

Lesson 7:

Million-Dollar Promotion:

From Reach to Sales

Business Profile:

What to Measure?

- ✓ **Reach:** Unique Viewers
- ✓ **Impressions:** View Frequency
- ✓ **Engagement:** Likes, Comments, Shares

Key KPIs for Your Business Profile

1

Reach and
Engagement

2

Subscriber
Growth

3

Clicks and
Conversions

Analytics Tools



Instagram Insights:
Basic Data



Google Analytics, Hootsuite:
In-depth Analysis

Sales Funnel:

From Awareness to Purchase

- ✓ **Top:** Capture Attention
- ✓ **Middle:** Build Trust and Engagement
- ✓ **Bottom:** Convert to Customers

FUNNEL THROUGH REELS:

The Magic Word

Video Solves a Problem

Magic Word



Lead Magnet

Warm-Up



Sale

Customer Journey:

Funnel Stages

- ✓ **Awareness:** Attract
- ✓ **Interest:** Deepen Contact
- ✓ **Decision:** Offer the Purchase
- ✓ **Post-Purchase:** Retain

Funnel Automation

ManyChat



Bots and
Triggers

Tags



Audience
Segmentation

Filters



Lead
Qualification

Organic Promotion

Hashtags



Niche and
Specific

Collaborations



Expand
Reach

Trends



Relevance and
Engagement

Funnels + Promotion = Sales

- ✓ Attract with Content
- ✓ Warm Up with Lead Magnets
- ✓ Convert to Customers

Course Takeaways:

Your Path to Millions

- ✓ From Basics to Strategies
- ✓ Tools at Your Fingertips
- ✓ Act and Grow

What You Take Away from the Course

1. Analytics and Promotion Skills
2. Understanding Sales Funnels
3. Confidence in Your Abilities

Your Next Step

- ✓ Apply Knowledge in Practice
- ✓ Experiment and Scale
- ✓ See You in Your New Victories!