

EXAMPLE FUNNEL – PAID ADS



Continue To Page Below

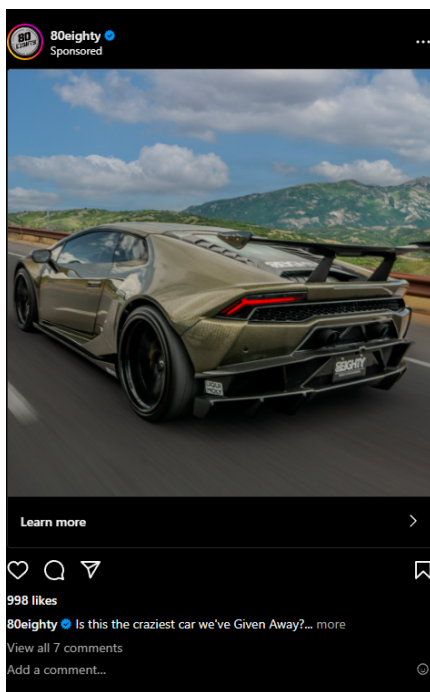


Business: 80eighty (Car Giveaway)

Scroll on Feed/Search:

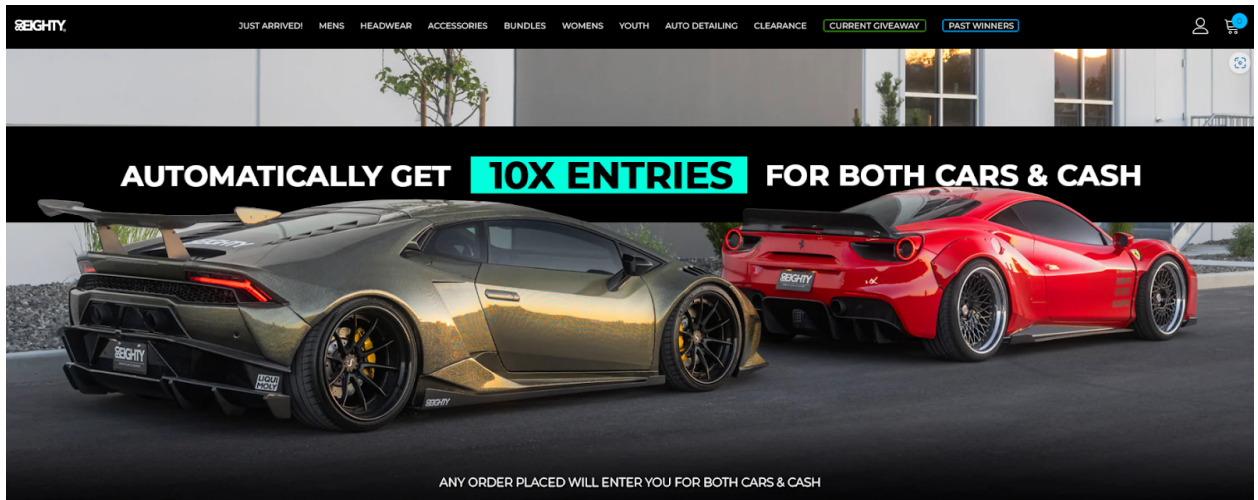
- Passively scrolling on Instagram

See Paid Ad:



- Initial Reaction
 - Nice and clean super car
 - Dream of owning one maybe in the future
 - Imagining myself in one feels good/satisfied/status
- Looking at the caption
 - Supercharged Lambo and they're "giving it away".
 - I have a possibility of owning this car!
 - Gold infused? I already know what it's worth!

Sales Page Visit:



- Reaction
 - I get 10x the entries, this boosts my chances of winning one of these super cars!
- Can I trust this?

OVER **\$10,000,000 GIVEN AWAY**
TO OVER 72 WINNERS





[SEE ALL PAST WINNERS >](#)

- Yes, they have multiple previous winners, solidifying their credibility to deliver.
- With enough evidence and social proof, I can safely be entered in this giveaway that can possibly have a life changing experience for me.

Buy/CTA:



- All I have to do is purchase something and I'll automatically be entered?
- Seems easy, and I don't lose much.