



CLICK LAB
DIGITAL

**FUNNEL PLANNING
CANVAS**

Funnel Planning Canvas

Map your marketing funnel – from awareness to conversion.

Use this worksheet to design and refine a funnel that guides your audience through the buyer journey and increases conversions.

1. Funnel Goal

- What is the purpose of this funnel?
- What action do you ultimately want the user to take?

2. Audience & Offer Match

- Who is this funnel targeting?
- What offer/product/service will it lead to?
- What stage of awareness are they in?
- Is it TOF, MOF, or BOF?

3. Entry Point / Hook

- What is the attention-grabber/hook?
- What is the headline?
- Paid Ad, social post, blog, organic SEO, etc.
- What channel(s) will this run on?

4. Lead Magnet (If Applicable)

- What are you offering in exchange for their email?
- Checklist, template, quiz, free trial, etc.
- Why is it compelling?

5. Landing Page

- What is the headline?
- What is the CTA, Call to Action?
- What elements will build trust?
- Where will it link to next?

6. Email or Nurture Sequence

- What happens after they sign up?
- How many emails or touchpoints?
- What's the goal of the nurture sequence?
- Educate, inspire, build trust, and soft-sell

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7. Main Offer / Conversion Point

- What are you presenting as the "ask"?
- Product/service pitch, booking, purchase, etc.
- What supporting assets do you need?

8. Follow-up / Retargeting

- What if they don't convert?
- Abandoned cart email flow?
- Email reminder? Retargeting ads?
- What content might re-engage them?

9. Tools & Tech

- What tools are being used?
- Who is managing or implementing?

10. Metrics

- Conversion rate
- Cost per lead (CPL)
- Return on ad spend (ROAS)
- Open rates
- Life Time Value

Funnel Thinking

