Fix My Funnel Strategy Report

Tailored Funnel Optimization & Conversion Strategy

Client Info ⓘ

Business Name	Reveo
Founder	
Website	https://reveo.com/
Industry	SaaS

Report Details: 📊

Prepared By	Fix My Funnel AI Strategy Team
Report Type	Conversion Funnel Audit & Optimization Plan
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Objective 🎯

This report was created to help you unlock higher conversions by identifying key drop-off points, revealing hidden revenue leaks, and delivering a step-by-step strategy to fix your funnel and scale profitably.

Executive Summary

⬤ — you're building a powerful SaaS platform for a market that needs your help more than ever. Helping small businesses manage their online reputation in a single, simplified tool is not only smart, it's highly monetizable with the right funnel execution. This strategy report will take what's already working and amplify it, while also fixing the bottlenecks that are choking new lead flow. With a better first impression, tighter messaging, and frictionless conversion points — you have serious upside.

Traffic	<5,000 visits/month
Sales	<100 leads/month
Estimated Conversion Rate	1–3%
Average Order Value	$1200/year
Funnel Goal	Increase conversions, Generate more leads
Key Insight	Major drop-off occurs right after email/ad clicks — suggesting an opt-in friction or message mismatch.
Diagnosis	Your current funnel starts strong with email outreach, but breaks immediately at the opt-in point. Based on your data, the conversion bottleneck is at the **landing page/opt-in stage**, which if fixed, would significantly increase lead gen ROI without needing to increase traffic. Optimizing the entry point is your highest-leverage move.

Funnel Flow Visualization

Flow:

- [Traffic] → [Opt-In] → [Email/DM] → [Call Booking Page] → [Sales Call] → [Client Start]

Healthy:

- Traffic
- Initial Email Clicks

Dropoff:

- Opt-In

Observation:

- Your emails are earning clicks but not conversions — indicating a misaligned first landing experience, unclear CTA, or low perceived value of the offer.

Stage Breakdown

1 Traffic

Source:

- Cold Email
- Email List

Notes:

- You're generating some interest through outbound emails and possibly low-level organic reach.

Missed Opportunity:

- No mention of retargeting site visitors
- No Facebook/Google remarketing layer to reclaim lost leads

⚙️ **Fixes:**
- Add a retargeting pixel to your site
- Push warm traffic to demo via 3-day short funnel

Tools:
- Meta Pixel
- Google Ads Remarketing
- Segment

2 Opt-In / Landing Page

Missed Opportunity:
- No strong lead magnet or conversion bribe
- Not leveraging social proof/testimonials on opt-in page

Positive:
- People are clicking — subject lines or cold emails are working.

Friction:
- Low opt-in rate
- Mismatch between email promise and landing experience
- Lack of urgency or compelling reason to opt in

⚙️ **Fixes:**
- Rebuild opt-in landing with one clear CTA
- Add a compelling headline and visual preview of demo
- Use testimonials or review stats as proof

Tools:
- Leadpages
- Unbounce
- Conversion.ai headline generator

3 Email Nurture / Follow-Up

Missed Opportunity:

- Not building long-term authority via automated nurture
- No re-engagement campaign for those who didn't book

Friction:

- No data provided — likely cold outreach followed by silence
- Lack of automated sequence nurturing unsure buyers

⚙️ **Fixes:**

- Deploy 5-day value drip campaign post-opt-in
- Include failure-to-show and rebooking sequence

Tools:

- ActiveCampaign
- ConvertKit
- Instantly.ai

4 Booking Page

Issues:

- No obvious scheduling friction mentioned, yet bookings not converting well

Causes:

- Low conversion due to poor qualification, unclear 'why book now?' CTA

⚙️ **Fixes:**

- Add explainer video near schedule button
- Pre-screen form before booking to filter best-fit prospects
- Add calendar preview so they don't click and bounce

Tools:

- Calendly with routing form
- TidyCal
- Bonjoro or Loom for video

5 Sales Call

Missed Opportunity:

- No mention of follow-up SOP for lost deals
- Likely no offer visualization or trial created on call

⚙️ **Fixes:**

- Add demo walkthrough PDF
- Include a pre-call survey to increase buy-in

Buyer Psychology

Thoughts:

- I know I need more reviews but I don't have time.
- I'm tired of paying for ads that don't work.
- I just want to show up higher on Google without a tech stack headache.

Doubts:

- Will this actually save me time?
- How hard is this to set up?
- What's the ROI on something like this?

Fix Focus:

- Make the tech feel invisible/simple.
- Show exact time saved or $$$ unlocked by better reviews.
- Reframe 'demo' as a 5-minute results checklist or audit they get free info from.

5 Sales Call

Tactical Fixes

1 Landing Page

Fix:

- Headline mismatch
- No clear value exchange
- Weak CTA

How:

- Rebuild the opt-in page with a new headline rooted in pain + outcome.
- Add microproof and credibility logos near CTA.
- Reframe demo as a 'free local visibility audit' tailored to the visitor.

Tools:

- Unbounce
- Copyhackers Headline Generator
- Veed.io for video header

Swipe Copy:

- "Free 5-Minute Local Visibility Audit: Find out exactly why you're not showing up on Google — and how to fix it without hiring a $3K/month agency."

ROI Reason:

- Boosting opt-in from 2% to even 8% could 4x your lead volume without needing extra traffic — instantly lifting new demo opportunities and pipeline volume.

2 Email Automation

Fix:

- No nurture campaign post-click
- Dead leads not recycled

How:

- Build a 5-day post-opt-in nurture sequence with mix of social proof, education, and urgency.
- Segment leads into engaged/non-engaged and re-hit cold leads monthly.

Tools:

- ActiveCampaign
- ConvertKit

Swipe Copy:

- Subject Line: 'How [Business Name] Beat Yelp and Took Back Google Rankings (No PPC Needed)' Body: Show how one customer used your platform to gain rankings using automation and reputation tracking.

3 Demo Booking Page

Fix:

- Low call-booking rate
- Unclear value of booking

Tools:

- Calendly + Typeform
- Loom intro video

Swipe Copy:

- Headline: 'Book Your Local Ranking Audit Call' Subhead: 'Get a custom walkthrough of your business's Google issues (and how to fix them fast without more tools).'

4 Cold Email

Fix:

- Still reliant on 1-to-1 cold outreach with no leverage Built-In

How:

- Turn best cold email into Facebook lead ad version
- Retarget site visitors with same hook with opt-in

Tools:

- Meta Ads
- Zapier Lead Sync
- Instantly.ai

Swipe Copy:

- Facebook Ad: Copy: Run a local business? Here's why you're stuck on page 2 of Google. CTA: 'Get My Free Google Ranking Review'

Quick Wins 🏆

- Rebuild your opt-in landing page with new messaging and CTA
- Add social proof above the fold: review counts, testimonials, or trust logos
- Launch a Facebook Lead Ad retargeting site visitors who didn't opt in
- Spin your demo into a Local Visibility Report and give it a name
- Set up a 5-day automated nurture email flow after opt-in

Next Steps ▶

Week 1:

- Rebuild opt-in landing page with new value-driven headline
- Record short header video and place above CTA button
- Design offer graphic for Local Google Visibility Report

Week 2:

- Build 5-part email welcome sequence in ActiveCampaign or ConvertKit
- Split test 2 headlines on opt-in page
- Set up exit intent popup on landing page

Week 3:

- Create Facebook Lead Ad (use same offer as email)
- Plug site traffic into a custom audience for retargeting
- Tag email leads by source and behavior (clicked/booked/no-show)

Week 4:

- Add pre-call screening form to filter leads better
- Create demo walkthrough PDF or Leave-Behind Offer Sheet
- Audit all back-end funnel data weekly going forward

Tools To Use 🛠️

- Unbounce (landing pages)
- ActiveCampaign (email automation)
- Calendly with routing questions (booking)
- Loom (explainer videos)
- Zapier (automations)
- Meta Ads Manager (retargeting)

Optional •••

- Full Funnel Rebuild (LP + Email + Retargeting Setup)
- Copywriting Overhaul (Emails, Ads, Landing)
- Automated Nurture Setup with ActiveCampaign
- Demo Offer Conversion Kit (PDF + Scheduling Funnel)

— you're close. You're not chasing vanity metrics, you're solving real SMB pain with a solution that's needed more each day. This isn't a rebuild — it's a refinement of alignment, flow, and messaging. Shift the front-end experience, layer in automation, and measure fast — and you'll unlock the scale you're ready for.