Gales Funnel

Sample Funnel for a candle business

Awareness

Instagram: Aesthetic images of candles in home

CTA: Tag your bestie that would love this vibe

Youtube: Making a candle process video

CTA: Learn about our natural candles at the link in our bio

Discovery

Value proposition in social media bios

CTA: Link to blog in LinkTree

LinkTree in socials with Lead Magnet: Scent Quiz

CTA: Sign up for our email list to get your results

Evaluation

Blog: Clean-burning candles

CTA: View the natural ingredients we use in our candles. Link to sales page.

Email: 5 Cheap & Easy Ways to Revamp Your Home

CTA: Get the scent for your new vibe. Link to product list.

Intent

Products or Buy Now link everywhere
Automatic emails for abandoned carts

Purchase

Secure payment portal

Auto email receipt

Checkboxes to sign up for Rewards program and emails

Loyalty

Post-purchase email: Link to sign up for Rewards program

> Orders: Thank you \ note /





Awareness

Content Idea	Location	Call to Action
Ex. Process video	Ex. YouTube	Ex. Learn about our natural candles at the link in our bio



Discovery

Content Idea	Location	Call to Action
Ex. Lead Magnet- What Scent are You? Quiz	Ex. LinkTree (in social bios)	Ex. Sign up for our email to receive your results



Evaluation

Content Idea	Location	Call to Action
Ex. 5 Cheap & Easy Ways to Revamp Your Home	Ex. Email & Blog	Ex. Get the scent for your new vibe. Link to product list.



Intent

Location	Call to Action
Ex. Product page	Ex. Automatic reminder emails for abandoned carts



Purchase

Location	Call to Action
Ex. Square payment portal	Ex. Opt-in option during check-out to sign up for Rewards program
	Ex. Square payment



Loyalty

Location	Call to Action
Ex. Email & Customer account	Ex. Post-purchase countdown: You are 2 candles away from a freebie!
	Ex. Email &