

CONFIDENTIAL RESEARCH REPORT

AI Sales Funnel Design

FJD Dynamics Precision Ag Products — Complete Playbook

Prepared for Elm Lake Labs

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1. Executive Summary

The Opportunity

Aftermarket autosteer is a \$2B+ global market growing at 12-15% annually. OEM players (John Deere, Trimble, Raven) sell systems at \$15,000–\$40,000 and lock farmers into proprietary ecosystems. FJD Dynamics offers comparable 2.5cm RTK accuracy at \$5,000–\$8,000 — a **60-75% cost reduction**.

The Problem

Today, a farmer who hears about FJD has no clear path from "curious" to "confident buyer." The farmer's #1 question — **"Will this fit MY tractor?"** — goes unanswered until they call someone.

The Solution

Build an AI-powered sales funnel — the **"Confidence Engine"** — that moves a farmer from awareness to purchase by systematically eliminating technical doubt. The centerpiece is a **Tractor Compatibility Tool** backed by an **AI chatbot** trained on FJD's full technical documentation.

Expected Outcomes (12-Month Projection)

METRIC	CONSERVATIVE	OPTIMISTIC
Monthly site visitors	5,000	15,000
Compatibility tool completions/month	500	2,000
Qualified leads/month	100	400
Monthly units sold	15	50
Monthly revenue	\$90,000	\$350,000
Customer acquisition cost	\$150–\$300	\$75–\$150

Key Differentiators

1. **Instant compatibility confirmation** — no other aftermarket dealer provides this online
2. **AI-powered technical sales** — available 24/7, answers complex questions with citations
3. **"Guaranteed to Fit" offer** — eliminates purchase risk entirely
4. **White-glove pre-configuration** — tablet arrives ready to use
5. **RTK network bundling** — one purchase, everything needed for sub-inch accuracy

2. Market Analysis

2.1 How Farmers Currently Buy Autosteer

Discovery Phase (3-12 months)

- **Word of mouth:** The #1 driver. "What system you running?" is worth more than any ad.
- **YouTube:** Channels like Welker Farms, Millennial Farmer drive awareness. Install videos get 50K–500K views.
- **Facebook groups:** "Precision Ag & GPS" groups (50K+ members), brand-specific groups.
- **Farm shows:** Commodity Classic, Farm Progress Show, local field days.

Decision Phase (1-4 weeks)

- **Price comparison** — aftermarket buyers have already rejected OEM pricing
- **Compatibility confirmation** — must know it works on THEIR tractor
- **Installation confidence** — can they self-install?
- **Support availability** — who picks up the phone during planting season?

2.2 Online Dealer Analysis

DEALER	PLATFORM	STRENGTHS	WEAKNESSES
Emerald Bay Ag Dynamics	Squarespace	Clean layout, transparent pricing	No compatibility tool, no chat, no installation guidance
Global GPS Systems	WordPress	Claims lowest price, next-day delivery	Pricing behind login wall, no compatibility guidance
AgriSpray Drones	Custom	Clear "easy to install" messaging	One autosteer product, no compatibility database
FJD Direct Store	Shopify	Official brand authority	Ag products buried under consumer products, terrible UX

2.3 The Gap: Nobody Answers "Will This Fit MY Tractor?" Instantly

The farmer's internal monologue: "I'm not spending \$6,000 on something that MIGHT work. I need to KNOW it'll work on my 7810 before I give you my credit card number."

ELL's opportunity: Be the ONLY place online where a farmer types in their tractor and gets an instant, definitive answer with exact kit requirements, pricing, and install video. This single capability is the moat.

3. Funnel Architecture: The "Confidence Engine"

The funnel has five stages, each designed to address a specific psychological barrier:

STAGE	FARMER MINDSET	STRATEGY
Awareness	"I've heard of this"	Content marketing, SEO, YouTube, social media, paid ads
Engagement	"Does it fit mine?"	Tractor Compatibility Tool — instant answer
Qualification	"Is it right for me?"	AI Chatbot — 24/7 technical sales assistant
Conversion	"I'm ready to buy"	Shopify store with bundles, financing, Guaranteed to Fit
Retention	"I'll tell others"	Post-sale support, referral program, review collection

Stage 1: Content Strategy

YouTube Video Topics (Top 10)

1. "Installing FJD AT2 on a John Deere 4440 — Full Walkthrough"
2. "I Saved \$22/Acre with Aftermarket Autosteer — Here's the Math"
3. "FJD AT2 Night Planting Demo — Watch It Drive Itself"
4. "Autosteer Accuracy Test: FJD AT2 RTK vs. Deere StarFire Side by Side"
5. "What is RTK and Why Does It Matter for Your Farm?"
6. "FJD vs Trimble vs John Deere — Honest Comparison"
7. "Autosteer for Beginners: Everything You Need to Know in 2026"
8. "Does FJD Autosteer Work on Older Tractors? (Pre-2000 Models)"
9. "The Real Cost of Overlap: How Much Are You Wasting Per Field?"
10. "Why I Switched from Trimble to FJD (and Saved \$20,000)"




Paid Ads Strategy Summary

CHANNEL	MONTHLY BUDGET	STRATEGY
Google Search Ads	\$2,000–\$4,000	Brand defense + high intent + model-specific keywords
YouTube Ads	\$1,000–\$2,000	Pre-roll on competitor videos, retargeting
Facebook/Instagram	\$1,000–\$2,500	Awareness, retargeting, lookalike audiences
Total	\$4,000–\$8,500	Scale up as conversion data improves

Stage 2: Tractor Compatibility Tool

The tool is a prominent, above-the-fold interactive element. **Headline:** "Check Your Tractor in 30 Seconds."

User Flow

1. **Select Tractor Make** — 40+ supported makes, top makes pinned
2. **Select Tractor Model** — dynamically filtered by make
3. **Select Year Range** — filtered by model
4. **Confirm Steering Type** (if ambiguous) — with reference photos
5. **Results Screen** — Green  Compatible / Yellow  With Modifications / Red  Not Compatible

Stage 3: AI Chatbot

Replace the "call for info" step with an AI agent that answers 90%+ of farmer questions instantly, 24/7.

Recommendation: Start with Intercom Fin (~\$129/month at 100 conversations), plan migration to custom OpenAI Assistant as volume grows (Phase 2: \$15–\$50/month at 500+ conversations).

Stage 4: Purchase Flow

Product Lineup

PRODUCT	PRICE	DESCRIPTION
FJD AT2 Auto Steer System	\$5,495	Complete kit: steering wheel, GNSS antenna, terminal, IMU, cables
FJD AT1 Autosteering Kit	\$3,995	Budget option: no terminal (use phone/tablet)
FJD AT2 Max	\$7,495	Premium: all-in-one, built-in 4G, enhanced IMU

Recommended Bundles

BUNDLE	CONTENTS	PRICE	SAVINGS
Starter Bundle	AT2 + Bracket + NTRIP 1-year	\$5,895	Save \$88
Pro Bundle	AT2 + Bracket + Base Station + White Glove	\$7,995	Save \$288
Fleet Kit (3-pack)	3× AT2 + 3× Bracket + NTRIP 1-year each	\$16,495	Save \$890
Max Bundle	AT2 Max + Bracket + NTRIP 1-year + White Glove	\$8,395	Save \$388

Stage 5: Post-Sale Retention

Follow-Up Sequence

DAY	CHANNEL	MESSAGE
0	Email	Order confirmation + tracking + install prep checklist
3	SMS	"Your FJD AT2 arrives today! Prep video: [link]"
5	SMS	"How's the install going? Reply HELP if you need us."
14	Email	"How many acres have you run? Check your stats."
21	SMS	"Would you recommend FJD? Reply 1-10" (NPS)
45	Email	"Share your \$200 referral code"
60	Email	"Leave a review, get a free FJD hat"
365	Email	"Renew your NTRIP subscription — save 10%"

4. Recommended Tool Stack

CATEGORY	TOOL	MONTHLY COST
E-commerce	Shopify	\$79/month
AI Chatbot	Intercom Fin → Custom OpenAI	\$130 → \$50/month
Email/SMS	Klaviyo	\$20–\$60/month
CRM	HubSpot Free → Starter	\$0–\$20/month
Analytics	PostHog + GA4	\$0/month
Compatibility Tool	Supabase + Next.js	\$0–\$25/month
Reviews	Judge.me	\$15–\$23/month
Referrals	ReferralCandy	\$0–\$59/month
Total Stack		\$400–\$1,200/month

5. Content Strategy

ROI Calculator

Standalone page + embedded widget on product pages. Farmers input their acreage, crop type, current overlap %, and input costs. The calculator outputs annual savings, payback period, and 5-year ROI.

Example output for 500 acres of corn:

METRIC	VALUE
Annual input savings	\$4,080
Annual labor savings	\$2,250
Total annual savings	\$6,330
Payback period	0.95 seasons
5-year ROI	409%

Blog/SEO Calendar

Target: 3 posts/month, 1,000-3,000 words each. Prioritize model-specific compatibility guides (highest-converting SEO pages). Create individual landing pages for the top 50 tractor models.

6. Budget & Timeline

6-Month Budget Summary

PHASE	ONE-TIME	MONTHLY	6-MONTH TOTAL
Phase 1: MVP Funnel (Mo 1-2)	\$15,000	\$3,300	\$21,600
Phase 2: AI Chatbot & Scale (Mo 3-4)	\$5,000	\$6,700	\$18,400
Phase 3: Optimization (Mo 5-6)	\$12,000	\$10,600	\$33,200
TOTAL	\$32,000	—	\$73,200

Break-even: At \$6,000 AOV and 25% gross margin (\$1,500 GP/sale), ELL needs **49 units in 6 months (~8/month)** to break even. Conservative estimate of 15 units/month by month 6 means this investment pays back within the first 6 months.

7. KPIs & Metrics

Conversion Targets

METRIC	TARGET (MONTH 3)	TARGET (MONTH 6)
Monthly website visitors	3,000	8,000
Compatibility tool completions	200/month	700/month
Monthly orders	8	25
Conversion rate	0.3%	0.4%
Average order value	\$5,800	\$6,200
Customer acquisition cost	\$250	\$175
NPS score	50	65
Referral participation	10%	20%

This document is a living playbook. Update monthly as market conditions and funnel performance evolve. Last updated: February 2026