Webinar (VSL) Funnel Frameworks - Chaosmap.com

ChaosMap — JON ROGNERUD MEDIA

TARGETING / MESSAGE → PRESENTATION / CTA → - - - → MATURITY / WARMING → ELEVATION / CLOSE

#1 - Webinar (VSL) + Booking Form Only

Inbound Traffic → *A / B Landing Pages* → *(Webinar Room)* → *(Calendar)* → → *(Human 2 Human)*

Media (FB) Ad → Opt-in (Registration) Page → VSL Page → Booking Page → Booking Confirmation Page --→ Sales Call (Closed? Y/N)
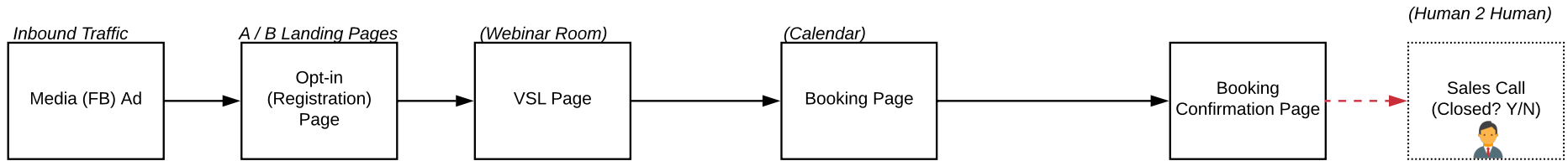
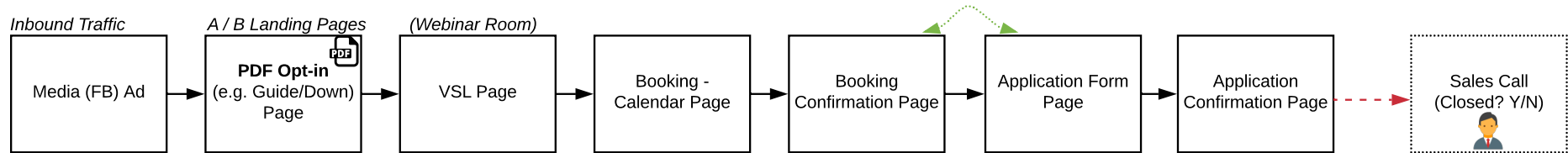## #2 - Webinar (VSL) + Application + Booking Forms & Pages

Inbound Traffic → *A / B Landing Pages* → *(Webinar Room)*

Media (FB) Ad → Opt-in (Registration) Page → VSL Page → Application Form Page → Application Confirmation Page → Booking - Calendar Page → Booking Confirmation Page --→ Sales Call (Closed? Y/N)
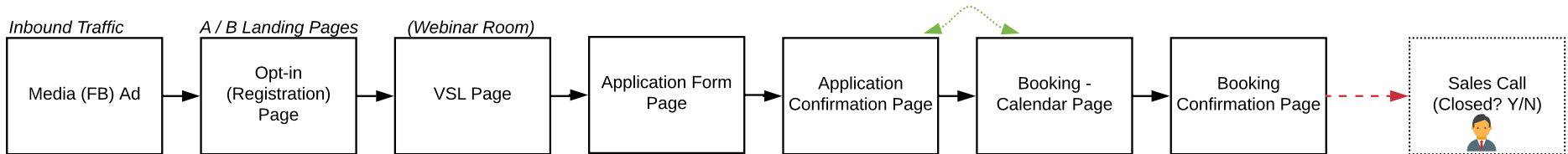
#3 - Webinar (VSL) + Booking + Application Forms & Pages

Inbound Traffic → *A / B Landing Pages* → *(Webinar Room)*

Media (FB) Ad → Opt-in (Registration) Page → VSL Page → Booking - Calendar Page → Booking Confirmation Page → Application Form Page → Application Confirmation Page --→ Sales Call (Closed? Y/N)

#4 - PDF Opt-In + Webinar (VSL)

Inbound Traffic → *A / B Landing Pages* → *(Webinar Room)*

Media (FB) Ad → PDF Opt-in (e.g. Guide/Down) Page → VSL Page → Booking - Calendar Page → Booking Confirmation Page → Application Form Page → Application Confirmation Page --→ Sales Call (Closed? Y/N)

#5 - MVF (Minimum Viable Funnel)

Long Form Story Based Ad Format — Image and/or Video → Application Form Page → Application Confirmation Page ← **"Thank you. We will text you with further instructions"**
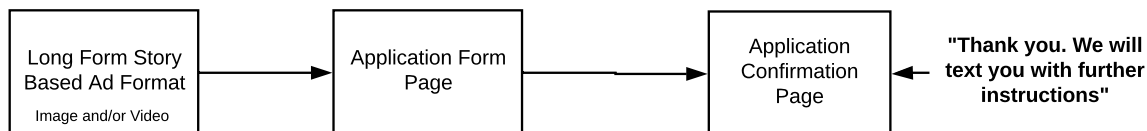
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