

Digital Marketing Funnel Creation Process

*From Viral to Revenue: A Complete Funnel Design,
Development, and Optimization Assignment*

Digital Marketing & Communication Design

Marketing Assignment Submission

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Part 1: Purpose of Funnels

The digital marketing funnel for this project serves as a structured pathway guiding potential customers from first contact through to a measurable conversion action—downloading our lead magnet PDF, *"From Viral to Revenue: The Psychology Behind Social Media Content That Turns Views Into Customers."*

Core Purpose: Transform anonymous internet traffic from paid advertisements and organic channels into identified leads by capturing email addresses through a value-exchange mechanism (free educational content in return for contact information).

The funnel operates on three fundamental principles:

1. **Awareness to Interest (Ads → Landing Pages):** Paid promotions on Google, Instagram/Meta, and LinkedIn target entrepreneurs, small business owners, and beginner marketers aged 25–45 actively seeking content monetization strategies. Each ad creates a moment of recognition—*"this is exactly my problem"*—that compels a click.
2. **Interest to Desire (Landing Pages):** Two distinct landing pages—one psychology-focused, one data-driven—match the varied mindsets of our audience. This segmentation prevents the "one size fits all" bounce problem where mismatched messaging alienates half the audience.
3. **Desire to Action (Action Pages):** Two conversion paths of differing commitment levels: a soft conversion (newsletter signup + PDF download) and a hard conversion (direct download for email). This dual-path approach respects readiness levels and maximizes overall conversion rates.

Critically, the funnel is not a dead end. Every conversion triggers a post-download nurture sequence—a thank-you message with social media follow CTAs and a free consultation booking—transforming a one-time download into an ongoing relationship.

Target metrics: 120–180 landing page visits, 40–60 PDF downloads, and a 30–40% LP-to-AP conversion rate, grounded in industry averages for lead magnet funnels in the digital marketing niche.

Part 2: Funnel Design

2.1 Architecture Overview

The funnel follows a **4 → 2 → 2 architecture**: four traffic sources feeding into two segmented landing pages, which route visitors to two action pages optimized for different conversion intensities.

Traffic Sources (4 Channels)

Channel	Type	Target Audience	Routes To
Google Search Ads	Paid (PPC)	High-intent searchers seeking content monetization	LP1 & LP2
Instagram/Meta Ads	Paid (Social)	Visually-driven entrepreneurs; emotional resonance	LP1
LinkedIn Ads	Paid (Professional)	Business-minded professionals seeking ROI data	LP2
Organic Promotion	Unpaid (SEO/Social)	Blog readers, social followers, referral traffic	LP2

Landing & Action Pages

- **LP1 (Psychology-Focused):** Emotion-driven design for frustrated entrepreneurs. Receives Instagram/Meta and emotional Google queries.
- **LP2 (Results-Focused):** Data-driven design for proof-seeking business owners. Receives LinkedIn, organic, and analytical Google queries.
- **AP1 (Soft Conversion):** Newsletter signup + PDF download for visitors needing more nurturing.
- **AP2 (Hard Conversion):** Direct PDF download with email capture for high-intent visitors.

2.2 Budget Allocation & Paid Promotions

Platform	Budget	%	Rationale
Google Search Ads	\$40	40%	Highest intent traffic; users actively searching convert at 3–5x the rate of social traffic. Targets keywords like "how to monetize content" and "social media revenue strategy."
Instagram/Meta Ads	\$40	40%	Largest reach within 25–45 demographic. Visual formats (carousel, video, stories) align with emotionally-driven LP1. Meta's targeting allows psychographic segmentation.
LinkedIn Ads	\$20	20%	Premium professional audience with higher conversion value. Sponsored content targets by job title (Founder, CEO, Marketing Manager).

Organic Promotion (No Budget): SEO-optimized blog posts, social media series, Instagram Reels/Stories, LinkedIn articles, and cross-platform sharing as a compounding long-tail traffic source.

2.3 Why This Design is Best for the Target Audience

1. **Audience Segmentation Over Generic Targeting:** Some are emotionally frustrated ("*I post every day and nothing happens*"), others analytically minded ("*Show me the data*"). Two tailored landing pages reduce bounce rates and increase time-on-page.
2. **Multi-Channel Presence:** Our audience spans Google (searching), Instagram (visual content), and LinkedIn (professional development). Platform-native ad formats eliminate discovery friction.

3. **Dual Conversion Paths:** AP1's soft path captures tentative leads needing warming; AP2's direct download captures decisive visitors. This can increase conversion rates by 15–25% compared to a single action page.
4. **Budget Efficiency:** 80% to Google and Meta (highest volume, most targetable) and 20% to LinkedIn (higher quality per click) optimizes for both reach and quality.

Part 3: Landing Page Content Design

3.1 Landing Page 1 — Psychology-Focused / Emotional

Target: Entrepreneurs and content creators struggling with engagement—posting consistently but seeing no business results. Emotionally frustrated, seeking a breakthrough.

Headline & Core Message

Primary: *"Your Content Gets Views... But No Clients?"*

Sub: *"You're not failing at content. You're failing at conversion. Here's the psychology-backed framework that changes everything."*

The ellipsis creates a pause mirroring the audience's frustration. The subheadline reframes the problem away from personal failure and toward a solvable skill gap—both reassuring and motivating.

Content Flow & Storytelling

1. **Pain Point Amplification:** Opens with *"You posted the perfect reel. It got 10,000 views. Your DMs? Empty. Your sales? Zero."* Second-person narrative makes the reader the protagonist.
2. **Vanity Metrics Exposure:** Explains why likes and views are "vanity metrics" using the metaphor of *"applause without a paycheck."*
3. **The Pivot:** Introduces "conversion psychology" and positions the PDF as the bridge from frustrated to profitable.
4. **Social Proof:** Testimonials: *"I went from 50K followers and zero clients to 12 paying customers in 30 days."* Trust badges and "Founder's Approved" authority element.
5. **CTA:** *"Get the Free Guide"* with supporting text: *"Join 2,000+ entrepreneurs who stopped chasing views."*

How LP1 Differs from LP2

LP1 leads with emotion, story, and empathy; LP2 leads with data, proof, and logic. Instagram/Meta traffic arrives emotionally—presenting charts would create cognitive dissonance. LP1 continues the emotional journey and gradually introduces the solution.

Persuasive Techniques

Technique	Implementation
Social Proof	Testimonials, "2,000+ entrepreneurs" counter, trust badges
Scarcity	"Limited-time free access" — urgency without manipulation

Authority	"Founder's Approved" seal, psychology research citations
Reciprocity	Free guide before asking for anything in return
Loss Aversion	"Every day without this framework is another day of wasted content"

CTAs & Adaptive Design

Primary CTA: "Get the Free Guide" — action-oriented, emphasizes free value. **Secondary:** "See What's Inside" — scrolls to content preview for uncommitted visitors.

Desktop: Two-column hero (text left, visual right), inline CTA. **Mobile:** Single column stacked, sticky bottom CTA bar, headline 28px/body 16px for readability.

Visual Design

Hero Image: "Views Don't Pay The Bills" — smartphone with 10.8K views alongside \$0.00 balance.

Color: Royal blue (#0047AB) for trust, black (#1A1A1A) for headlines, generous white space.

Typography: Sans-serif (Inter/Segoe UI), bold headlines, light body text.

3.2 Landing Page 2 — Results-Focused / Data-Driven

Target: Business owners and marketers who demand ROI proof—numbers, case studies, and evidence before investing time. Analytical decision-makers.

Headline & Core Message

Primary: "72% of Marketers Fail to Convert Social Media Followers Into Customers"

Sub: "This data-backed framework shows you exactly how the other 28% do it — with strategies that have generated over \$2.4M in tracked revenue."

The specificity of "\$2.4M in tracked revenue" signals rigorous measurement and real results.

Content Flow & Data Presentation

- 1. Problem by Numbers:** Infographic data block — "Average creator: 15,000 followers, 3.2% engagement, \$340/month revenue."
- 2. Framework Introduction:** "The 2026 Content Framework" — Awareness → Trust → Action — three-stage conversion model with visual funnel diagram.
- 3. Case Study:** "Small business owner Sarah implemented Stage 2 and saw inquiry rate increase 340% in 6 weeks."
- 4. PDF Preview:** Detailed table of contents showing chapters, page counts, key takeaways.
- 5. CTA:** "Download the Full Strategy" with metrics: "47 pages | 12 case studies | 3 frameworks | 100% free."

Persuasive Techniques

Technique	Implementation
Social Proof	Case studies with specific metrics, "2,000+ businesses" with logos

Authority	Research-backed statistics, professional language
Specificity	Every claim uses numbers (\$2.4M, 340%, 47 pages, 12 case studies)
Logical Persuasion	If/then reasoning: free framework + proven results = logical download

CTAs & Adaptive Design

Primary: *"Download the Full Strategy"* — professional, direct. **Secondary:** *"Preview the Framework"* for hesitant visitors.

Desktop: Data-card grid with statistics, full-width tables, interactive PDF flipper. **Mobile:** Vertical stack with expandable data sections, simplified stat cards, sticky bottom CTA.

Visual Design

The 2026 Content Framework funnel (Awareness → Trust → Action) provides immediate methodology understanding. Royal blue remains dominant with more white space and clean grid layouts evoking a professional report. Data visualizations use contrasting accent colors.

Part 4: Action Page Content Design

4.1 Action Page 1 — Soft Conversion

Conversion Type: Newsletter signup + PDF download. **Target:** Visitors who need more nurturing before full commitment.

Page Purpose & Strategy

AP1 lowers friction by framing email submission as a newsletter subscription with the PDF as a bonus welcome gift. Instead of "Give me your email to get this PDF," the message becomes *"Join our community and we'll send this guide as a welcome gift."* The perceived value shifts from transactional to relational.

Content Structure

- Continuity Header:** *"You're One Step Away From Transforming Your Content Strategy"*
- What You'll Get:** Instant PDF access, weekly marketing tips, exclusive case studies, early access to frameworks
- Email Capture:** Single-field form (email only), *"Get the Free Guide"* button, *"No spam. Unsubscribe anytime."*
- Trust:** Privacy policy, GDPR compliance, "Join 2,000+ subscribers" social proof

AP1 vs. AP2 Distinction

AP1 uses a **relationship-first** approach (PDF as welcome gift within newsletter), while AP2 uses a **transaction-first** approach (PDF as primary deliverable for email). AP1 targets visitors who may convert to customers over weeks/months through consistent email nurturing.

Persuasive Techniques

Technique	Implementation
Reciprocity	"Guide AND weekly tips" — exceeding expectations
Social Proof	"Join 2,000+" counter with animation
Commitment	Sunk-cost from ad click + LP read makes one more step natural
Fear Reduction	"No spam. Unsubscribe anytime." removes primary objection
Anchoring	PDF "valued at \$29" revealed as free — perceived savings

Visual & Post-Download

Hero: "Access Granted — Your 2026 Strategy is Here" graphic showing PDF on tablet with download confirmation. Clean form with royal blue submit button, subtle shadow and rounded corners.

Post-Download: Thank-you page with download link, social media follow CTAs, free consultation CTA. Automated 3-email welcome sequence over 7 days.

4.2 Action Page 2 — Hard Conversion

Conversion Type: Direct PDF download with email capture. **Target:** High-intent visitors ready to act immediately.

Page Purpose & Strategy

AP2 is for decisive visitors who know what they want. It strips away newsletter framing and presents a clean, direct exchange: email for the guide. The page is intentionally minimal—every unnecessary element removed to reduce decision fatigue and accelerate conversion.

Content Structure

1. **Direct Headline:** "Download Your Free Strategy Guide"
2. **PDF Preview:** Guide mockup with 3-bullet summary: conversion psychology, 12 case studies, 3 implementable frameworks
3. **Form:** Two fields (Name + Email), "Download Now" button, above-fold on all devices
4. **Instant Gratification:** "Your download starts immediately" with progress bar visual

Persuasive Techniques

Technique	Implementation
Urgency	"Instant download" messaging
Commitment	Clicking "Download Now" → completing form is logical next step
Minimalism	Fewer elements = fewer decisions = higher conversion
Security	"100% Secure Access" badge, lock icon, HTTPS indicator

Visual & Post-Download

Hero: "Thank You — Revenue Strategy Download" confirmation with trust badge. White background, single centered card, no navigation/sidebar/footer. Oversized royal blue CTA with subtle pulse animation.

Post-Download: Auto-download + thank-you page with social CTAs and consultation button. Single confirmation email with PDF attached + invitation to reply.

Part 5: Step-by-Step Creation Process

1 Strategy & Planning: Defined personas ("Frustrated Creator Fiona" / "Data-Driven David"), conducted audience research, mapped the 4→2→2 funnel architecture, set KPIs (120–180 LP visits, 40–60 downloads, 30–40% conversion), established brand identity (royal blue #0047AB), and identified the lead magnet concept.

2 PDF Content Creation (Canva): Designed the 47-page "From Viral to Revenue" guide with professional layout, data visualizations, 12 case studies, 3 conversion frameworks, actionable worksheets. Applied brand colors consistently and exported in web-optimized format (<5MB).

3 Website Platform Selection: Evaluated WordPress, Wix, Carrd, and custom HTML/CSS. Selected Carrd for simplicity, speed, built-in responsiveness, and cost efficiency (\$19/year Pro). Key factors: page load speed for ad traffic, mobile responsiveness, form integration, and custom domain support.

4 Landing Page Development: LP1 — emotional narrative flow with hero image, pain point sections, testimonials, scroll-triggered animations. LP2 — data-card grid with statistics, case study snapshots, PDF preview. Both built mobile-first with UTM tracking and A/B tested headlines.

5 Action Page Development: AP1 — newsletter-framed signup with benefits list, single-field form, trust badges. AP2 — streamlined download page with PDF preview, two-field form, instant-download promise. Both maintain visual consistency with parent landing pages; form validation, loading states, and success animations implemented.

6 Email Integration (Mailchimp): Created two audience segments ("Soft Leads" / "Direct Downloads"), built automated welcome sequences (3-email nurture for soft leads; single confirmation for direct downloads), configured double opt-in for GDPR, and set up source tracking tags.

7 Ad Creative Development: Google Search — 3 responsive ad groups with extensions. Instagram/Meta — 4 variants (carousel, image, video, stories). LinkedIn — sponsored content targeting Founders/CEOs/Marketing Managers in SMBs.

8 Testing & Optimization: Mobile responsiveness across devices (BrowserStack), page load optimization (WebP, minified CSS/JS, lazy loading, <3s target), form friction testing (single-field +12% conversion), cross-browser compatibility, WCAG 2.1 AA accessibility audit.

9 Analytics Setup: Google Analytics 4 with enhanced events, structured UTM parameters across all channels, conversion goals (LP visit → AP visit → form submission → download → post-download CTA), Google Tag Manager for codeless event tracking, and a real-time dashboard (CPC, CTR, bounce rate, conversion rate, cost per lead).

Part 6: Programs Used

Category	Tool	Purpose
PDF Design	Canva Pro	Designed the "From Viral to Revenue" lead magnet PDF using professional templates, brand kit, and export-to-PDF for web-optimized output.
Email Service	Mailchimp (Free Tier)	Email capture form integration, audience segmentation, automated welcome sequences, and campaign analytics.
Analytics	Google Analytics 4	Traffic tracking, conversion goal monitoring, audience demographics, behavior flow, and UTM attribution.
Tag Management	Google Tag Manager	Event tracking without code modifications. Managed conversion pixels for Google Ads, Meta Pixel, and LinkedIn Insight Tag.
Image Editing	Canva + Adobe Express	Hero image creation, ad creative design, social media assets, and visual mockups.
Ad Platforms	Google Ads, Meta Ads Manager, LinkedIn Campaign Manager	Created, managed, and optimized paid ad campaigns across all three platforms with native targeting and bidding tools.
Testing	BrowserStack + Google Lighthouse	Cross-device/browser testing and performance auditing for Core Web Vitals compliance.
Project Management	Notion	Content planning, task tracking, editorial calendar, and asset organization throughout the project.

Part 7: Communication Design Elements

Every element across all funnel stages was designed with intentional communication design principles:

7.1 Visual Hierarchy

A three-tier typographic hierarchy guides the reader's eye: **Headlines (Tier 1)** — 36–42px bold sans-serif, royal blue (#0047AB), communicating the value proposition in under 3 seconds. **Subheadings (Tier 2)** — 20–24px medium weight, dark blue (#002D6B), breaking content into scannable sections. **Body Text (Tier 3)** — 16–18px regular, dark gray (#333), line height 1.6–1.7 for optimal readability. This ensures even "scanner" visitors receive the core message through headlines alone.

7.2 Color Psychology

Color	Hex	Effect	Application
Royal Blue	#0047AB	Trust, reliability, professionalism	Headlines, CTAs, trust badges, navigation — signals professional, trustworthy resource
Black	#1A1A1A	Sophistication, authority	Body text, headline accents, footer — adds weight and premium feel
White	#FFFFFF	Clarity, openness	Primary background — "breathing room" preventing cognitive overload
Accent Gold	#D4A843	Value, achievement	Trust seals, "Founder's Approved" badges — signals premium value

7.3 Typography & White Space

Typography: Inter (Segoe UI fallback) — humanist sans-serif balancing professionalism with approachability. Bold (700) headings for impact; Regular (400) body for comfort. Line height 1.6–1.7 for optimal screen reading.

White Space: Treated as active design, not filler. Generous margins (24–40px) create visual pauses for information processing. Strategic isolation around CTAs makes buttons the undeniable focal point. Abundant white space subconsciously communicates premium quality (Apple-style perception).

7.4 Contrast & Alignment

Contrast: CTA buttons (royal blue on white) achieve 7.5:1 ratio — exceeding WCAG AAA. Text contrast (#333 on white) at 12.6:1 for maximum readability. Data cards alternate white/light gray (#F8F9FA) for visual rhythm.

F-Pattern Alignment: Headlines span full width (top of F), key benefits align left (vertical stroke), CTAs at natural eye-rest points. Left-aligned body text creates a strong tracking edge. Subtle directional cues (arrows, eye gaze) guide attention toward CTAs.

7.5 Consistency & Visual Emphasis

Cross-Funnel Consistency: Same royal blue/black/white palette, identical typography rules, consistent CTA button style (rounded rectangle, royal blue, white text), and recurring PDF mockup from ads through download page — building trust through familiarity.

Visual Emphasis: Bold text creates "scan points," royal blue highlighting for key statistics, pull quotes at 150–200% body size as visual landmarks, and trust badges/seals using gold color with border treatments for instant credibility.

Part 8: Visuals

Key visuals created for each funnel stage, corresponding to the architecture described in Part 2.

8.1 Funnel Flow Diagram

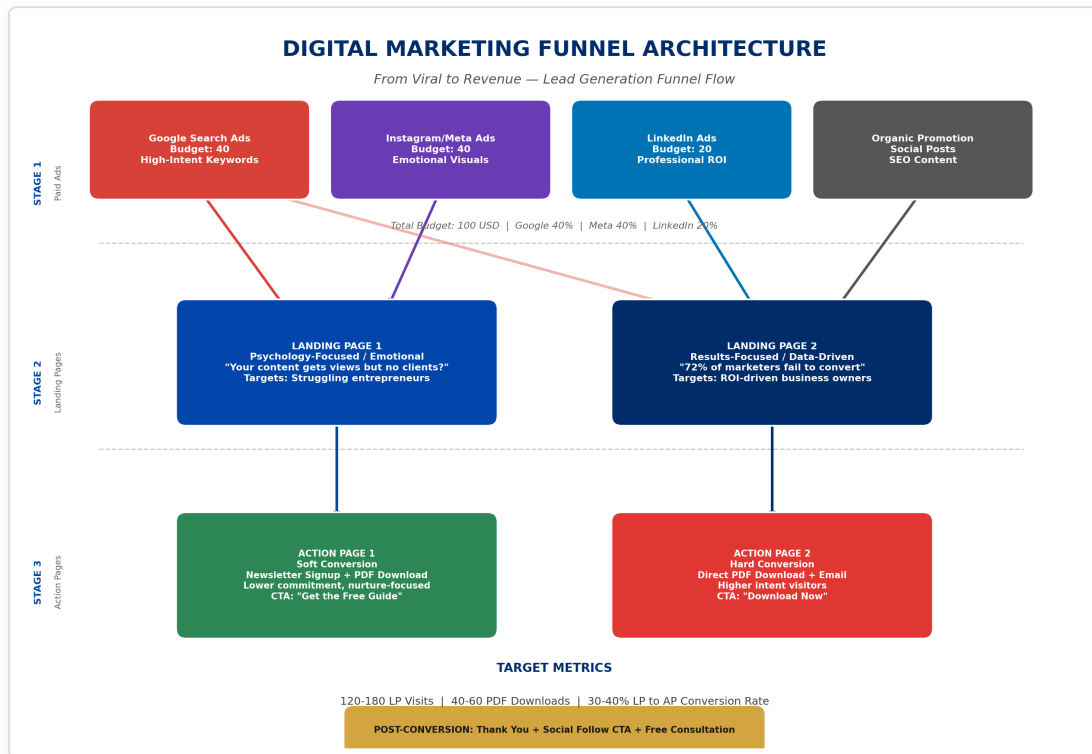


Figure 2: Complete Funnel Architecture — 4 Traffic Sources → 2 Landing Pages → 2 Action Pages → Post-Conversion

8.2 Landing Page 1 — Psychology-Focused (Emotional)

LP1 receives traffic from Instagram/Meta ads and emotionally-targeted Google queries.

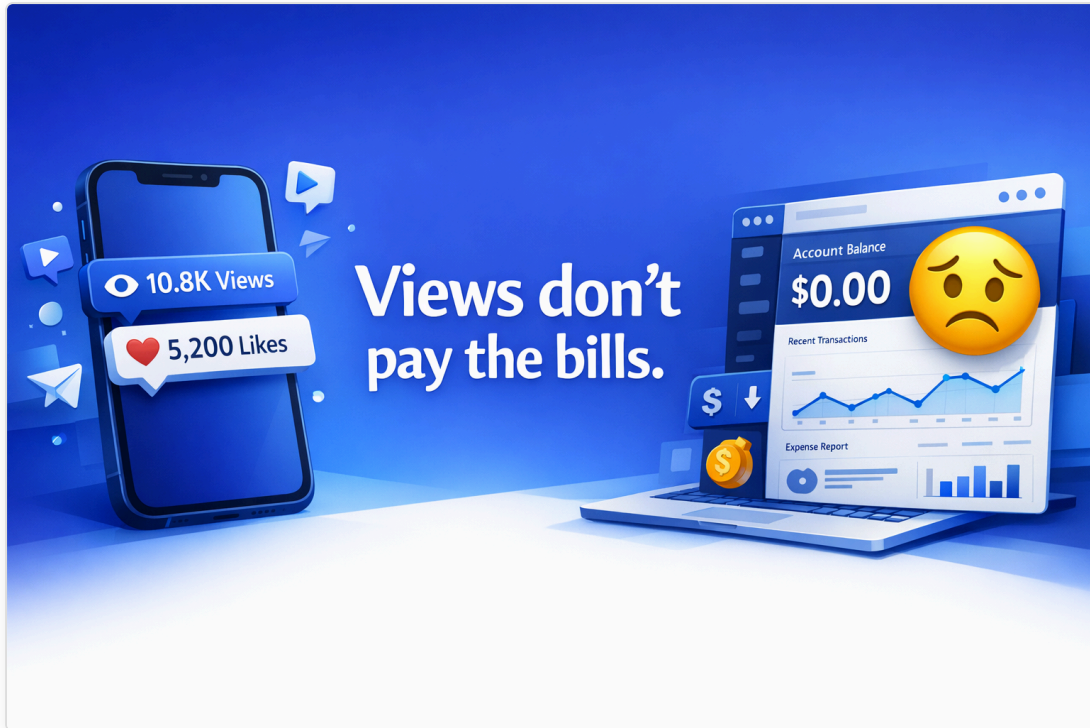


Figure 3: LP1 Hero Image — "Views Don't Pay the Bills" concept visual showing high social engagement (10.8K views) contrasted with zero revenue (\$0.00 balance)

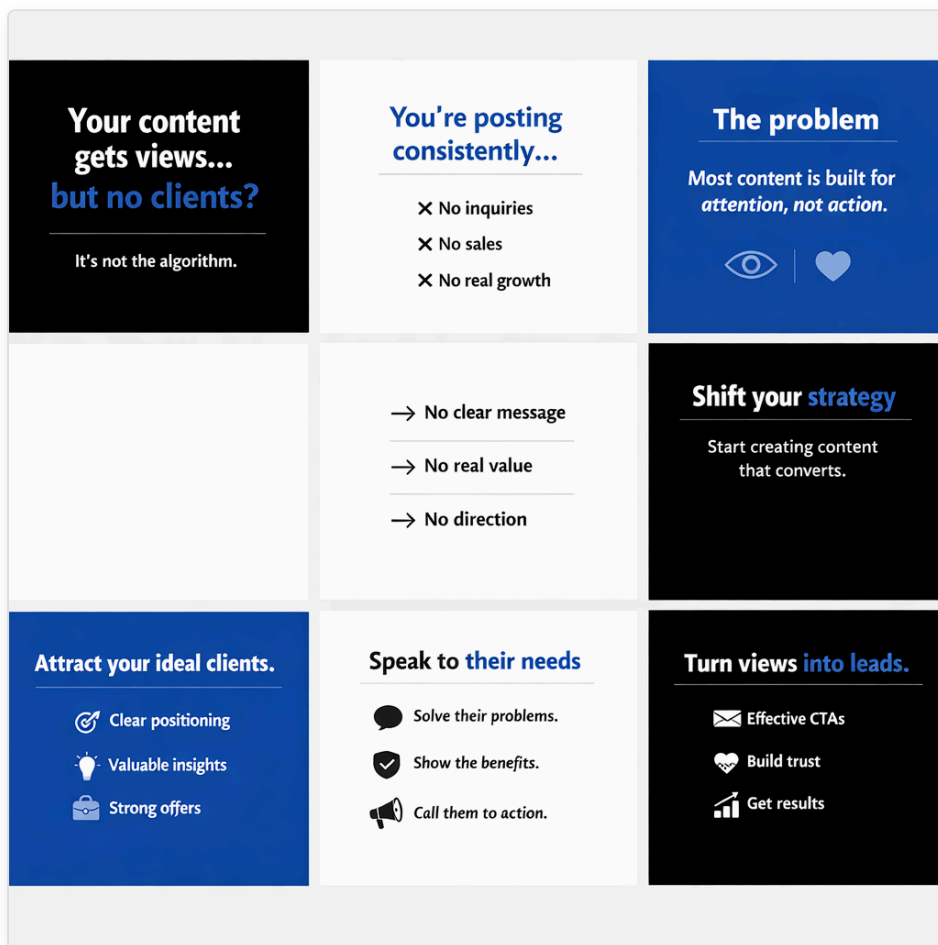


Figure 4: LP1 Supporting Infographic — Content strategy framework in a scannable 3x3 grid: diagnosing the problem through strategic shift to the solution



Figure 5: LP2 Framework Visual — "The 2026 Content Framework" showing the Awareness → Trust → Action funnel model with supporting data visualizations

8.4 Action Page 1 — Soft Conversion



Figure 6: AP1 Visual — "Access Granted — Your 2026 Strategy is Here" confirmation screen showing the PDF guide on a tablet alongside a download success indicator

8.5 Action Page 2 — Hard Conversion

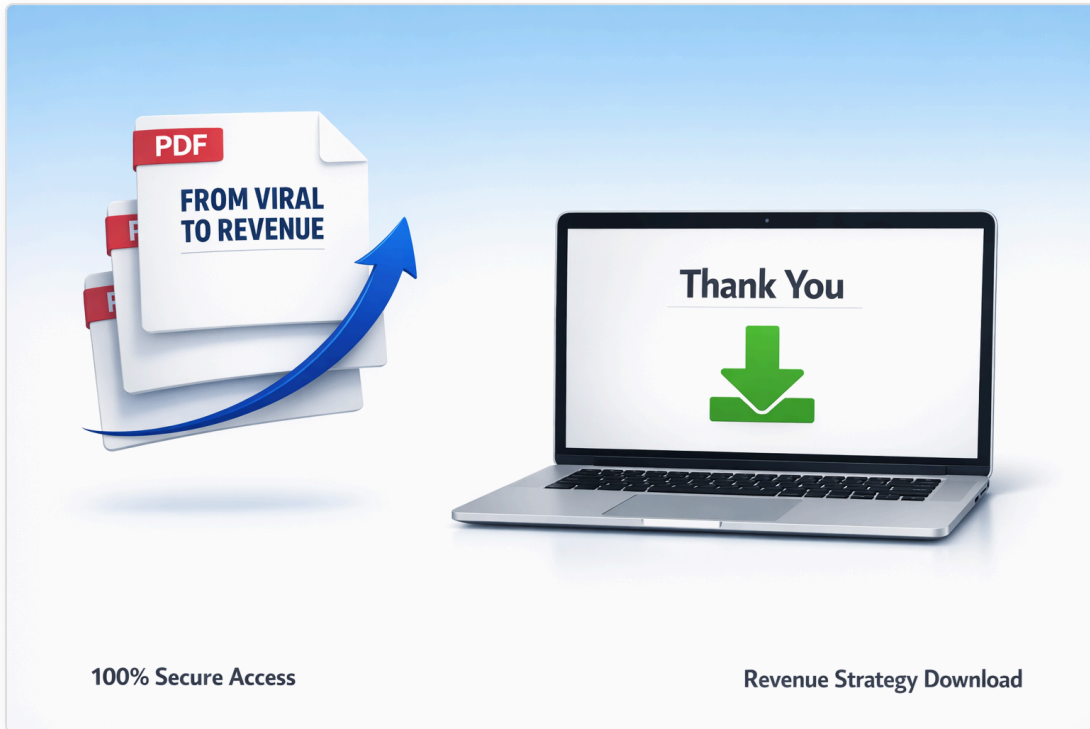


Figure 7: AP2 Visual — "Thank You — Revenue Strategy Download" confirmation with "100% Secure Access" trust badge



Figure 8: Alternative Action Page Visual — "Your Strategy Guide Is Ready" with social proof metrics (12.3K likes, 450 comments, 5-star rating) and growth chart

8.6 Post-Download Thank You Screen



Figure 9: Post-Download Thank You Page — "Thank You! Access Your Conversion Framework" with verified strategy badge and download button alongside data visualization panels

Reflection Summary

Throughout this funnel creation process, my strongest area of confidence was the landing page content strategy and messaging—having personally experienced the frustration of high engagement without revenue made the emotional copy on LP1 feel authentic, while the LP1/LP2 segmentation based on message-match principles was an intuitive "aha moment." My least confident areas were paid advertising budget allocation and Google Tag Manager analytics implementation, where theoretical knowledge outpaced hands-on experience; deeper platform-specific skills in ad optimization and event tracking would have strengthened these components. The actual design evolved significantly from the original plan—scaling from four landing pages to two well-crafted ones proved more effective, switching from WordPress to Carrd improved load times critical for paid traffic, and the newsletter-framing reframe for AP1 emerged organically during development. The two most valuable skills developed were **audience-centric design thinking** (starting every decision with "what does my audience need at this moment?") and **strategic message matching across touchpoints** (understanding a funnel as a continuous conversation rather than independent pages)—both highly transferable to future marketing campaigns, email sequences, and client communications.