

## Marketing & Advertising / Funnels

Design a complete 4-stage customer journey from first touch to purchase — including awareness, consideration, conversion, and post-purchase — with conversion benchmarks and key metrics.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Funnel Design, Customer Journey, Marketing Strategy

Updated: May 2026

Why This Prompt Exists

Most funnels fail because they're just a landing page and an email sequence.

You get:

- no plan for the top of the funnel (so no traffic)
- no plan for the middle (so leads go cold)
- no post-purchase plan (so no repeat buyers)
- no conversion benchmarks (so you don't know if you're winning or losing)
- a funnel that leaks at every stage

But a funnel is not a landing page.

It is a complete customer journey.

- Top of funnel: awareness and traffic
- Middle of funnel: consideration and nurture
- Bottom of funnel: conversion and sale
- Post-purchase: retention and advocacy

Without a full-funnel view, you optimize one stage while bleeding from others.

This framework forces AI to design funnels that don't leak.

The Prompt

Assume the role of a funnel strategist who designs customer journeys from first touch to purchase.

Your task is to generate a 4-stage funnel blueprint.

Generate:

STAGE 1 – TOP OF FUNNEL (AWARENESS)

- Traffic sources (3-5)
- Lead magnet or entry offer
- Conversion rate benchmark
- Key metric to track
- One specific tactic

STAGE 2 – MIDDLE OF FUNNEL (CONSIDERATION)

- Email sequence structure (days + topics)
- Retargeting ad strategy
- Conversion rate benchmark
- Key metric to track
- One specific tactic

STAGE 3 – BOTTOM OF FUNNEL (CONVERSION)

- Sales page or VSL structure
- Checkout flow
- Upsells or order bumps

- Conversion rate benchmark
- Key metric to track
- One specific tactic

#### STAGE 4 – POST-PURCHASE

- Thank you page content
- Delivery email sequence
- Referral or review ask
- Repeat purchase strategy
- Key metric to track
- One specific tactic

#### INPUTS:

Product or Service:

[WHAT ARE YOU SELLING?]

Average Order Value (AOV):

[INSERT \$]

Target Audience:

[WHO ARE YOU SELLING TO?]

Traffic Sources Available:

[PAID ADS / SEO / SOCIAL ORGANIC / EMAIL / PARTNERS / OTHER]

#### RULES:

- Each stage must have a conversion rate benchmark (even if estimated)
- Each stage must have one specific, actionable tactic

- Metrics must be measurable (e.g., CTR, open rate, conversion rate, LTV)
- Post-purchase must include a referral or retention tactic
- The funnel must be logically connected (each stage feeds the next)

#### How To Use It

- Start with one traffic source — master it before adding more.
- Benchmarks are directional; your actual numbers will vary by industry.
- The middle of the funnel is where most funnels leak — spend time here.
- Post-purchase is the most underfunded stage — it's also the highest ROI.
- Build the funnel in order: conversion first, then top-of-funnel traffic.

#### Example Input

**Product or Service:** Online course: Facebook Ads for Beginners (\$297)

**Average Order Value (AOV):** \$297

**Target Audience:** Small business owners who have tried Facebook Ads and failed

**Traffic Sources Available:** Paid ads (Facebook/Instagram), SEO (blog content), email list (2,000 subscribers)

#### Why It Works

Most funnels fail because they're missing stages.

This framework improves outcomes by forcing:

- traffic source specificity (not "get traffic")
- conversion benchmarks (know if you're winning)
- key metrics per stage (measure what matters)
- post-purchase retention (maximize LTV)

- logical stage connections (no leaks)

Great funnels don't just convert — they convert at every stage, from click to repeat purchase.

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