

Lead Generation Funnel Build



The Situation

A business in the custom apparel niche wanted to increase the number of leads for virtual tailor appointments. They had built a streamlined way to get measurements from people easily and through their virtual meetings could put together an action plan for highly customized and gorgeous suits. They needed a means of capturing leads more efficiently prior to running paid ad campaigns.

The image shows a multi-step lead generation funnel for 'THE TAILORY NEW YORK'. The funnel consists of several interconnected pages. The first page features a headline 'FOR THE BOLD, THE AMBITIOUS, AND THE BRAVE: CUSTOM DESIGNS THAT CONVEY WHO YOU ARE', the brand name 'THE TAILORY NEW YORK', a quote 'A ONE-SIZE-FITS-ALL SUIT WILL NEVER FLAUNT A ONE-OF-A-KIND PERSONALITY', a photo of a woman in a grey suit, and a 'SCHEDULE MY FITTING' button. The second page has the headline 'TAILORED TO YOUR BODY, DESIGNED TO YOUR PREFERENCES', a quote 'You're a creative warrior who values an uncompromising style that displays your identity...', and a photo of a man and a woman in suits. The third page is titled 'LIVE YOUR TRUTH IN YOUR OWN DESIGN' and includes a 'SET UP THE SUIT UP' button. The fourth page has the headline 'IT SHOULDN'T BE THIS HARD TO FIND A SUIT THAT ACTUALLY SUITS YOU', a list of three points about fashion, a photo of a woman in a suit, and a 'SCHEDULE MY FITTING' button. The fifth page features the headline 'PERSONALIZED ATTENTION EVERY STITCH OF THE WAY', a quote 'Custom design should never be confusing...', and three columns: 'BOOK IT', 'BROWSE IT', and 'DESIGN IT'. The final page shows 'MEASURE IT', 'ORDER IT', and 'RECEIVE IT' buttons.

The Outcome

We were hired to write the copy for, design, set up, and integrate their multi-step lead generation funnel on ClickFunnels.

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



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Use our state-of-the-art body scanning app to collect 35 precise measurements and analyze your different postures.	We're ready to get started. Review your custom choices in the order confirmation sent to you via email.	Get ready to suit up because your brand new baby arrives in 3-6 weeks.
TRY IT Feel that first time fit over a video call with the design team and share your first impressions, thoughts, and feedback.	ALTER IT We can't call it custom if there's a stitch out of place. Use the provided return label to send your suit back for any minor alterations.	ROCK IT You're officially part of the #SuitSquad! Go flaunt that fit!

Once we wrap up the buttons and bows, we'll keep your online profile updated so that you're all set to come back for another custom experience.

Are you ready to step into The Tailory?

SET UP THE SUIT UP

WE WORK WITH DECENT HUMAN BEINGS

- We believe that custom suits are genderless.
- We believe there's no compromise on self-confidence.
- We believe everyone deserves that well-fitted feeling.

Founded by designer Shao Yang, The Tailory NYC stems from her passion for fashion and desire to suit up and work with decent human beings who embrace our brand ethos.

Regardless of your unique style, physique, gender identity and/or presentation, or even your budget, our custom-tailored clothing **strive to empower you** in a few ways:

- Woman-owned and operated.
- We only push envelopes, never agendas.
- We cater in equal measure to every gender identity.
- Our algorithm has been perfected to ensure a suit that is tailored to your body.
- No waiting around for weeks on end, we're proud of a fast turnaround time that doesn't sacrifice quality or style.
- Receive a free shirt with your first suit purchase to complete the look.
- We value kindness and fairness, so we treat you with the respect you deserve.
- Our range doesn't stop at suits, we also custom-creates denim, overcoats, wedding dresses, gowns, casual shirts, and more.



Think we're a good fit?

SET UP THE SUIT UP

LIFE IS TOO SHORT FOR A STANDARD SUIT

THESE MEMBERS OF THE #SUITSQUAD AGREE



From the concept to the final tailoring, the experience was marvelous! Mind you, we did this all virtually during Covid! The Team at the Tailory was so professional, kind, and worked with me until the suit was perfect! Just love the fabric, the custom design, the color and especially the POCKETS! I received the most compliments wearing this chic, edgy, smart suit to a wedding on Labor Day, than I ever have with any outfit I wore in the past (mostly I wore dresses to galas and weddings in the past)! And I wore it again in November for another wedding - to boot my fuchsia pink pocket square matches the inside lining of my jacket!

ANN B.



After searching for queer-friendly suit makers for my wedding, The Tailory stood out. They were open to what I had in mind and supportive of the endeavor as I was guided through the process. I have a frame that has been hard to fit in the past. The team was non-judgmental and so helpful, I couldn't be happier with the outcome! I had a blue and bone suit with a silver cape made. They were outstanding, all pieces. Never wanted to take them off. The Tailory checked in and made sure I was happy with the items, they were gems to work with! All around amazing. Was truly fun to meet with the team and put everything together. High high recommendation.

LINDSAY S.



I just got married this past weekend, when looking for a suit, I had in person fittings that had all been cancelled due to COVID-19 shut downs. I felt like getting a custom suit for my big day wasn't going to happen and as a woman, this was stressful because suits are often too large or ill-fitting because they are made for men. I found The Tailory's website & loved their inclusive approach & saw they did virtual fittings so it was going to be my best shot. My initial consultation was great, attentive, & all my questions were answered. Due to COVID production times were a little slower than expected & I started to stress things wouldn't be ready in time. My suit arrived needing adjustments 9 days til wedding day & I was assured everything would be fine. I had a virtual fitting the next day - I dropped my suit off & it was overnighted & sent back within the week. I've never had a suit fit perfectly for me & The Tailory TD10 exceeded my expectations. They have gained a customer for life & I would encourage anybody to give their virtual fittings a try - in the busy world we live in, it's almost easier than going in person.

Tailory Team - Thank you so much for making this process easy & helping me feel like a million bucks on wedding day!

SHELBY H.



I came to The Tailory for a suit for my upcoming wedding. Before reaching out for a consultation, I did some research by sending Direct Messages to previous clients, all of whom has great things to share. I had a consultation just to check out the vibe and see if we'd be compatible and immediately decided that Shao and Valerie would create my wedding suit! I went back a few months later and each interaction was great, the impeccable attention to detail, and the level of enthusiasm was all of what I wanted and expected. I now have my suit and it exceeded my expectations. I'm already trying to figure out other suits I'd like made. I highly recommend The Tailory!

CHRISHANA W.



SUIT UP, YOUR STYLE

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.

