THE MARKS RESEARCH
TRADING INFO BUSINESS FUNNEL

marksresearch.io

Top of Funnel
Content / Ads

ManyChat
Automations (IG)

Link in
Bio Page

Lead
Magnets

Use lead magnets to collect email, name, Instagram handle, etc. After collecting their details, add leads to email automations and the free community.

Offer free value, such as a branded trading strategy or another valuable free PDF.

MOFU YouTube
Retargeting Ads

MOFU IG Reel
Retargeting Sequence

Email
Automations

Free
Community

Goal: get people to YouTube long-form nurture. All email automations and lead magnets should also lead back to YouTube.

Depending on which lead magnet is used, leads can go through 30–45 day email sequences, so they are constantly reminded and constantly receiving free value. Mix in custom videos, trade recaps, etc.

ManyChat Offer / Call
Automations (IG)

YT Long-Form
Nurture Funnel

Goal: people binge watching the fuck out of your youtube

- Trade recaps
- Trade of the day

Free Trial /
Godfather Offer

CTAs Inside
the Community

High Ticket:
Book a Call

Thank You Page +
Pre-Call Checklist

VSL

Disqualify to
Low Ticket

(This is why we keep some form of the monthly)

we could realistically set up this stack in a couple weeks.