

Netflix uses a 2-STEP process that invites potential leads to enter the sales funnel via a FREE 1-month trial offer.



Once the user clicks on the CALL TO ACTION button (CTA) for the free month trial, they're 'funneled down' the funnel to the pricing page where different package information is provided.

Not only that, they are also encouraged to sign up.

Check it out:

PACKAGE INFO:

Choose the plan that's right for you

Downgrade or upgrade at any time

	Basic	Standard	Premium
Monthly price after free month ends on 2/9/17	EUR7.99	EUR9.99	EUR11.99
HD available	x	✓	✓
Ultra HD available	x	x	✓
Screens you can watch on at the same time	1	2	4
Watch on your laptop, TV, phone and tablet	✓	✓	✓
Download videos to your phone or tablet	✓	✓	✓
Unlimited movies and TV shows	✓	✓	✓
Cancel anytime	✓	✓	✓
First month free	✓	✓	✓

HD and Ultra HD availability subject to your Internet service and device capabilities. Not all content available in HD or Ultra HD. See [Terms of Use](#) for more details.

CALL TO ACTION:

Sign up to start your free month

Create your account:

Email Address

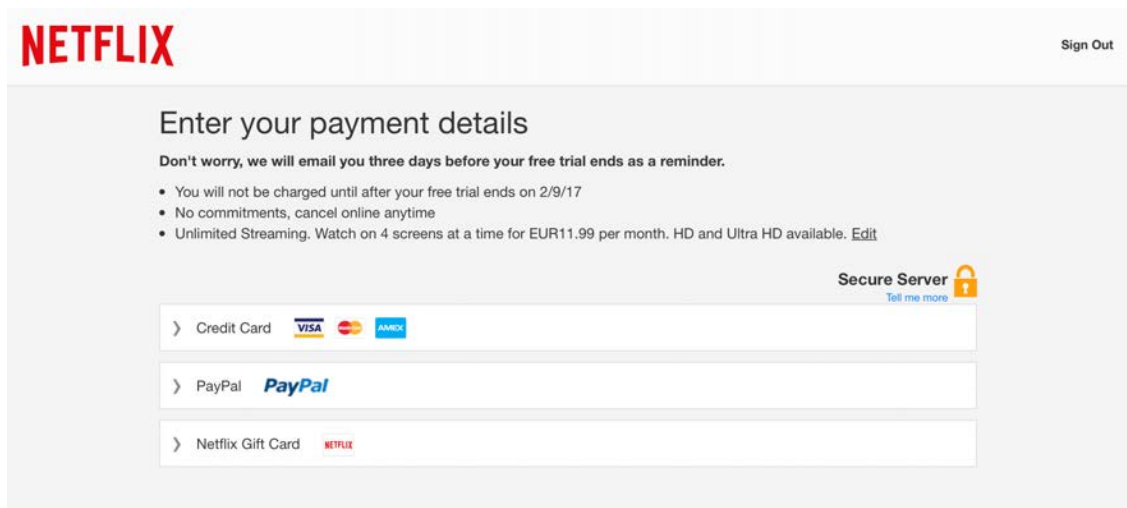
Choose a password (4-50 characters)

Yes, please email me Netflix special offers.

[Register](#)

Just two more steps and you're done!
We hate paperwork too.

After selecting a paid plan, Netflix collects EMAIL ADDRESSES for the one-month trial offer participants so they can FOLLOW UP with those who decide to opt-out of the paid plans.



On the next screen, credit card information is collected. This means that everyone who enters the sales funnel and reaches this point technically becomes a PAYING CUSTOMER.

And guess what? The only way to ‘escape payment’ is to cancel the monthly subscription before the 30 day free trial period ends.

Even then, with the email addresses they’ve collected, they can FOLLOW UP with those who exit the funnel, strategically bringing them back in through re-targeting ads as well as an optimized email sequence.

Why this works:

- Netflix uses ONE single CTA BUTTON on its Opt-in page that's placed front and top right for the user to see.
- Entering the sales funnel through this CTA is basically the ONLY ACTION you can take on the whole page. Any guess work from potential consumers and future customers is taken out because they are only promoted to do 1 thing.
- A means of follow-up communication is established in Step 2 of the funnel. As a result, there's always a way to track AND converse with every single potential customer through email.
- Anyone who makes it through the funnel to claim the FREE one-month trial offer has the potential to be a paying customer (since they are required to pre-select a monthly plan.)

Well, how many of you are using Netflix now?

If you are, you have been 'funneled' ;).