale, still if it's a customer with 0 experience with Apple it will be better for him to get to know what kind of product they offer for that high price.

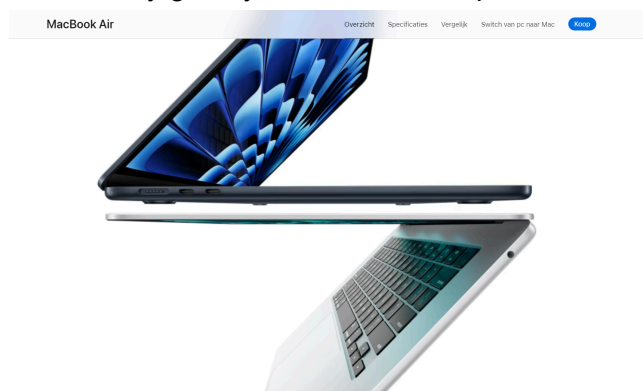
Hook: The first impression of the homepage is very modern, which made my curiosity go high



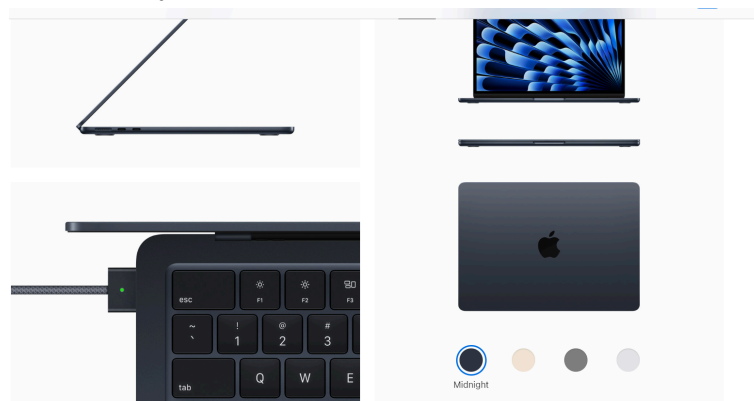
Now I am very curious to know the options I have between these two laptops.
If I am planning on buying a MacBook I will be more curious to know the difference between those two and which will suit me better.



A scroll animation showed me more details about the Macbook Air. Just by this animation immediately got my attention on the product, and made me curious to know more about it:



A section that tells me that I have more options to choose between colors, which boosted my desire to buy this product:




Four eye-catching colours. You can choose from four out-of-this-world beautiful finishes, each

After seeing this my trust got right up there, that this will be a good match for me.

MacBook Air

OverviewSpecificationsCompareSwitch from PC to MacBuy



To

1.6 x

faster than MacBook Air (M1) ³

To

13 x

faster than the fastest MacBook Air with an Intel chip. ⁴

To

18 hours

battery life ¹

From the moment you open your MacBook Air, **it's ready for anything**. And thanks to its fanless design, you can hear nothing even under heavy workloads. Whether you're multitasking with multiple apps, editing video in iMovie, or playing Baldur's Gate 3 in game mode, the M3 chip makes **everything happen faster and more fluidly**.

By reading this it just tells me that its a good laptop for all kinds of uses. They also seem very confident of their product which told me that its certainly a good product.

Tight. Strong. Now with M3.

MacBook Air is the ultimate portable companion, giving you the power to work and play — and the **M3 chip** brings even more power and capabilities to the world's most popular laptop. With up to 18 hours of battery life, 1 MacBook Air is incredibly portable, making it the perfect companion for all the things you love to do.

Overall by just checking out these details, brings my statuses right up to 9-10. The modern way of showing their product grabbed my attention immediately and made me curious to know more about the product.

I certainly would buy this product.

I still think that other buyers would hesitate on buying this product just because they will find the price very high for a laptop, but still its a good investment if you are serious on using it the right way.

Target market:

- Students
- Casual users
- Professionals
- Creative professionals

Budget: 1-2k**Why would the customer want a Macbook?:**

It's a brand that delivers high-quality products. Most of the time people see the Macbook as an investment into their future, because of how dynamic and efficient this laptop is.