

# Funnel Marketing project



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# 1. Introduction - the firm

**Reach17:** a leader when it comes to offer study vacations to promote the mobility of the young people across Europe.

**Mission:** helping the young adults to make an international experience within the european continent, in order to let them grow in various aspects, such as professional, social and personal.

## 2. Target - buyer personas

In the last few years more than 8.2 million of tertiary-level students decided to leave their country to go abroad.

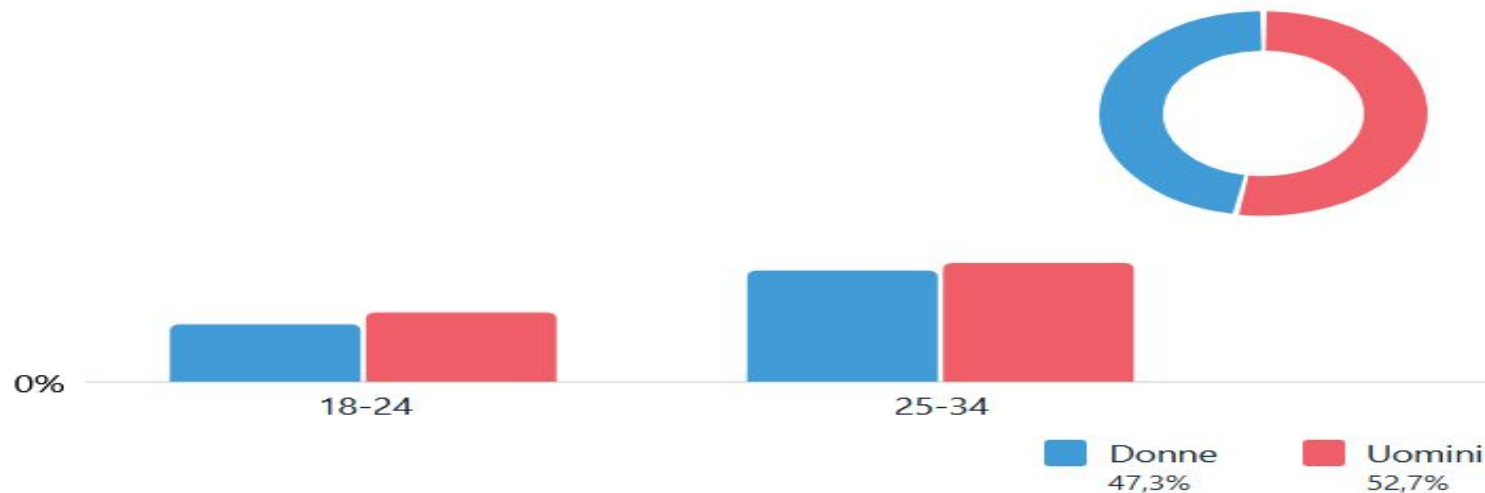
These people's desire is to see what kind of opportunities they can find outside their fatherland.

Our aim is to increase the number of young people who go abroad to have an international experience, leaving the comfort zone to achieve something greater.

## 2. Target - buyer personas

Thanks to Audience Insights we have found our target. We decided to concentrate our efforts towards people aged 18-34, both females and males.

Età e genere ⓘ



## 2. Target - buyer personas

Buyer persona n. 1: Sam

Age: 21

Country of origin: Ireland

**Interests:** She is attending a bachelor's degree in Arts. Her dream is to go to Spain, in particular she wants to visit Barcelona to see with her own eyes the “*Museu Nacional d'Art de Catalunya*”.



## 2. Target - buyer personas

**Buyer persona n. 2:** Marco

**Age:** 25

**Country of origin:** Italy

**Interests:** Marco is attending a Master's degree in Economics. He loves cars and wants to go to Germany to visit the head quarter of BMW.



### 3. Reverse Engineering

Analysing some of the competitors which work in the same sector, we analyzed **EF-Italia.it**.

**It is an italian firm that offer brief periods of study vacations to students aged 18-25+.** Thanks to tools like Similar Web, we have found some of their weaknesses and strengths.

For example talking about their **Marketing Channel Distribution**, it seems they get most of the traffic from the search engine tools and a very small part from Emails and Socials (Facebook seems to be their preferred social to promote their services).



### 3. Reverse Engineering

Analysing **opinions and reviews**, it seems they don't pay too much attention about their customers' needs during their journey.

We instead will offer **a series of immersive contents through all our socials**, both videos and written posts to inspire our potential leads.

We will also offer a strong customer service during all their journey: pre-departure, during the stay, return to home.

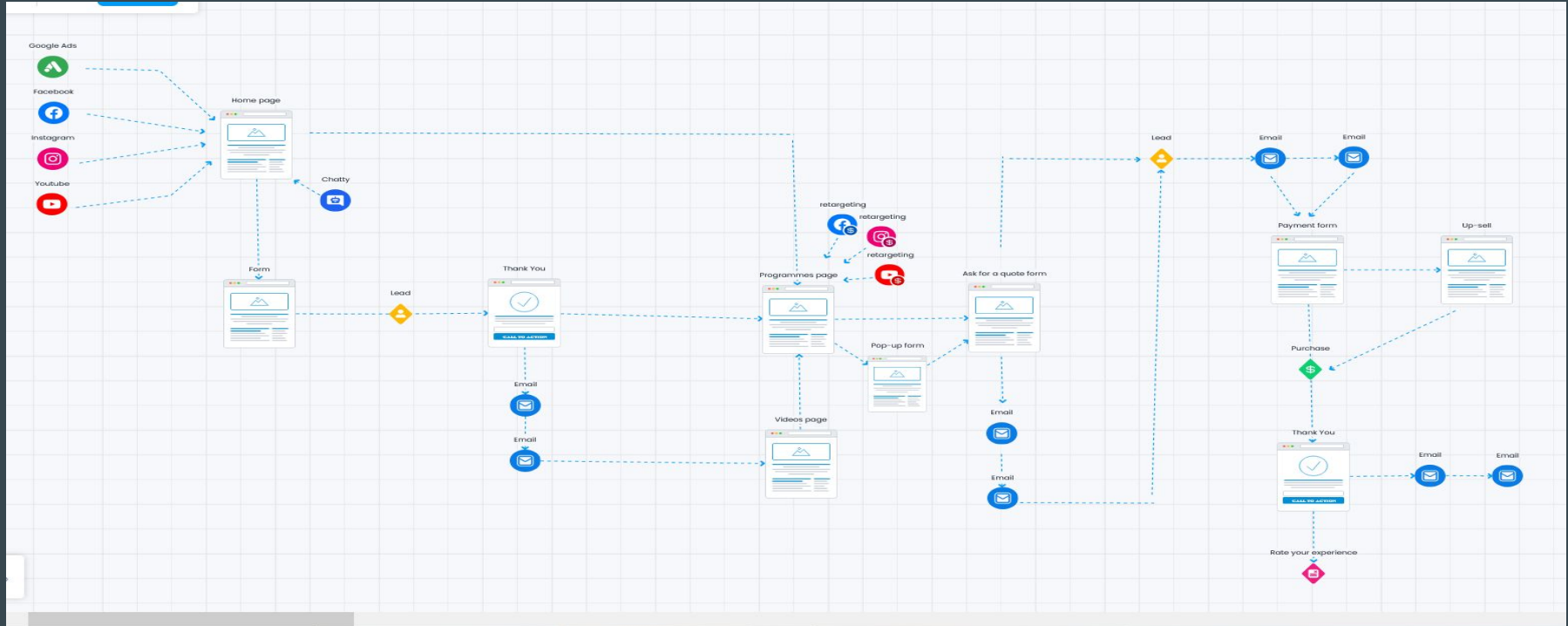
**The satisfaction of our customers will be our priority.**

## 4. Funnel startegy

We will divide the Funnel strategy in four steps:

- Awareness
- Interest
- Decision
- Action

# 4. Funnel strategy



## 4. Funnel strategy - Awareness

In this step we have to use the right channels in order to promote our services and to be known among the young adults. The target we chose to reach.

We will use our socials:

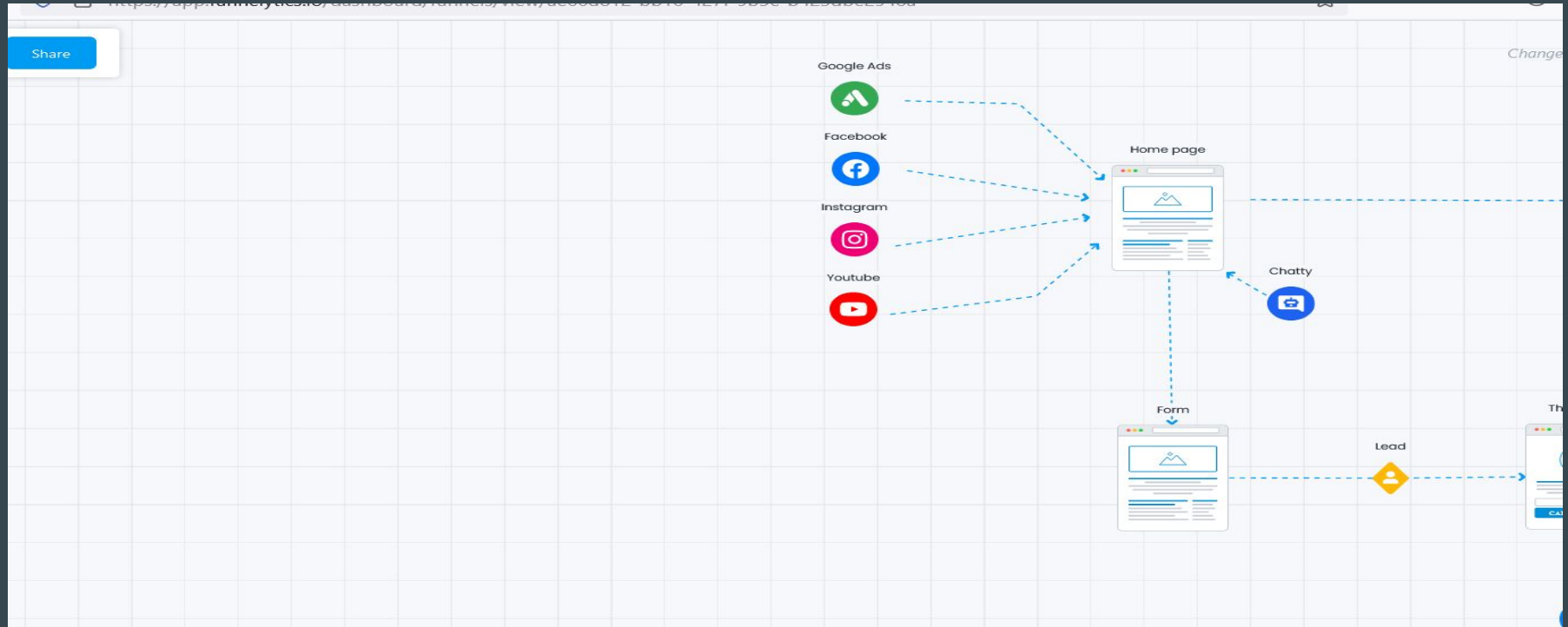
- Facebook (organic posts, stories, ads)
- Instagram (organic posts, stories, reels, ads)
- Youtube (videos, shorts, ads)

## 4. Funnel strategy - Awareness

Examples of our contents:

- **How important is** for the young people to have an experience abroad, in terms of personal and professional growth.
- **Sharing statistics** about how adding an international experience in your C.V. can boost your chances to take a good job.

# 4. Funnel strategy - Awareness



## 4. Funnel strategy - Interest

Thanks to the immersive contents published through the social media channels, we have been able **to lead** our potential customer to the landing page (home page).

In order to facilitate the navigation through our website, **we added Chatty, a chat bot that will guide the potential lead through the various sections.**

At the bottom of the page, **there will be a form asking the user to fill it and to leave his email with the promise to receive a brochure free of charge**, including the favourite programmes according to the other customers.

We will do a **periodic A/B test** to see which is the most desired programme between England and Germany, depending on the season.

## 4. Funnel strategy - Interest

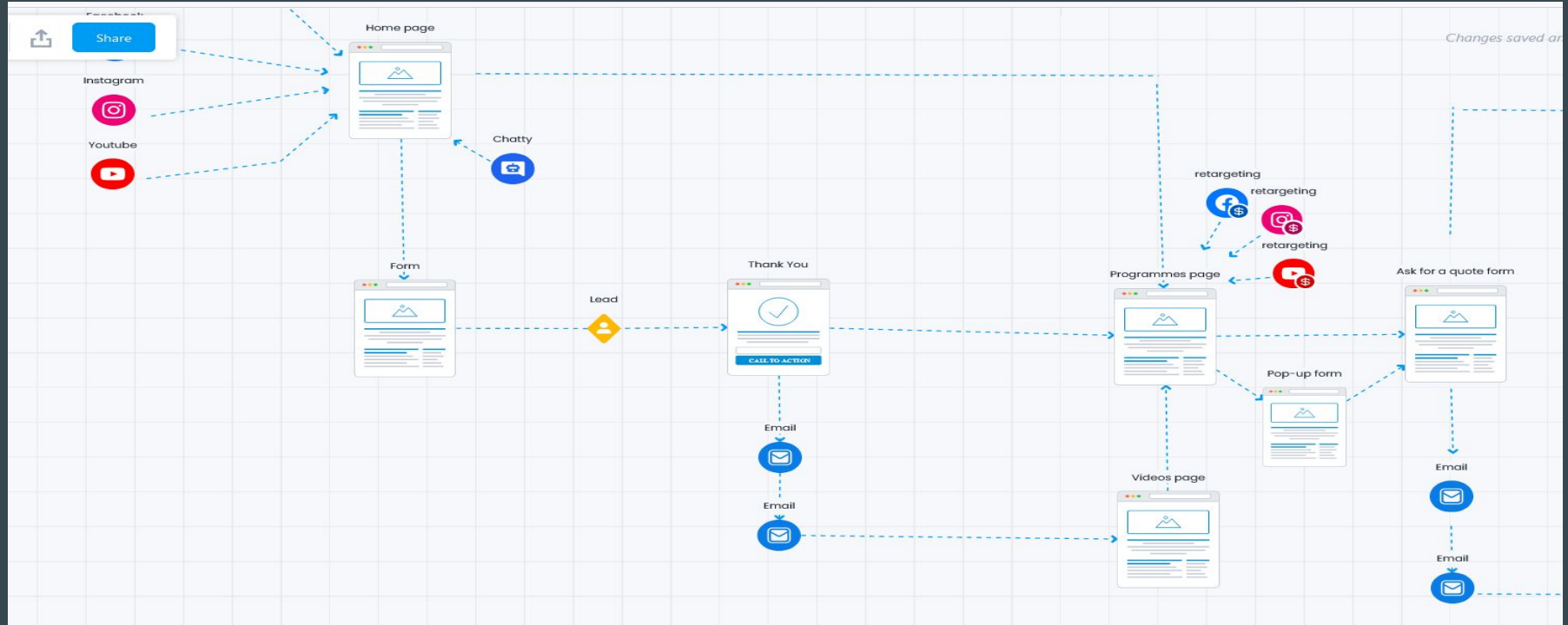
So after completing the form we will have a Lead. We will send three emails at this moment:

- **email n. 1:** a complete brochure with the trend programmes.
- **email n. 2:** after the A/B test we will propose England or Germany as the most desired programme.
- **email n. 3:** 10% off on the programme with last remaining sits.

In the second email there will be a CTA that will take the user in a page of the website where we will offer a glimpse of what the potential customer can benefit from our most rated programmes.



## 4. Funnel strategy - Interest



## 4. Funnel strategy - Decision

**The lead is ready to take action**, but he/she is not our customer yet and probably is considering other two options rather than us.

At this point while the lead is searching through the programmes page, **there will be a pop-up form** showing a discount for a particular programme or a programme with a few remaining sits (an A/B test will tell us what's best between the two options).

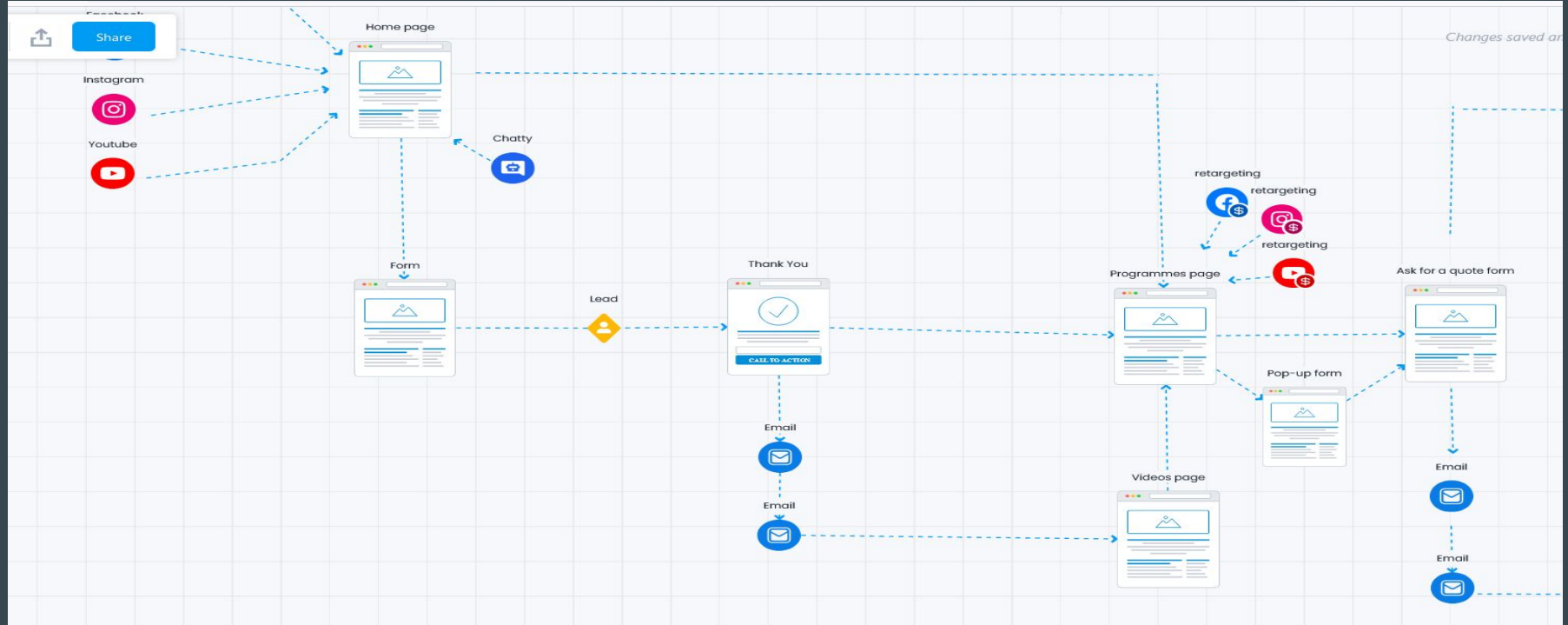
At this moment we will redirect the lead to an *ask for a quote form* to get an estimate of the programme chosen.

## 4. Funnel strategy - Decision

The potential lead has two options:

- **Fill in the form:** he/she becomes a lead
- **Leave the page:** we will send a reminder. You have left the page, fill in the form now (CTA).

# 4. Funnel strategy - Decision



## 4. Funnel strategy - Action

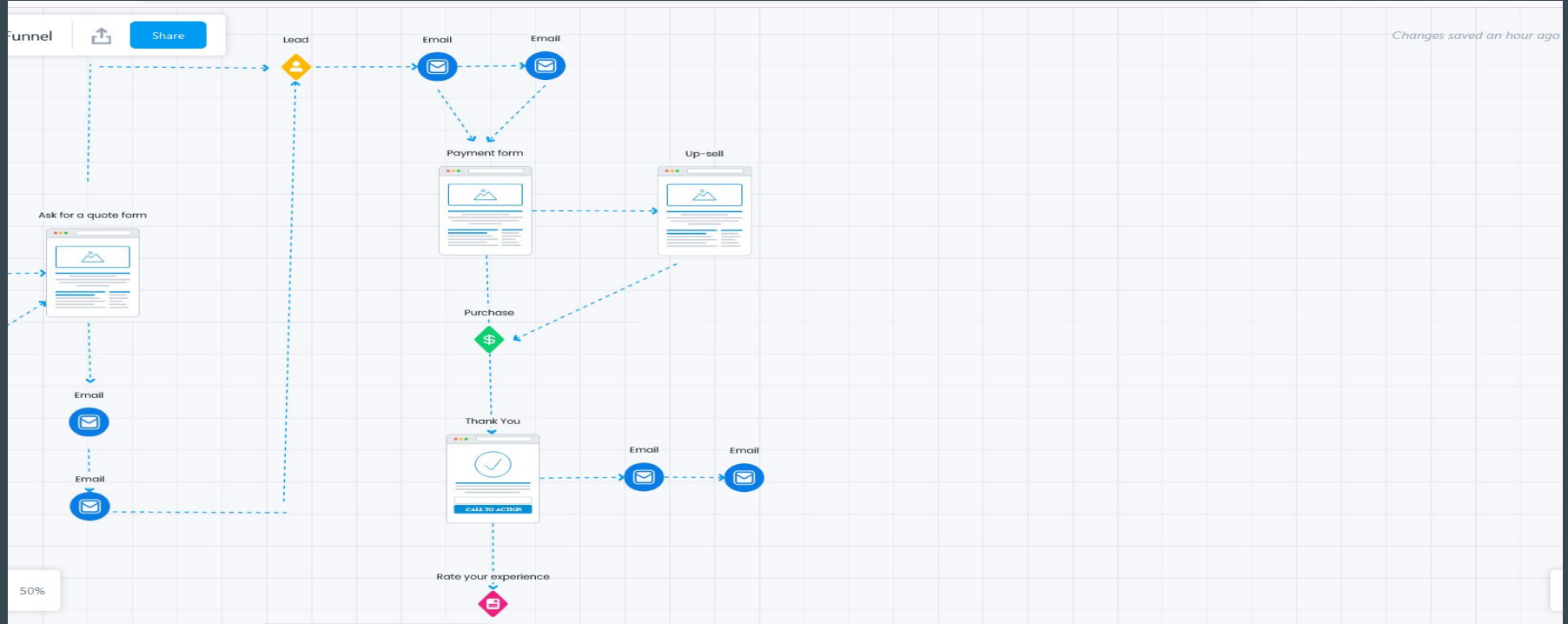
After compiling the form, the lead will receive an email containing all the information he or she needs to know.

the lead will also receive a second email saying: *“if you take a friend with you, you will receive a 15% off coupon”*.

Then redirecting the potential customer to the payment form, we will try to sell a more convenient and complete package with a small surcharge (*up-sell*).

At last the customer will receive an email with all the details about the departure and a second email containing a brochure with a small guide of the place chosen.

# 4. Funnel strategy - Action



## 4. Funnel strategy - KPIs

The essentials KPIs to monitor are:

- **Emails:** open rate - click through rate - unsubscriptions - conversion
- **Social Media:** comments - reaction - follows - conversion
- **Others:** return to investment (ROI) - organic traffic - leads generated

## 5. Problem solving

The Reminder email sent after the lead has left the fill in form it's too simple and generic.

We need a strong reminder that can convert the lead to complete the form. We could use a **cialdini's principle** in order to do that (*social proof*).

We could send an email that says: “Look what other people have to say about their experience in (chosen programme)”.

At the bottom there will be three videos showing three customers satisfied about the programme. Then there will be a CTA “fill in the form”.