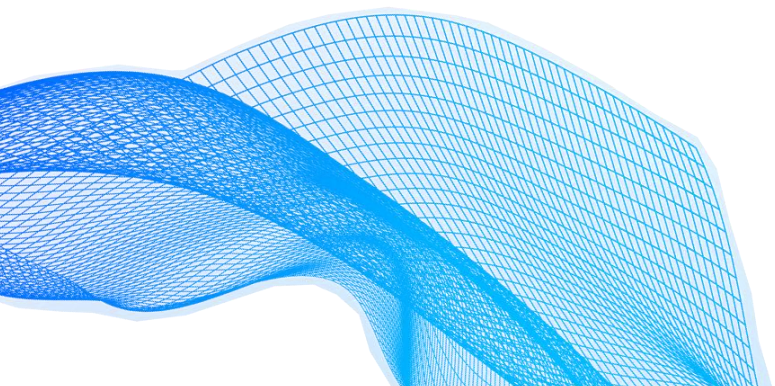




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F U N N E L D E S I G N

Conversion Optimization Checklist



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This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

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Execution Layer 1

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 2

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

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Execution Layer 3

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

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Execution Layer 4

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

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Execution Layer 5

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
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- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 6

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
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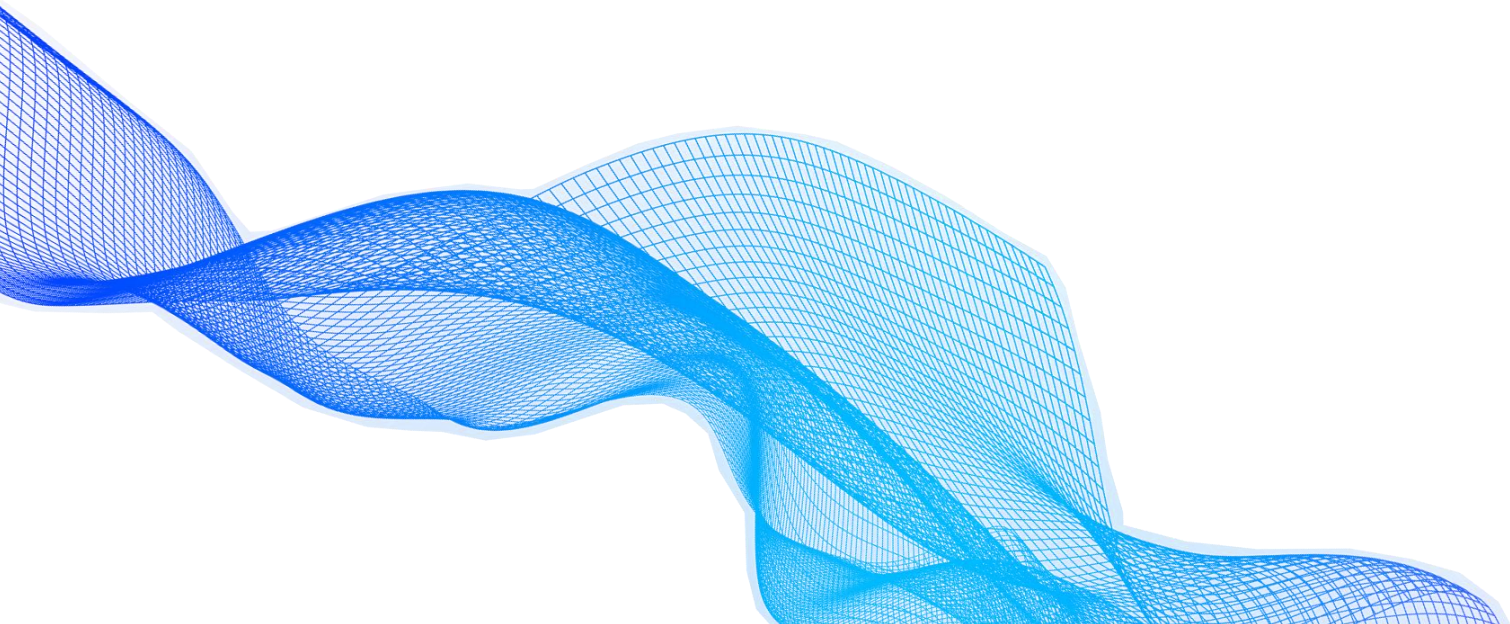
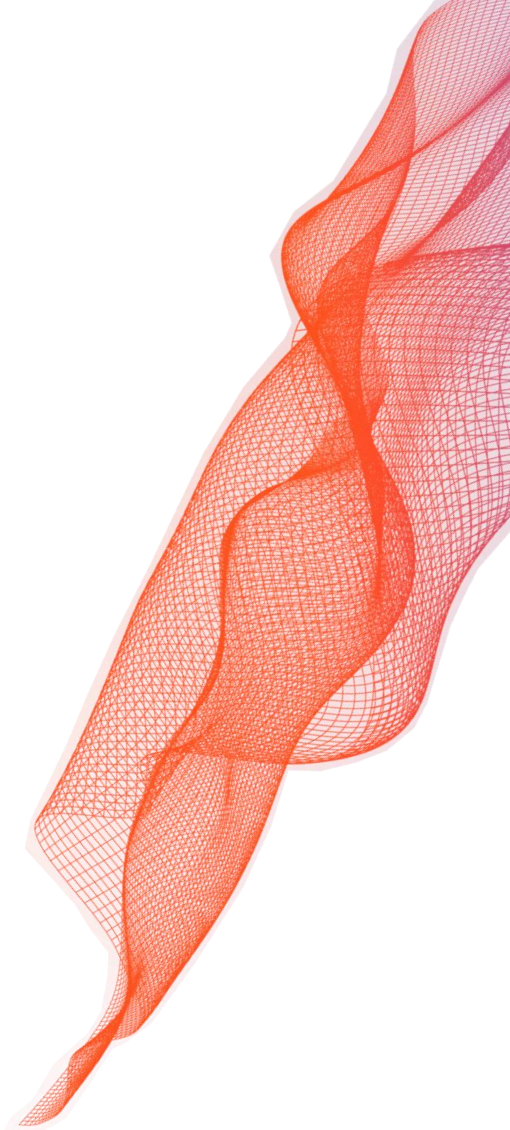
Execution Layer 7

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

A structured funnel system ensures consistent growth, improved conversions, and scalable pipeline generation.



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