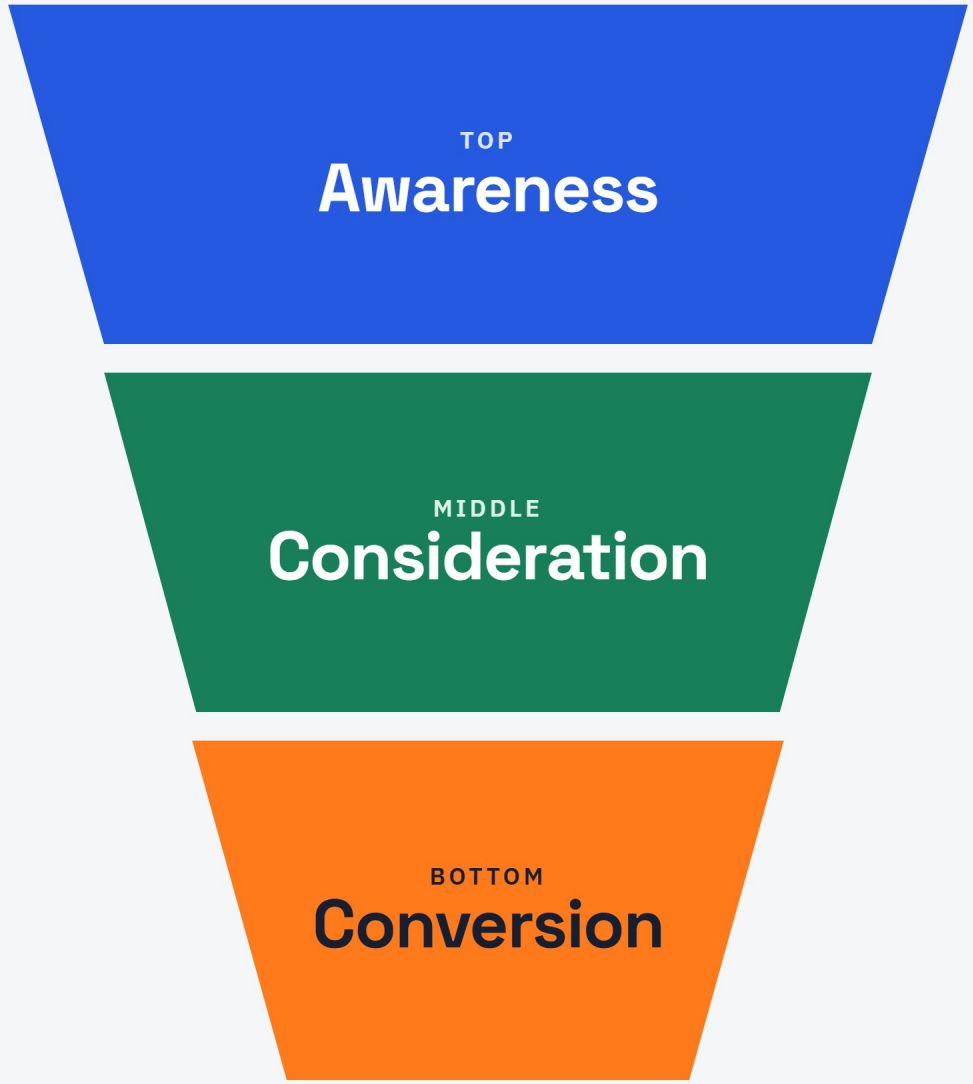
EN GLOBAL · MARKETING FUNNEL

Book Marketing Funnel

A three-stage funnel that takes working adults from a first scroll, to a free sample chapter, to ordering the EN Global student book.

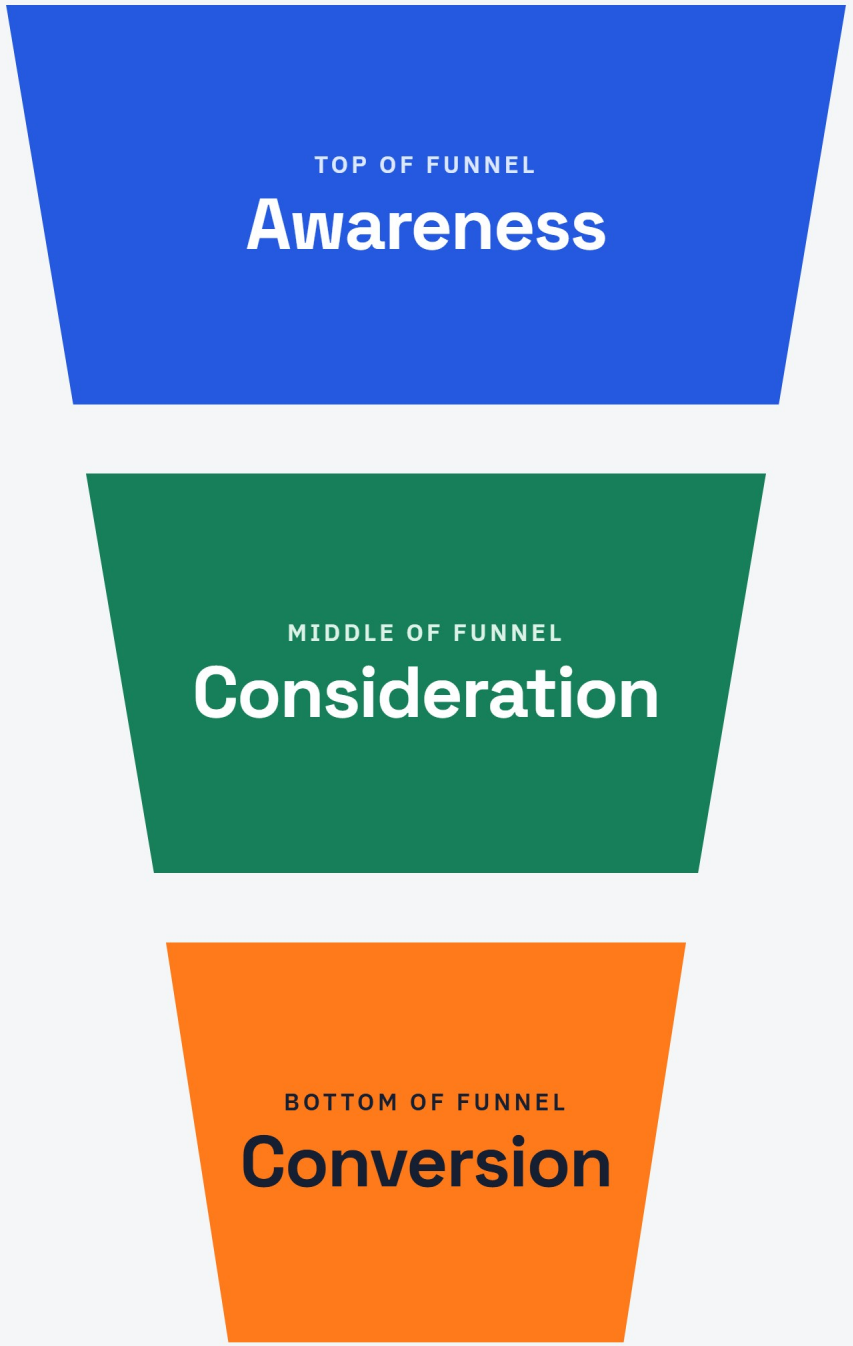
AWARENESS CONSIDERATION CONVERSION



Speculative portfolio project. EN Global is a fictional online English school, and the book, prices and results shown are illustrative.

The funnel at a glance

Three stages, one goal each



GOAL

Reach cold working adults and earn a few seconds of attention.

ASSETS

Short videos, LinkedIn and Meta ads, blog posts on workplace English.

KPIS

Reach, click-through rate, cost per landing page view.

GOAL

Turn interest into an email address by giving real value first.

ASSETS

Free sample chapter page, audio preview, five-email nurture sequence.

KPIS

Opt-in rate, cost per lead, email open and click rates.

GOAL

Turn warm leads into book buyers with a clear offer and a deadline.

ASSETS

Book sales page, retargeting ads, launch offer email, checkout reminder.

KPIS

Purchase rate, cost per purchase, revenue per lead.

Audience and offer

Who the book is for, and what we ask them to do

WHO

Working adults who need English for their job and fit study into commutes, lunch breaks and evenings.

WHAT HOLDS THEM BACK

No time for a long course.

Textbooks feel like school.

They understand English but freeze in meetings, emails and interviews.

WHAT THEY WANT

Phrases they can use at work this week.

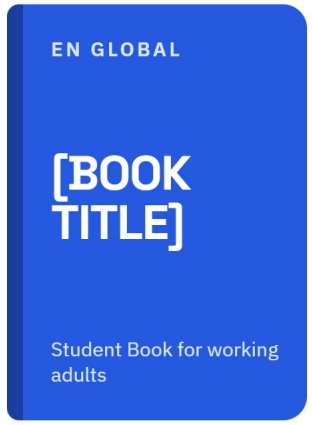
A study plan that fits a busy schedule.

Visible progress without pressure.

OFFER LADDER

Free sample chapter → **Book at launch price** →

Private lesson with EN Global



THE PRODUCT

EN Global Student Book

[FORMAT: print / PDF] · [PRICE]

INSIDE

Short units built for 15 to 20 minutes of study.

Real workplace dialogues, not textbook scripts.

Phrase banks for meetings, emails and interviews.

Practice exercises with an answer key.

Audio for listening and pronunciation.

Core promise: practical English you can use at work, in the time you actually have.

Top: Awareness

COLD AUDIENCE

Calm, trustworthy, no pressure to buy

REEL / SHORT · 15 TO 20 S

You understand the meeting. Then someone asks your opinion.

Concept 1: Emotional hook. Instagram, Facebook, YouTube Shorts. Ends on “Get the free chapter”.

LINKEDIN · SINGLE IMAGE

Business English you can practise in 15 minutes a day.

Concept 2: Time-friendly. Targets job titles and industries where English is used daily at work.

META · CAROUSEL

5 phrases to sound clearer in your next meeting.

Concept 3: Useful first. Teaches five real phrases, then points to the free sample chapter.

CHANNELS

Meta: Instagram and Facebook feeds, Reels.

LinkedIn: sponsored posts for working professionals.

YouTube Shorts: short practical clips.

Blog and SEO: posts on workplace English.

TARGETING

Adults in work, interested in career development, business English and language learning.

LinkedIn: job titles and industries with international teams.

Later: lookalikes built from the email list.

NEXT STEP AND KPIS

Soft call to action: “Get the free chapter”, shown as a quiet outline button, not a hard sell.

Measure: reach, click-through rate, cost per click, landing page views.

Middle: Lead magnet page

CONSIDERATION

[YOUR DOMAIN]/free-chapter

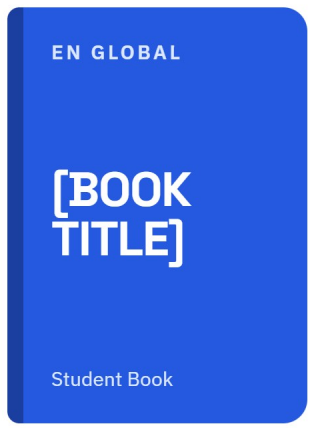
EN Global

Online English school

FREE SAMPLE CHAPTER

Try one unit before you buy the book.

Real workplace dialogues, useful phrases and practice, with audio. Ready in 15 minutes.



First name

Work or personal email

Send me the free chapter

No spam. Unsubscribe at any time.

Dialogues
from real work situations

Phrase bank
for meetings and emails

Audio
to practise pronunciation

WHY THIS PAGE WORKS

One promise: a free unit, not a newsletter.

Two fields only: first name and email keep friction low.

Calm green button: the action is low risk, so no urgency colours yet.

Neutral ground: white and grey keep the form easy to read.

THANK-YOU PAGE

Delivers the chapter PDF and the audio file.

Tells the reader what arrives next: one short email a day for five days.

Offers a quiet link to the book page, no hard sell.

KPIS

Opt-in rate, cost per lead, chapter downloads, thank-you page clicks.

Middle: Email nurture

5 EMAILS · 5 DAYS

DAY 0

Your free chapter is here

Delivers the chapter PDF and audio. Sets expectations for the next four days.

Open the chapter

DAY 1

The habit that makes English feel easier

One tip: read the dialogue aloud for five minutes. Links back to the chapter exercise.

Try the exercise

DAY 2

Three phrases for a clearer meeting

Pure value: asking for clarification, giving an opinion, politely disagreeing.

Practise the phrases

DAY 3

What is inside the full book

Contents preview, who each unit is for, and answers to common doubts.

Look inside the book

DAY 4

Launch price ends [DATE]

The offer: the book at the launch price, with the deadline stated plainly.

Get the book

Rhythm: value first on days 0 to 2, product on day 3, offer on day 4.

Format: plain, short, one call to action per email, easy to read on a phone.

KPIs: open rate, click rate, clicks to the book page, unsubscribes.

Bottom: Conversion

WARM LEADS

One clear offer, one bright button

[YOUR DOMAIN]/student-book

EN Global

Student Book



LAUNCH PRICE

Speak English with more confidence at work.

Real dialogues, phrase banks and audio, in units that fit your day.

[PRICE] Ends [DATE]

Get the book

Dialogues
from real work situations

Phrase banks
meetings, emails, interviews

Audio
listen and repeat

[GUARANTEE OR RETURN TERMS]. Secure checkout. [PAYMENT METHODS].

Not sure yet? **Read the free chapter first.**

Still thinking? The launch price ends [DATE].

Retargeting 1. Visited the book page, did not buy.

You tried Unit 1. Keep going with the full book.

Retargeting 2. Downloaded the chapter, did not buy.

OBJECTIONS THE PAGE ANSWERS

“Is it right for my level?” A level guide and the free chapter.

“I have no time.” Units take 15 to 20 minutes.

“Is it worth it?” Try a full unit free before buying.

Checkout reminder: one email 24 hours after an abandoned checkout, with the book link and the deadline.

KPIS

Purchase rate, cost per purchase, revenue per lead, checkout completion.

Metrics and tests

What to watch, and what to test when a stage is weak

AWARENESS

Watch: reach, click-through rate, cost per landing page view.

If weak, test: the first three seconds of the video, the headline, the audience.

CONSIDERATION

Watch: opt-in rate, cost per lead, email open and click rates.

If weak, test: the page headline, number of form fields, the subject lines.

CONVERSION

Watch: purchase rate, cost per purchase, revenue per lead.

If weak, test: the offer wording, the deadline, price display, button colour and copy.

THE NUMBER THAT DECIDES IT

Cost per book sold = cost per lead ÷ share of leads who buy. If it is above the profit per book, fix the weakest stage first.

A/B TEST QUEUE

One change at a time, run each test until it has enough clicks to read.

1. **Video hook:** emotional opening vs phrase-teaching opening.
2. **Lead magnet title:** “Try one unit free” vs “Read the first chapter”.
3. **Email 4 subject:** benefit-led vs question-led.
4. **Buy button:** orange vs yellow, on the same page.
5. **Deadline:** dated launch price vs no deadline.

Audience taste varies, so colours and layouts are tested, not assumed.

Colour system

Colour follows the stage the viewer is in

TOP · BLUE AND GREEN

- Trust blue #2459E0
- Deep blue #1B3FA0
- Sky #DCE8FF
- Growth green #17805A

Calm and secure, so a cold visitor feels safe instead of pressured. The call to action is a quiet outline.

MIDDLE · GREEN AND NEUTRALS

- Growth green #17805A
- Mint #DDF3E8
- Soft grey #F4F6F8
- Ink #172033

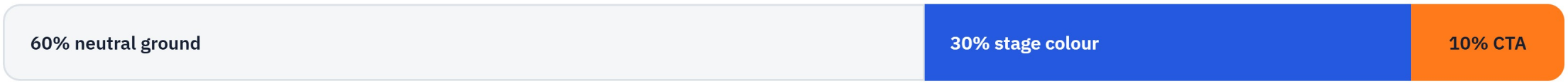
Green means growth and harmony. White, grey and ink keep forms and emails clean and readable.

BOTTOM · ORANGE, YELLOW, RED

- Action orange #FF7A1A
- Attention yellow #FFC93C
- Deadline red #D93A1F
- Warm tint #FFF4E8

Warm colours create urgency. Used only for buy buttons, the launch badge and the deadline.

THE 60 / 30 / 10 RULE



High contrast. Buttons use dark text on orange and yellow, white text on blue and green, so every label passes contrast.

One bright button. Each page has a single hot call to action, so it is always the first thing seen.

Test it. Button colour and layout are A/B tested before they are locked in.