

To improve conversion at each stage of the sales funnel for Dates Haven Cake Shop, it's important to tailor sales tactics that resonate with the unique needs and preferences of potential customers on HCT campuses. – **Transparent Pricing:** Clearly display pricing information on the website and in-store to avoid any surprises at checkout, and offer student discounts or package deals for bulk orders or special occasions. By implementing these tailored sales tactics at each stage of the sales funnel, Dates Haven Cake Shop can effectively engage potential customers on HCT campuses, improve conversion rates, and foster brand loyalty in the competitive market. – **Email Marketing:** Collect email addresses through website sign-ups or campus events and send out targeted email campaigns featuring new product launches, seasonal specials, or exclusive discounts for students. **Interest Stage:** – **Interactive Website:** Develop an interactive website with a user-friendly interface where students can browse through a variety of cake options, customize their orders, and learn about special promotions or discounts. – **Limited-Time Offers:** Create a sense of urgency by offering limited-time discounts or promotions for students who make a purchase within a specified timeframe, encouraging them to act quickly. – **Feedback Collection:** Regularly solicit feedback from customers through surveys or in-person interactions to gather insights for improvement and show that their opinions are valued. **Awareness Stage:** – **Social Media Engagement:** Create engaging and visually appealing content on social media platforms frequented by HCT students. – **Follow-Up Communication:** Send personalized thank-you emails or messages after each purchase, along with exclusive offers for future orders to encourage repeat purchases.

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