

Fan Qualification Funnel Detailed Emojis

1. Qualify the Funnel

You adopt different chatting strategies depending on the funnels.

Therefore, you must easily identify customers during your shifts, so as not to make a mistake about the different behaviors to adopt.

For Instagram:

- “IG”

For Twitter:

- “X”

For Threads:

- “Th”

For Dating Apps:

- “DA”

For Reddit:

- “R”

To Clapper:

- 🍌

2. Determine Time Wasters, Spenders, and Whales

Final qualifications are done per month (You must qualify the client based on their amount spent over a month).

But we will have to identify the customer and categorize from the start. These examples and categorizations are determined according to the first expenses, which occur in the first two weeks, depending on the type of customer and the origin of the funnel.

You will have to readjust after a month, according to the categorization present in the other document on fan qualifications (To have the right amounts to analyze)

- If the customer has not purchased a PPV, by no longer responding, or by justifying that he has no money / or it doesn't work, it's a Time Waster So you need to indicate the following Emoji: 💣



- If the customer spent up to \$100, it's a small Spender So you need to indicate the following Emoji: 📱



- If the customer spent between \$100 and \$300, it is a Spender You must therefore indicate the following Emoji: 📶



- If the customer spent between \$300 and \$1000, it is a Whale You must therefore indicate the following Emoji: 🐳



- If the customer has spent more than \$1000, it is a big Whale You must therefore indicate the following Emoji: 👑



3. Highlight a customer who is waiting for a custom

In order not to make a mistake when chatting a customer who is waiting for a custom, but also as a reminder, you must qualify a customer who is waiting for a custom.

Here is the emoji to put:

- 🚫