

**Online Sales Funnel**

*Stage 1: Brand Awareness*

${tool\_builder\_osf\_brand\_awareness}



*Stage 2: Lead Gathering*

${tool\_builder\_osf\_lead\_gathering}



*Stage 3: Lead Qualifying*

${tool\_builder\_osf\_lead\_qualifying}



***Step 1*** *Optimize your Audience*

*Stage 4: Sale*



${tool\_builder\_osf\_optimize\_audience}

***Step 2*** *Optimize your User Experience*

*Stage 4: Sale*

${tool\_builder\_osf\_optimize\_experience}



***Step 3*** *Optimize your Metrics of Success*

*Stage 4: Sale*

${tool\_builder\_osf\_optimize\_Metrics}





${tool\_builder\_osf\_optimize\_testing}

*Stage 4: Sale*

***Step 4*** *Optimize your Testing!*