| **FUNNEL STAGE** | **OBJECTIVE** | **ACTIVITY/CONTENT IDEAS** | **MIN. BUDGET** | **PLATFORM** | **COMMENTS/NOTES** |
| --- | --- | --- | --- | --- | --- |
| **AWARENESS** | Engagement/Video views | Create your own product reviews.  Request user-generated product reviews.  Boost your organic posts.  Run giveaways. | $70/month | Facebook, Instagram, TikTok, Pinterest  (100% cold traffic) | Can skip that if budget is too small. |
| Traffic (blog) | Push traffic to your blog as a first interaction with the brand. | $100/month | Website, Google (Search, Business Profile) | Capture emails with pop-ups or embedded opt-ins.  Skip if you don't post articles. |
| Traffic (products) | Promote a few starter products or bestseller categories. | $300/month | Go for the low-hanging fruit at the beginning. You can also capture emails. |
| **CONSIDERATION** | Micro-conversions  (leads, ATCs) | Run lead-generation campaigns with easy-to-consume content (short ebooks or webinars). The objective is to capture contact info to engage later. | $300/month | Facebook, Instagram, TikTok, Pinterest, Google Ad Extensions, email (50% cold, 50% warm) | Guides, analyses, reviews, cost calculators, predictions, templates, whitepapers, lists, discounts, etc. |
| "Add-to-cart" action | Run an add-to-cart campaign that prompts users to act when close to a purchase. |
| Offer sample packages (if applicable). | Offering samples at lower prices can help users try products and decide to purchase more. |
| **Conversion** | Purchases | Low-risk front-end offer, like a free trial or 30-day guarantee | $300/month (this will be your smallest audience) | Google, LinkedIn, Facebook, Twitter, email, chat, phone (100% of all site visitors) | Your lowest-cost products make great front-end offers. You can upsell or cross-sell later. |
| Free gift with the first purchase | Try to keep the gift relevant to your niche. |
| Free shipping | Gold standard of freebies. |
| Limited-time discount | Avoid setting deadlines then ignoring them. That erodes trust. |
| Partial payments | Payment plans can be challenging, so save this option for your most expensive offerings. |
| **Loyalty** | Re-purchases or referrals | Try to upsell or cross-sell to buyers, maybe different products in the same category or upgrades and accessories to products they bought.  Provide gifts to customers who bring in other customers. | $200/month (advanced funnels only) | Facebook, Instagram, TikTok, Pinterest, Google, SMS | Upsell larger sizes or refills.  For someone who buys a swimsuit, suggest sandals or a sunhat.  Track referrals carefully. |