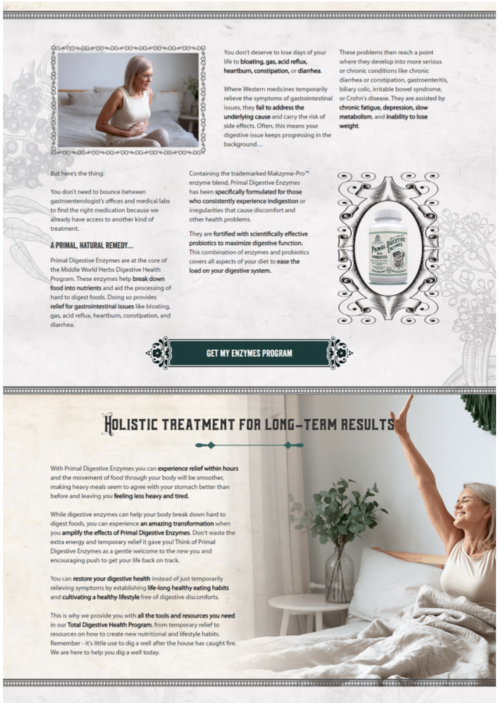
The Situation

A business startup selling health supplements wanted a highly customized funnel built that featured one-time-only purchase options as well as subscribe and save purchase options built into the funnel as a widget. They needed a funnel that fit their “old world” branding and featured a membership area for content delivery.



The Outcome

We were hired to write the copy for, design, set up, and integrate their funnel on ClickFunnels.

We created an A/B split test for their funnel, integrated with their CRM, integrated their funnel with their shipping software, and set up their Facebook and Instagram ad account.

- Built a highly customized funnel with a subscribe and save widget
- Created a membership on the backend of the funnel for meal plan and content delivery
- Created multiple OTO pages and single checkout pages of those OTOs so people could buy from within the membership dashboard
- Integrated with multiple 3rd-party platforms for email, shipping and more
- Set up their Facebook and Instagram ad campaign for product launch

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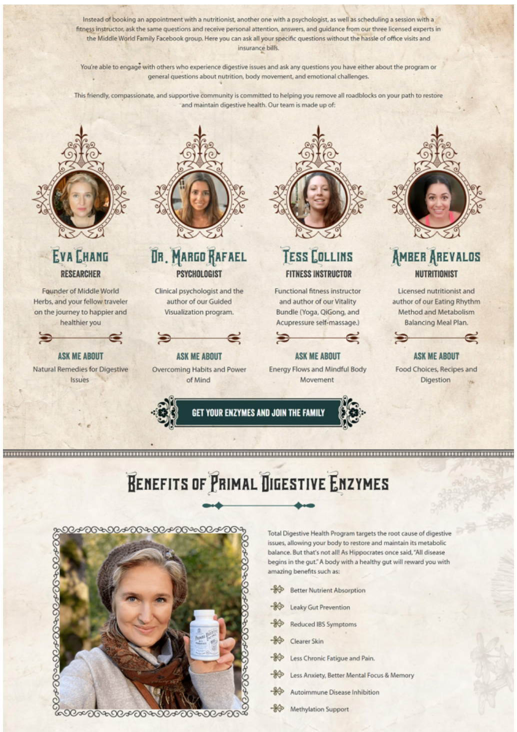

Tools Used

"It is essential to have good tools, but it is also essential that the tools should be used in the right way." – Wallace D. Wattles

ClickFunnels

A funnel building platform that allows you to build beautiful yet highly converting funnels.

Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.

Facebook

A social networking site that makes it easy for you to connect to your ideal target audience as a business.

CF Pro Tools

A powerful collection of scripts meant to supercharge your Clickfunnels.

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