PART 2: BUILD YOUR FUNNEL

A Beginner's Guide to Beacons + Stan Store

BEGINNER'S GUIDE

IMPLEMENTATION

Remember: The software doesn't create the funnel. The software simply automates the journey you've already designed.

You've designed the customer journey.
Now let's build it.

STEPS VERIFIED · OCT 2026

CHOOSE YOUR PLATFORM: BEACONS OR STAN STORE?

Both can help you turn Instagram traffic into leads and customers. You do not need both to build a basic funnel.

BEACONS

A good fit when you want your link-in-bio, lead capture, products and email marketing in one ecosystem.

Beacons currently supports lead capture directly from the Link in Bio, automatic welcome emails, audience groups, email automations, and digital products.

STAN STORE

A good fit when you want a straightforward creator storefront + lead magnets + dedicated funnel pages + products.

Stan lets you create a free Collect Emails/Applications product, capture name and email, deliver a file or URL, and on Creator Pro build multi-page Funnels and Email Flows.

BEGINNER RULE

PICK ONE.

Don't build half the funnel in three different platforms unless you have a reason.

PLATFORMS CHANGE — STRATEGY DOESN'T · STEPS VERIFIED OCT 2026

Instagram → Platform → Lead → Email → Offer

Simple wins.

STEPS VERIFIED · OCT 2026

OPTION A: THE BEACONS FUNNEL

INSTAGRAM
↓
BEACONS LINK IN BIO
↓
FREE RESOURCE / LEAD MAGNET
↓
NAME + EMAIL CAPTURED
↓
FREE RESOURCE DELIVERED
↓
EMAIL AUTOMATION
↓
EDUCATION + TRUST
↓
PRODUCT / SERVICE
↓
CUSTOMER

STEP 1 — CREATE THE ENTRY POINT

Open your Beacons Link in Bio page.
Your free resource should be one of the first things visitors see.
Example: FREE BUSY MOM'S CAPSULE WARDROBE GUIDE
Beacons also allows individual Links Block links to be animated, scheduled and tracked for clicks.

STEP 2 — CAPTURE THE LEAD

Beacons can do this directly.
Add a Contact Form to the Link in Bio and customize the information you want to collect.
At minimum: First Name, Email
Then explain exactly what they'll receive.
Beacons' current lead-magnet workflow can add the contact to Beacons and trigger an automatic welcome email containing the free resource.

STEPS VERIFIED · OCT 2026

BEACONS AUTOMATION

STEP 3 — DELIVER THE FREEBIE

Create the automatic welcome/delivery email.

EMAIL #1 — IMMEDIATELY
Subject: Your free guide is here 🎉
Purpose: Deliver what you promised.
Keep this email simple.
Freebie → one useful instruction → welcome them to your world.

STEP 4 — CREATE THE NURTURE

In Beacons Email Marketing, create an automation associated with the lead/free product.
Beacons supports automations triggered by actions such as downloading/purchasing a particular product, allowing different resources to start different email sequences.

DAY 0 — Email #1: Deliver
↓
DAY 1 — Email #2: Teach
↓
DAY 3 — Email #3: Bridge
↓
DAY 4+ — Relevant offer

STEP 5 — CONNECT THE PRODUCT

Your email CTA can now send the subscriber to:
Your Beacons product → service → booking → external checkout
Beacons can also sell $0 and paid digital products directly through its storefront.

STEPS VERIFIED · OCT 2026

OPTION B: THE STAN FUNNEL

INSTAGRAM
↓
STAN LEAD-MAGNET PAGE
↓
NAME + EMAIL
↓
FREE RESOURCE
↓
EMAIL NURTURE
↓
CORE OFFER
↓
OPTIONAL UPSELL
↓
CUSTOMER

STEP 1 — CREATE YOUR LEAD MAGNET

In Stan:
My Store → + Add Product → Collect Emails / Applications
Add: Title, Subtitle, Image, Button text
Name and email are required, and additional fields can be added if genuinely necessary.

STEP 2 — ADD THE FREE RESOURCE

Choose: Upload File or Redirect to URL
Upload your: PDF • checklist • guide • template • resource
Stan's Collect Emails/Applications product is specifically designed to exchange a free resource for contact information.

STEPS VERIFIED · OCT 2026

CREATE A STAN LANDING PAGE

DON'T MAKE PEOPLE SEARCH YOUR STORE.

Send Instagram traffic directly to the free resource.

In Stan:
My Store → Landing Pages → + Add Landing Page
Choose: Collect Emails / Applications
Build the lead magnet and publish it.
Then: Landing Pages → … → Copy URL
That gives you a direct URL you can use from Instagram, Stories, DMs or elsewhere.

YOUR LANDING PAGE SHOULD COMMUNICATE ONLY:

THE PROBLEM
What does your person want?

THE PROMISE
What will this resource help them do?

THE ACTION
NAME + EMAIL → GET THE FREE GUIDE

Avoid stuffing six other offers onto this page.

ONE PAGE. ONE JOB.

STEPS VERIFIED · OCT 2026

STAN EMAIL AUTOMATION

BASIC VERSION

Your free Collect Emails/Applications product can send a customized confirmation email when a file or URL is attached.
Use that to deliver the resource.

AUTOMATED NURTURE — CREATOR PRO

Stan's Email Flows are currently a Creator Pro feature.
Stan lets you control the timing and content of emails within an Email Flow and provides test sends before launch.

BUILD:
EMAIL #1 — DELIVER
Immediately
↓
EMAIL #2 — EDUCATE
1 day later
↓
EMAIL #3 — BRIDGE
2 days later
↓
EMAIL #4 — OFFER
When appropriate

Important: Stan Email Flow emails currently use a username@stanmail.io sender address rather than a custom sender email.

Each email should have one primary job.

STEPS VERIFIED · OCT 2026

STAN'S ACTUAL FUNNEL FEATURE

READY FOR THE NEXT LEVEL?

Once the basic lead funnel works, Creator Pro users can use Stan's dedicated Funnels feature.

ENTRY PAGE
Free Lead Magnet
↓
CORE OFFER
$27 Guide
↓
PURCHASED?
YES → UPSELL $97
NO → DOWNSELL $17

Stan defines the first page as the Entry Page, followed by subsequent offers. Additional pages can branch into upsells and downsells depending on whether someone purchases or skips an offer.

DON'T START HERE.

A beginner does not need:
Freebie → Tripwire → Core Offer → Upsell → Downsell → Upsell #2
before they've generated their first ten leads.

START:

FREEBIE → EMAIL → OFFER

Then add complexity when customer behavior gives you a reason.

STEPS VERIFIED · OCT 2026

THE BOUTIQUE EXAMPLE

LET'S BUILD SARAH'S FUNNEL TWO WAYS

USING BEACONS

Instagram Reel
"3 outfits every busy mom can make with black jeans"
↓
Beacons: FREE Capsule Wardrobe Guide
↓
Contact information captured
↓
Automatic delivery email
↓
Email #2: The closet mistake most women make
↓
Email #3: Here's how to build outfits faster
↓
SHOP THE CAPSULE COLLECTION
↓
Beacons Store
↓
Customer

USING STAN

Instagram Reel
↓
Direct Stan Landing Page
↓
Capsule Wardrobe Guide
↓
Name + Email
↓
Guide delivered
↓
Stan Email Flow
↓
Education
↓
Product Offer
↓
Boutique/product destination
↓
Customer

DIFFERENT SOFTWARE. SAME CUSTOMER JOURNEY.

THE AUTOMATION RECIPE

COPY THIS FOR ALMOST ANY BUSINESS

TRIGGER #1 — Someone requests the free resource
→ Add to audience/contact list → Deliver resource immediately

WAIT 1 DAY, THEN AUTOMATION #2
→ Send educational email → Solve another small problem → Build credibility

WAIT 1–2 DAYS, THEN AUTOMATION #3
→ Connect the free resource to the bigger problem → Introduce the solution

ACTION — Subscriber clicks offer
→ Product/service page

TRIGGER #2 — Customer purchases
→ Stop inappropriate prospect emails → Send customer welcome/fulfillment → Begin post-purchase relationship

LATER
→ Ask for feedback/review → Recommend appropriate next product → Invite repeat purchase

Automation should make the customer experience better—not merely send more emails.

BEFORE YOU TURN IT ON

TEST THE ENTIRE FUNNEL YOURSELF

- ☐ Open Instagram as a visitor
- ☐ Click the bio/DM link
- ☐ Confirm the correct landing page opens
- ☐ Enter a test first name
- ☐ Enter a test email
- ☐ Submit the form
- ☐ Confirm the contact was captured
- ☐ Confirm the free resource arrives
- ☐ Open the resource
- ☐ Check personalization
- ☐ Check every button/link
- ☐ Confirm Email #2 arrives at the correct time
- ☐ Test the product/offer page
- ☐ Test the purchase experience if applicable
- ☐ Test on your phone

DON'T ASSUME. TEST.

The first person through your funnel should be you.

STEPS VERIFIED · OCT 2026

WHAT TO MEASURE

Beginners don't need 47 metrics. Start with:

1. CONTENT VIEWS
Did people see the entry content?
↓
2. LINK CLICKS
Did the CTA create curiosity?
↓
3. OPT-INS
Did visitors want the free resource enough to exchange their email?
↓
4. EMAIL ENGAGEMENT
Are subscribers opening and clicking?
↓
5. SALES
Are leads becoming customers?

Then diagnose the broken step rather than rebuilding everything.

Views but no clicks? → Content/CTA problem.

Clicks but no opt-ins? → Landing-page/freebie problem.

Opt-ins but no engagement? → Email/expectation problem.

Engagement but no sales? → Offer/messaging problem.

FIX THE LEAK. NOT THE ENTIRE FUNNEL.

Beacons Links can track clicks, and Stan's Email Flow analytics include delivered emails, opens, clicks, CTR and CTOR.

YOUR FIRST FUNNEL DOESN'T NEED TO BE FANCY.

It needs to work.

ATTRACT the right person.
CAPTURE their interest.
HELP them solve something.
BUILD trust.
OFFER the logical next step.
FOLLOW UP like a human.

CONTENT → LEAD → TRUST → OFFER → CUSTOMER