

Conversion Funnel

Design the journey from attention to action.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:

More traffic doesn't fix a weak journey. Traffic creates opportunity; conversion creates business action.
Instead of asking: "How do we get more clicks and website visitors?" -> Ask: "What happens when someone is interested, and where do they do business?"

01

Customer Journey & Funnel Architecture

Design the connected path from Attention -> Interest -> Action -> Customer.

1. Entry Point (Attention Source) Where is the visitor coming from, and what was promised in the ad or content?	2. The Conversion Offer / Lead Magnet What are we asking them to do, and why is it valuable enough to act on now?
3. Qualification Mechanism How do we separate serious prospects from casual browsers in our form/flow?	4. Path to Revenue (Sales Transition) How does a captured lead or enquiry become a paying customer?

02

Stage-by-Stage Funnel Map

Define the user experience, friction points, and target metrics at every step.

Funnel Stage	Asset / Touchpoint	What the User Must Understand	Friction to Remove	Target Conversion %
1. Attention	Ad / Search / Post			
2. Interest	Landing Page Hero & Copy			
3. Proof	Case Studies / Logic			
4. Action	Form / Checkout / CTA			
5. Confirmation	Thank-You Page / Next Step			
6. Follow-Up	WhatsApp / Email / Call			

03 Post-Action Follow-Up & Retargeting System

Not everyone converts on the first visit, and leads go cold without rapid follow-up.

Audience Segment	Timing / Trigger	Channel (WhatsApp/Email/Ads)	Core Message & Next Step
New Lead (Immediate)	Within 5-15 mins		
Lead Not Booked / Bought	Day 1 to Day 7		
Visited Page, Didn't Act	7-14 Day Retargeting		
Past Enquiry / Dormant	Re-engagement		

04 Landing Page Blueprint & CRO Testing Plan

Ensure your landing page has one clear purpose and one obvious next step.

Above-the-Fold Headline & Subheadline Clear outcome promise + who it is for + primary CTA button text.	Trust & Risk-Reversal Elements What proof, FAQs, or guarantees eliminate hesitation right next to the CTA?
Form Fields & Friction Audit Which exact fields are required vs. optional? Is every field earning its place	First A/B Test or CRO Improvement What single bottleneck (headline, offer framing, form, follow-up speed) will w

Conversion System Readiness Checklist

- ☐ The landing page has ONE clear objective and removes distracting navigation leaks.
- ☐ Every form submission triggers an immediate confirmation page and fast follow-up.
- ☐ We track drop-offs at every step (Page View -> Form Start -> Submit -> Qualified).
- ☐ Retargeting brings back interested visitors with helpful proof, not just repetitive ads.