

# Integrated Full Funnel Strategy

# Full Funnel Overview



## Full Funnel Programs

Utilizes all channels simultaneously, all working toward the same goal and a personalized experience.



## Bridge Programs

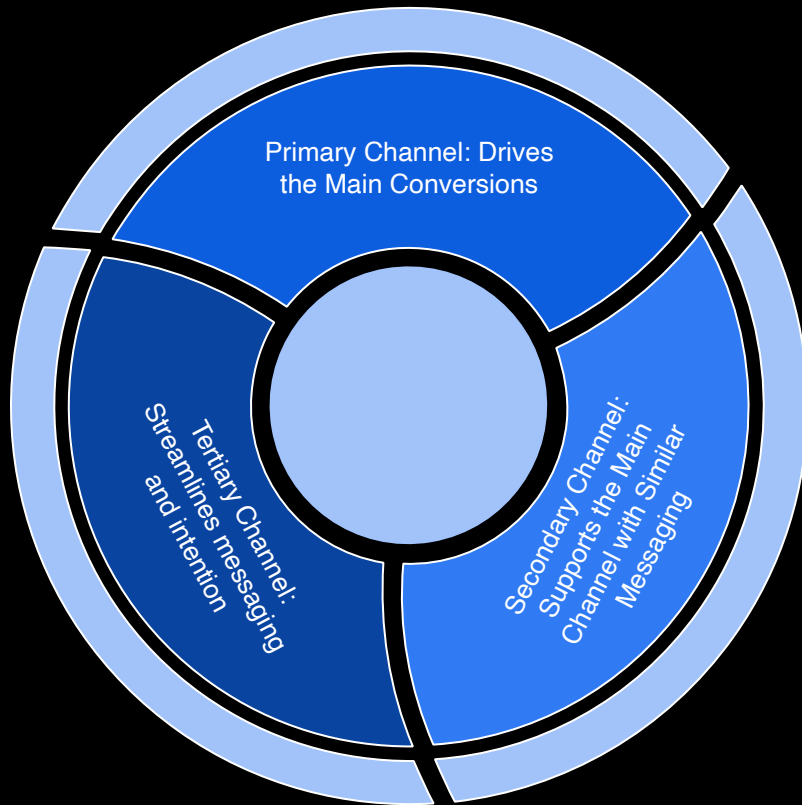
Has a primary channel that drives the program, followed by secondary channels that support the initiative with minimalistic additions.



## Optimization

Held by the uniqueness of each channel that can't be done on other channels (e.g. ad optimization and prospecting, email campaigns).

# Full Funnel Bridge Program



Shared Intentionality  
(e.g. build awareness)

Shared Strategy

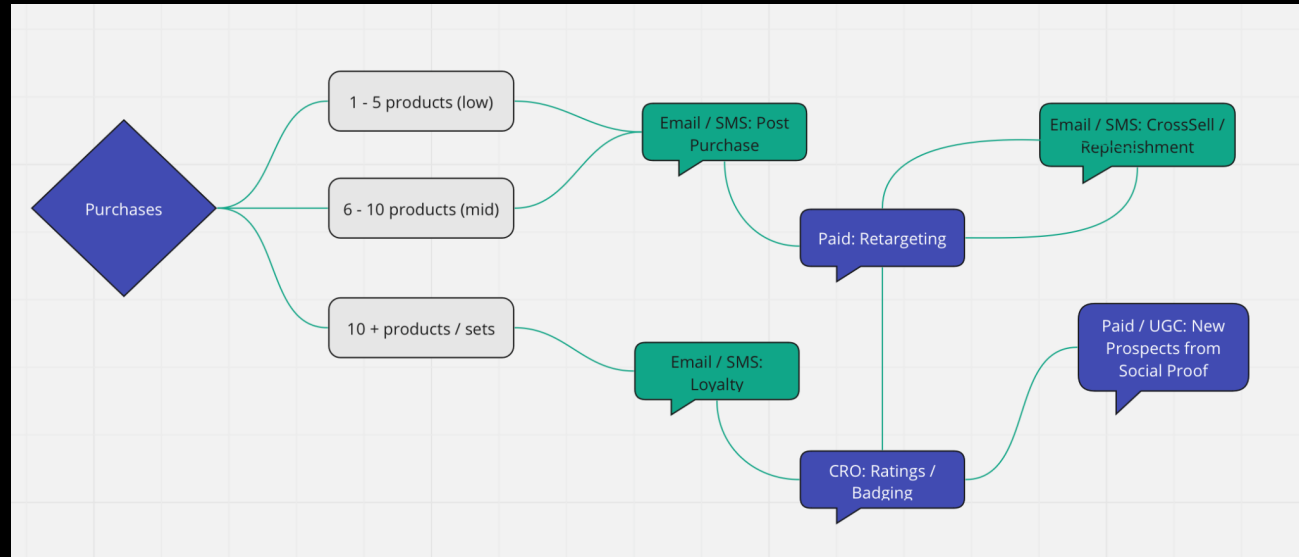
Shared Messaging

Optimized Results

# Full Funnel | Post Purchase

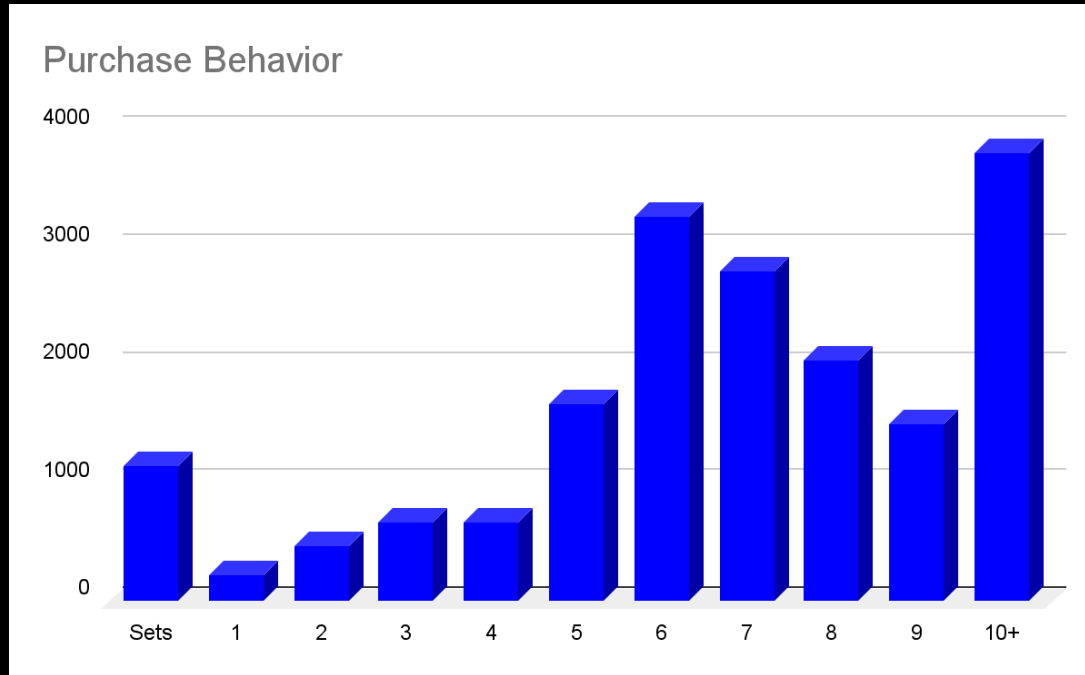
## Intent + Strategy:

1. Increase return purchases and brand advocacy by tier (low, mid, high)
2. Provide opportunities for those who have purchased to influence those who have not



# Full Funnel Post Purchase Segmentation

Out of 17000 purchases in 90 days, 6.8% are sets and 22% are purchasing more than 10 products, highlighting both advocacy and product loyalty. This serves as a benchmark to extend all purchase numbers.

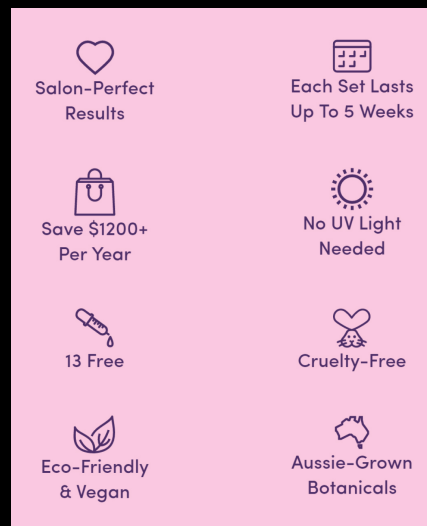


## Full Funnel Messaging

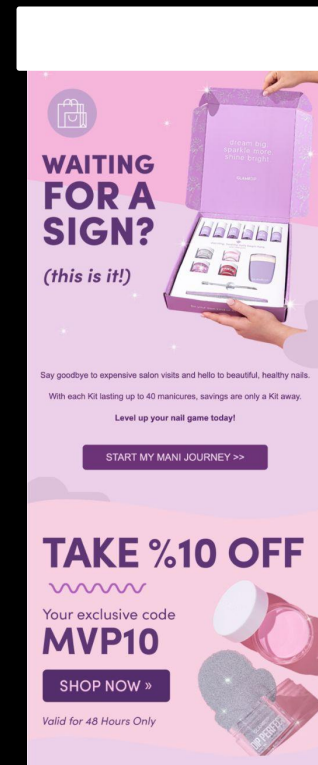
- Communicating a consistent brand voice with centralized messaging to convey unique selling points (at-home, salon-grade, non-toxic)
- Utilizing the brand's story and education to create loyalty and encourage repeat buyers (IE leveraging testimonials and results)
- Based on the audience of females of ages 25-45, using language that's friendly, conversational, and empathetic while leaning into a unique and personalized approach (referencing/fostering community with language like "Glamr Babes") to appeal to the age-group.
- Messaging will convey an understanding of the audience's busy lifestyle and desire to "feel like your best self" without sacrificing too much time or money.

# Full Funnel Creative

- Copy and design elements should be positive and uplifting, highlighting the benefits of the product and how it can help the audience achieve easy, at-home, eco-friendly beauty that unleashes their inner artist and helps express their unique style and individuality.
- Applying UX best practices for design including hierarchy of content and consistent typography while adhering to brand identity guidelines



Product benefits highlighting affordability, sustainability, and ease-of-use



Brand identity example

# CONVERSION PATHS | Full Funnel

## Ad Types

Salon perfect nails at home  
Lasts 2-5 weeks per set  
Vegan + Cruelty free  
Easy application & removal  
Love it or your money back!

But won't damage your nails

WWW.GLAMRDIP.COM  
See why thousands of women are loving GLAMRDIP

Shop now

## Optimizations

\$15 Off Kits Today + Free Shipping

Dip Perfect Kit

Optimize for desktop and mobile viewing

## Email

HEY BESTIE!  
Welcome to GLAMRDIP

SHOP NOW

We are here to change the game for your nails.

By giving you a salon-perfect, healthy manicure with all of the good stuff (and none of the bad).

Here is your welcome gift!

Get your FREE Dip Powder\* with your first purchase

Use code: VIP221

\*Add a color upgrade to your kit and use your code at checkout!

GET MY FREE POWDER >>>

WE SAVED THIS FOR YOU!

START MY MANI JOURNEY

Uh oh, we noticed you forgot something!  
Don't stress - we'll be holding it for you until you are ready to get your glam on.  
But don't wait too long - you deserve to treat yourself!

FINISH MY ORDER >>>

SOOTED WITH AUBRE BOTANICALS | NO UV | NO FREE & NO NASTIES | 30 DAY MONEY BACK GUARANTEE | FREE SHIPPING ON ALL KITS

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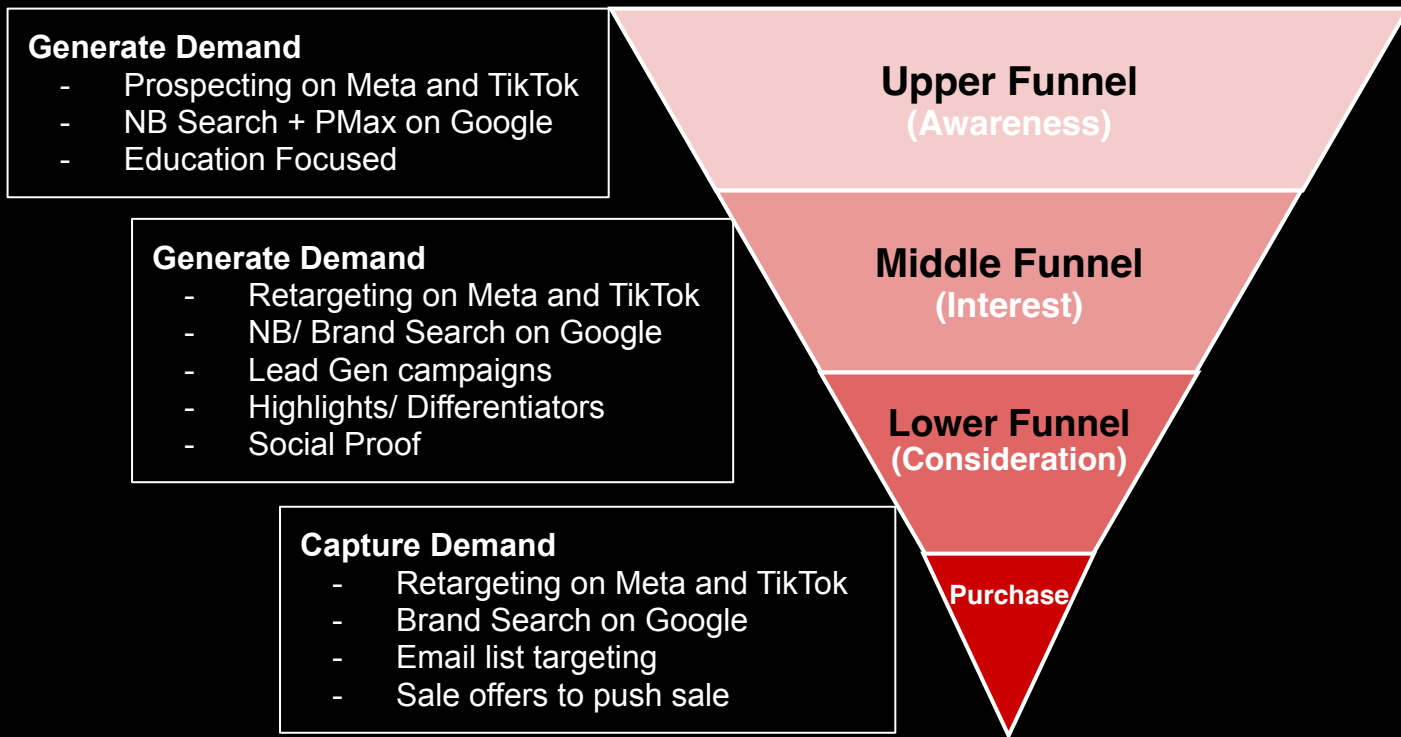
Shop Now, Pay Later with afterpay

www.glamrdip.com | 1-800-666-6666 | Contact Us  
Privacy Policy | Terms & Conditions | #GLAMRDIP

\*Throughout our customers' journey. #GLAMRDIP



# UGS OVERVIEW | Paid Initiatives



# UGS OVERVIEW | CRO Initiatives

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## Opportunity:

- Utilize best practices on PDP
- Product differentiation
- Hierarchy of content
- Anchoring effect
- Upsell/cross-sell/ UI/UX
- Showcase UVPs
- Reduce sticky add to cart size and consider elements inside

**Key KPIs:** Conversions



\$15 Off Kits Today + Free Shipping 🚚

0

\$15 Off

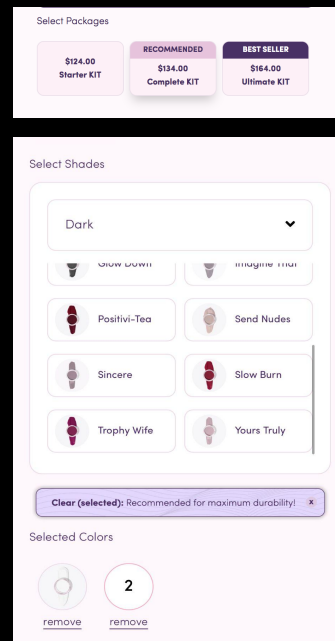
**Dip Perfect Kit**

★★★★★ 675 reviews

Everything you need for salon perfect nails, in one easy to use home kit! Vegan and cruelty free! It's packed with keratin, vitamins and All-Australian botanicals to give you dazzling, healthy nails all year round.

~~\$149.00-AUD~~  
**\$134.00 AUD**

or 4 interest-free payments of **\$33.50** with **afterpay** ⓘ



Select Packages

\$124.00 Starter KIT	RECOMMENDED \$134.00 Complete KIT	BEST SELLER \$164.00 Ultimate KIT
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Select Shades

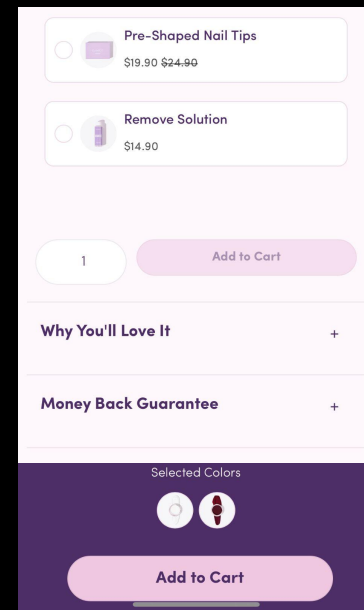
Dark ▾

GLOW DOWN	IMAGINE THIS
Positivi-Tea	Send Nudes
Sincere	Slow Burn
Trophy Wife	Yours Truly

Clear (selected): Recommended for maximum durability! ✕

Selected Colors

remove	2	remove
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Pre-Shaped Nail Tips  
\$19.90 ~~\$24.90~~

Remove Solution  
\$14.90

1 Add to Cart

Why You'll Love It +

Money Back Guarantee +

Selected Colors

<input type="radio"/>	<input checked="" type="radio"/>
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Add to Cart

# Full Funnel Email + SMS

