

THE SALES FUNNEL



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Introduction

The purpose of this eBook is to guide you through some of the various ways you can grow your business using online and offline marketing tools. Individually each of the following areas add a little bit but combined they become greater than the sum of their parts and form a funnel helping to create a recurring flow of new customers.

It is designed to reduce cost of acquisition and therefore maximize the number of leads generated within your chosen budget.

The Sales Funnel

The first step is to start picturing your marketing efforts as a sort of funnel, although these days it looks more like a vase. In the top you pour potential customers and your efforts condense them through several stages until they eventually become customers.



Top of Funnel (TOFU)

Pay Per Click (PPC)

PPC or Pay Per Click allows you to place your website (ad) at the top of the Google search results when people search for keywords or phrases that you have chosen. The cost per click varies partly dependent on the value of the product/repeat customer.

Examples

- Greetings Cards £0.79
- Emergency Plumber £11.84

- Personal Injury Lawyer £50.02

UK Pricing 21/11/2021

PPC is a fantastic way of getting visitors to your site, right at the point that they are looking for your service.

Google search results for "plumber in macclesfield":

- Plumber In Macclesfield - Quick & Reliable - 365 Days**
No Call Out Fee, Fast & Reliable. Fix Your **Plumbing** Problem Today. Fully Accredited and TrustMark Approved, All Our Work Comes With a 12 Month Guarantee. TrustMark Approved.
★★★★★ Rating for rightio.co.uk: 4.8 - 1,260 reviews
- Fully Qualified Plumbers**
For all your plumbing needs call us today for a fast response
- Gas Safe & Corgi Plumbers**
Better Gas Safe than sorry, call the gas heating experts
- New Boiler & Fast Install**
New A* rated boiler, low monthly cost with our 10 year guarantee

With PPC you control your spend by setting a daily budget, this allows you to know what you will spend and when, and more importantly adjust the campaigns quickly and easily.

Need more leads? Turn it up. Booked up? Turn it off, or down.

SEO

Organic listings in the Search Engine Results Pages (SERPs) are the holy grail of online marketing, if you can achieve top listings for your keywords and key phrases you are likely to receive a good volume of high-quality leads. The techniques used to gain organic listings are known as search engine optimization (SEO).

This can often be broken down into two types of action.

Onsite

This is the act of making changes to the site to bring it in line with the search engines' current best practice (these change frequently) and includes things like making the site load faster, more accessible to people with disabilities, and perform better on mobile devices.

Showing 44 of 44 Rows

TEST	TYPE	FAILURES	CHANGE
Duplicate Meta Descriptions	ERROR	22	—
Duplicate Titles	ERROR	20	—
Duplicate Content	ERROR	20	—
Missing Alt Attributes	WARNING	1,685	—
NoFollow Attributes in External Links	WARNING	88	—
Missing Canonical Tag	WARNING	22	—
Long Title	WARNING	22	—
Multiple H1 Tags	WARNING	22	—

Offsite

Here the aim is to direct traffic to your site, this includes by creating links to your site from other websites. Sites with more high-quality websites linking to them, will in return rank higher in the search engines.

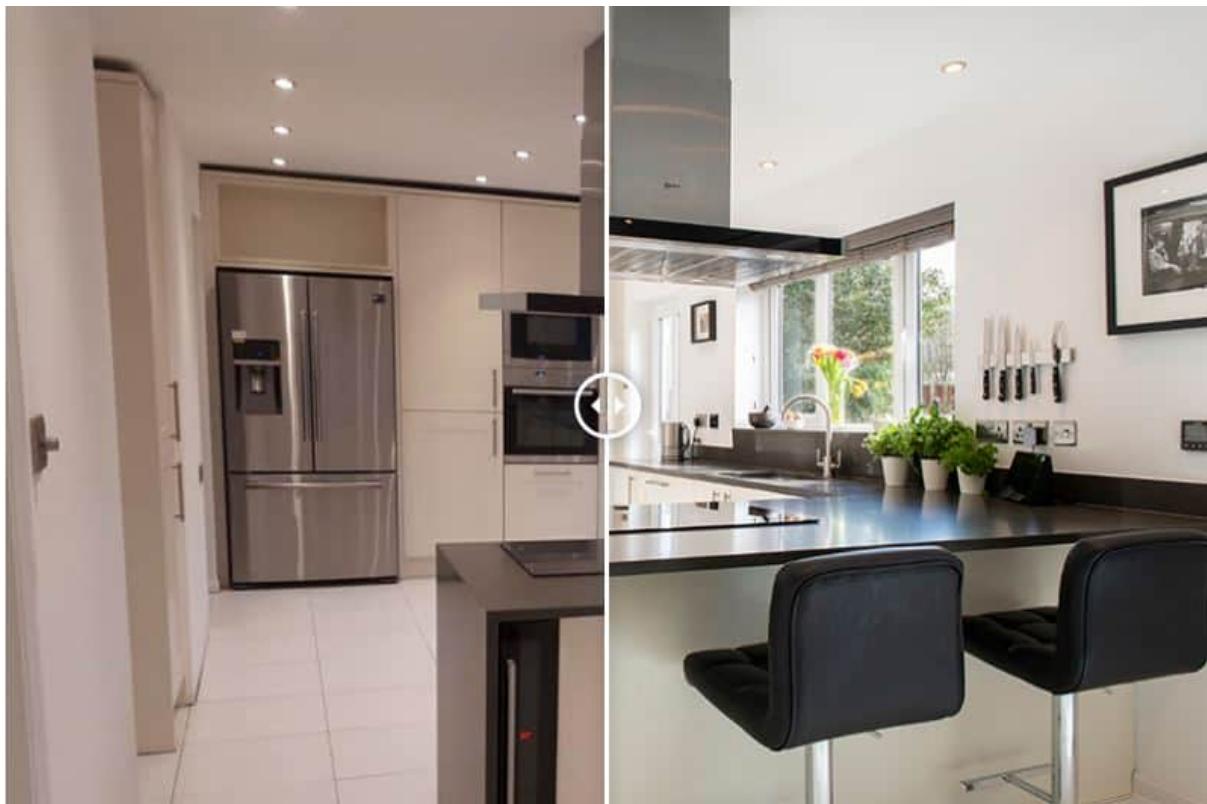
Content Marketing

Content marketing is the practice of creating relevant and compelling content in a consistent fashion to target potential buyers, focusing on all stages of the buying process, from brand awareness through to brand evangelism.

This can include, blog posts, case studies, press releases and a whole host of content designed to be keyword rich to attract the search engines, but also human friendly to engage with the visitors and encourage conversion.

Photos

The use of photographs on your site, social and email can make or break a marketing campaign, stock images can be ok, take the time and effort to take your own photos is better, but professional photos will make you content stand out from the crowd.



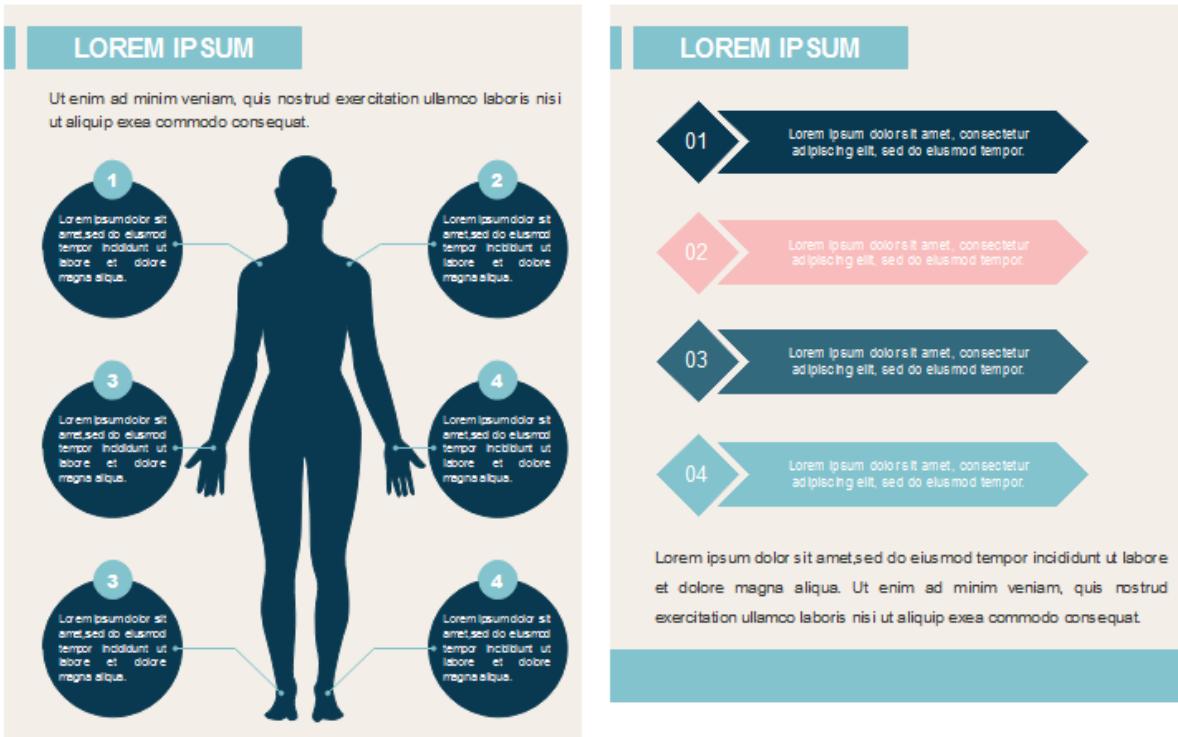
Video

With high quality phone cameras, affordable steady-cams and the ease of use of drones there really is no excuse not to use video on your website anymore.

66% of people prefer to watch a short video to learn about a product or service.

Graphics

Infographics allow you to convey a lot of complicated ideas in a simple easy to understand manner, by creating bespoke graphics for your website etc., you can make it easier for your customers to access information and as a result increase your conversion rates.



Email Marketing

Email is a fantastic tool for marketing a business but there is a fine line between what's of value and what is spam. Using email effectively can generate leads/customers with minimal cost.

Newsletter

Creating a mailing list and sending regular newsletters allows you to go to your potential customer, rather than waiting for them to come to you.

You can create a template, breaking your newsletter into sections to make it easier to plan for and write.

For Example

Latest News

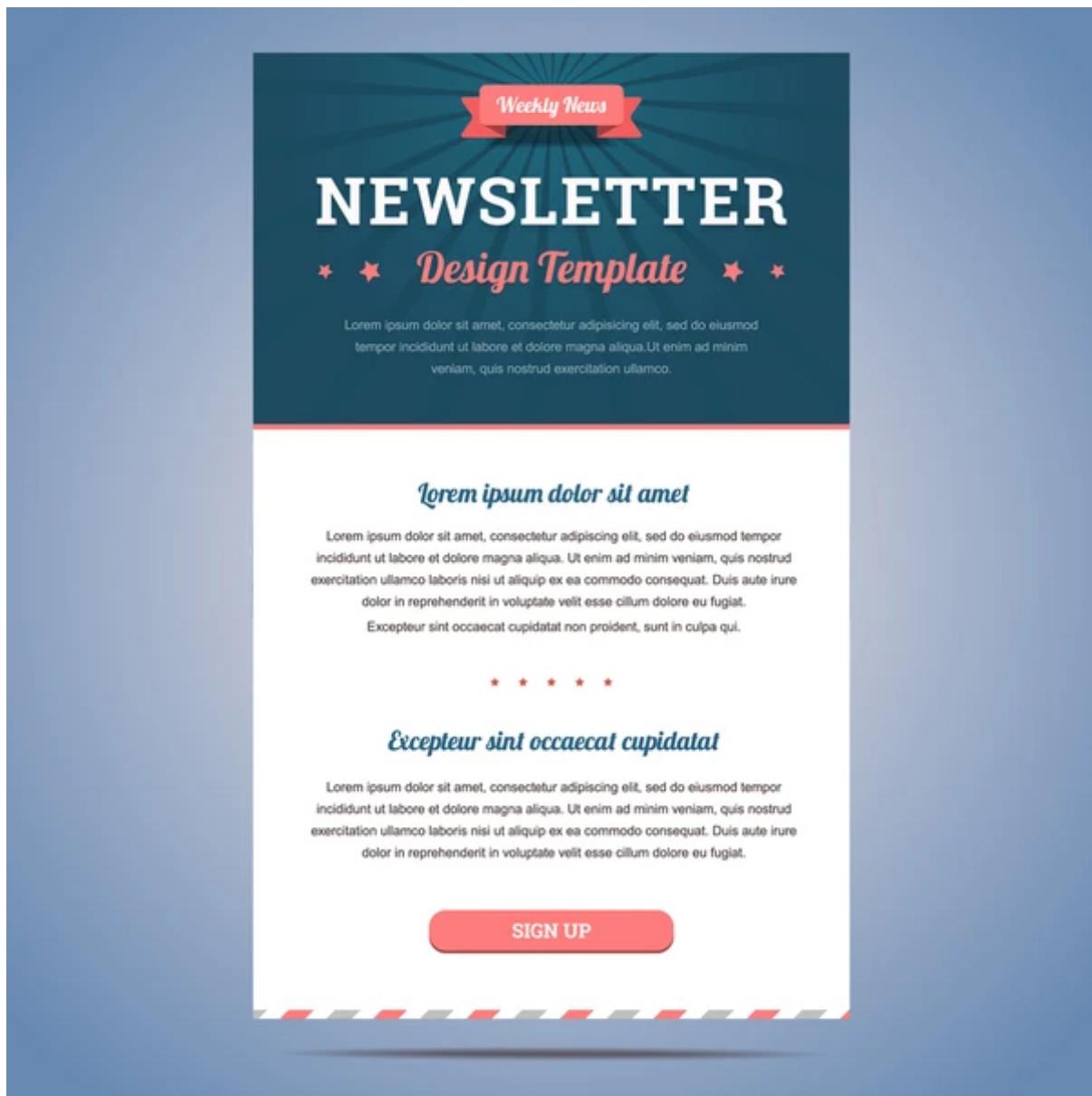
Keep your readers interested in your products and services.

Case Study

Show them what you have done for a client.

Offer of the month

Entice them into placing an order



Auto-responder

Similar to a newsletter an auto-responder can be used to send automated emails to your customers or potential customers on a set schedule. One such example might be when a client fills in an online quote form it triggers a series of emails at set intervals offering more information or incentives.

Social Media

Like a newsletter social media helps a business stay relevant by appearing in the feeds of its customers on a regular basis, this should not be seen as a sales pitch, rather a means of staying in the customers mind in a lighthearted way.

This can be achieved in multiple ways.

#Hashtag Days

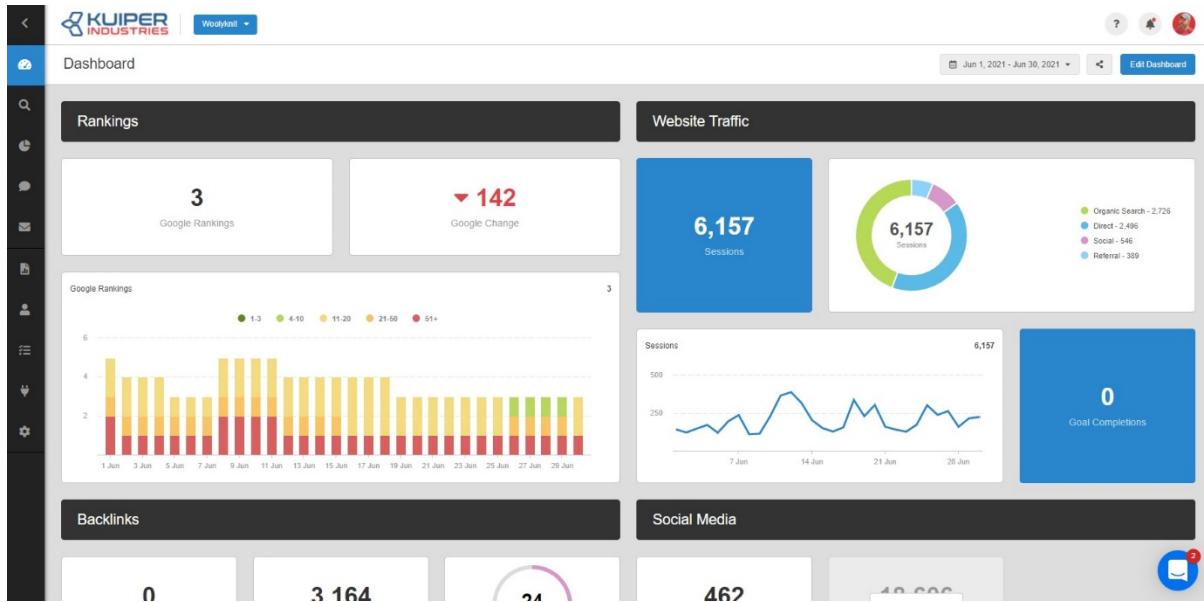
Local Hours

For example, #OldhamHour on a Monday evening is an opportunity for local businesses to network with each other, other hours center around themes such as #Gardeninghour.

Analytics

All of the above creates an overwhelming amount of data, but if you can filter through the noise, analyzing this data can allow you to make informed choices regarding where you put your efforts.

Some tools (such as ours) will allow you to take the headline figures from the various platforms and create an online dashboard and reports that allow you to find the information you need with ease.



Middle of Funnel (MOFU)

Website

At the center of any marketing activity both online and offline is your website. While some may say you do not need a website, it can serve to bolster the confidence in potential customers and help convert them into leads and customers.

81% of people research a business or service on the internet prior to making a purchase decision.

With your website we need to address two areas, the first is converting visitors into leads, the second is generating new visitors by way of Search Engine Optimization, this we will return to later.

Converting visitors into leads can further be broken down into two distinct areas.

Primary Goal

This is the thing we really want people to do when they come to your site, make a phone call, fill in a form, that sort of thing.

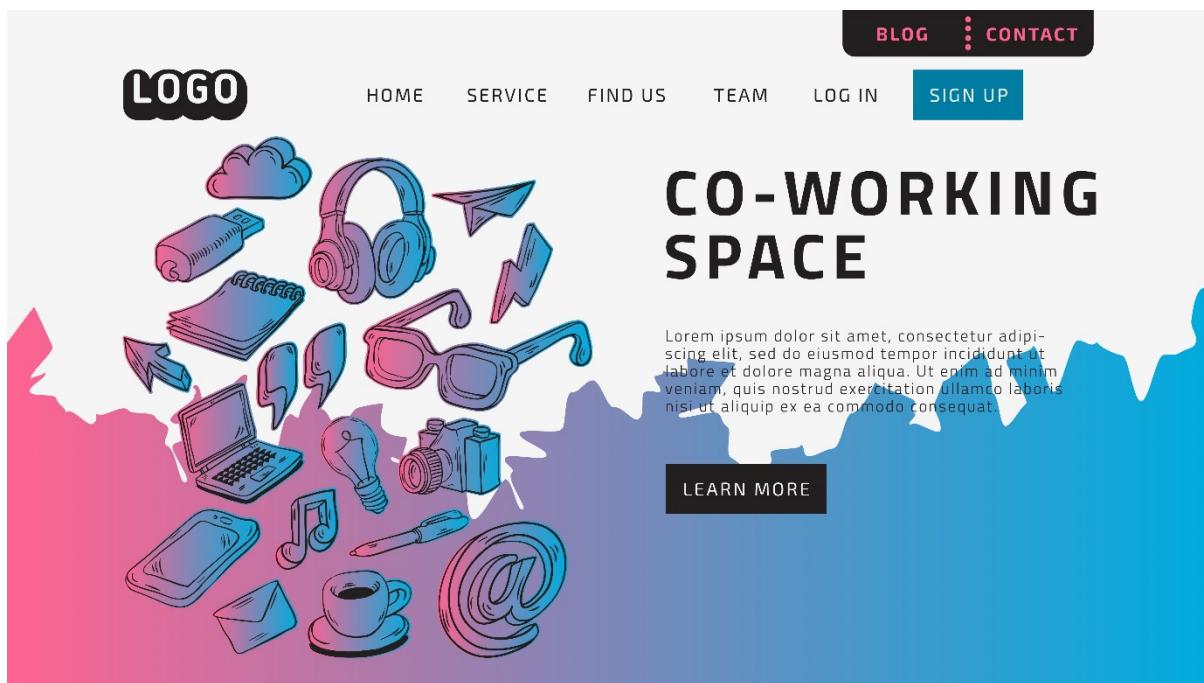
The following can help improve the conversion rate of your primary goals.

Contact Details

Making the contact details more accessible, including them in the header and footer, ensuring that they are “clickable” will increase the likelihood of a visitor contacting you.

Call(s) to action

A call to action is a clear instruction for your visitor on how to proceed, ensuring each page includes targeted calls to action will help you improve your conversion rate.



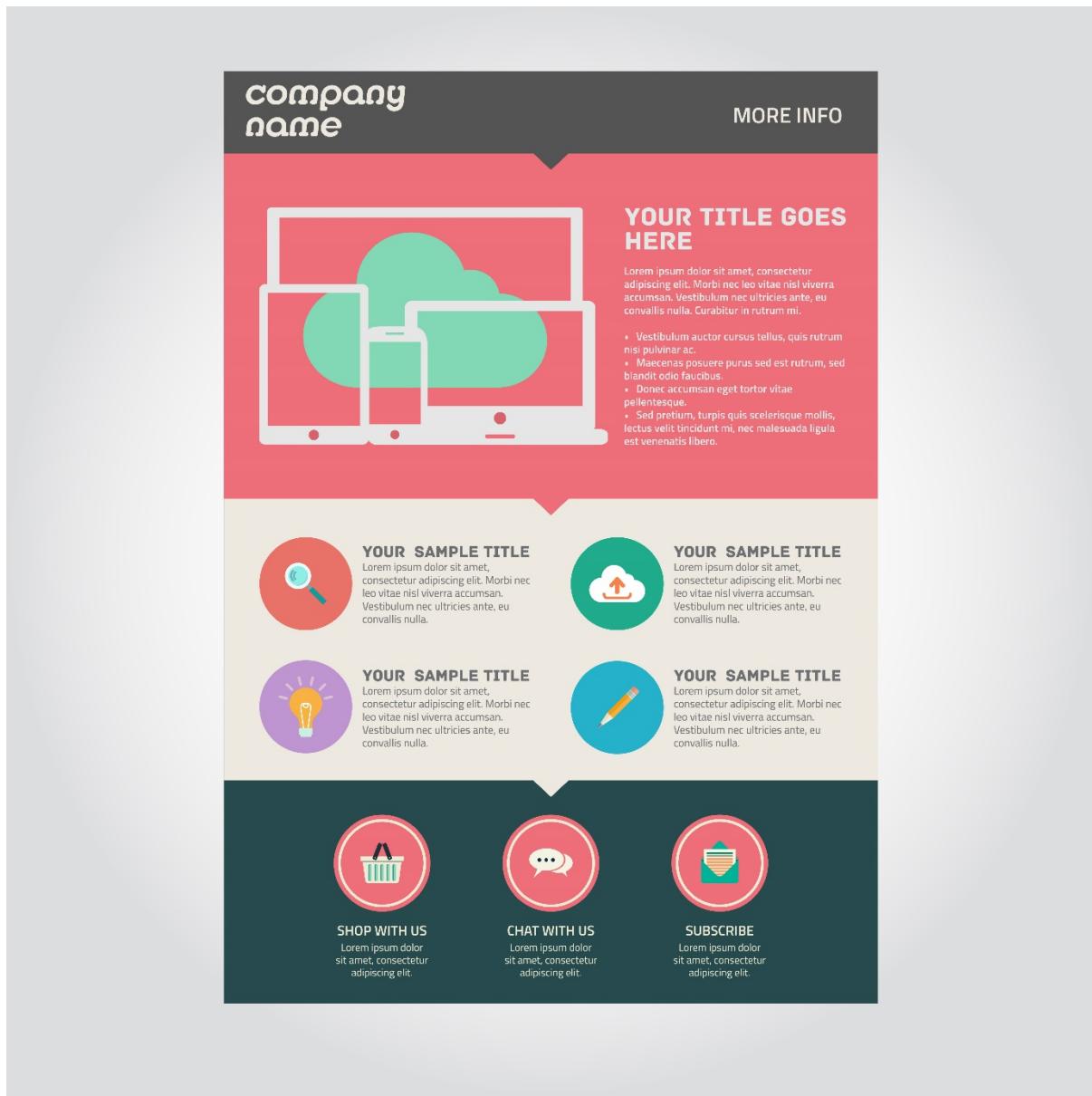
Having a CTA on your landing page increases conversion rates by 80 percent.

Landing Pages

Creating targeted pages for specific products and services (also known as squeeze pages) can help improve your conversation rates by reducing choice paralysis.

Choice or decision paralysis occurs when we have to select from options that are difficult to compare. Simply stated, decision paralysis can be described as having such a tough time choosing between action A or B that we pick action C or do nothing at all.

For example



Secondary Goals

The secondary goal is what you consider the next best thing to happen if a visitor does not complete one of your primary goals on day one. Ideal secondary goals will give you another, if not multiple other opportunities to convert the visitor into a customer.

Social Follow

Making it easy for visitors to follow you on social media is a good way of creating another opportunity to be seen. If you do this it's important that you actively use your social media because a dormant account is likely to put potential customers off.

Newsletter Signup

Like a social follow a newsletter signup allows you further opportunities to get in front of your potential customers, unlike social media however, email lists allow you to segment your customers into sub lists and target groups of customers with specific offers that they might be interested in. By monitoring your subscriber's activity, i.e. what offers in your newsletter they engage with or click on, you can further target your news to exactly what they are looking for.

Lead Magnet

A lead magnet is a tool used to encourage newsletter signups, this is often in the form of a report/guide/eBook or similar, that would appeal to your potential clients



Bottom of Funnel (BOFU)

Repeat Customers & Advocates

Acquiring a new customer can cost five times more than retaining an existing customer. Increasing customer retention by 5% can increase profits from 25-95%. The success rate of selling to a customer you already have is 60-70%, while the success rate of selling to a new customer is 5-20%.

Reminders

Using automated tools (text/email) to remind your customers of their needs before they start to look for a product or service, hair salons, garages and dentists often use these tools to help bring customers back.

Recommend a Friend

Turning your existing customers into advocates is a fantastic way of generating new leads. This is traditionally known as referral marketing; however modern tools can help bring it into the 21st century.

Reviews

Customer reviews not only allow your customers to do the selling for you, but it's also a great way of generating content. Reviews and snippets of reviews can not only be used on your website but work for social media and other platforms too.

Social Sharing

Getting your visitors and customers to share your content allows you to reach a wider audience, adding social sharing tools makes this easier, but the key here is to create content that people will value and want to share.

Customer Photos

Just like reviews customers can be encouraged to provide photos of the products and services they use, these genuine photos can often be more convincing to a potential purchaser than staged professional photos.

Marketing Merch

There is always something more tangible in the relationship when you leave something with a prospect, so whether that's a business card or binder, consider the value in how physical marketing material can take your client supplier relationship to the next level.

Business cards, flyers etc

At very least when you meet your potential client for the first time you should leave them with something. It could be a business card with your contact details, or a whole pack of marketing material, either way its directing people back to you, and leaving a physical reminder.

Examples include

- Business Card
- "Sorry we missed you" card
- Leaflet
- Folder
- Brochure
- Catalogue

Mugs, Pens Etc

Business cards and flyers are helpful but often will end up in the bin in a relatively short length of time. Upgrading your marketing material for something more permanent will help the items stick around the shop or office for longer.

89% of consumers can remember the name of an advertiser on a promotional item they received in the past 24 months.

Examples include

- Pens
- Mugs
- Calendars & Desk Planners

Stickers & Magnets

Popular with service industries and trades people, stickers and magnets are a good way of increasing the chances of repeat business. Having your contact details on the item (printer, lawnmower etc) or stuck to the fridge allows easy access to your contact details as and when they are needed.

Clothing

Branded clothing for you and your colleagues can help by not only showing your brand off with existing clients but can also be a source of new leads. Just think about how many people will see you or your staff as you go about your business.

Vehicle Branding

As above just on a bigger scale, travelling to and from work and clients or parked by the side of the road your vehicle will act as a mobile advertising board seen by 100's if not 1000's per day.

Something a bit different?

Every business is unique, and so are your marketing opportunities, whether it's on a packet of mints given out at a trade fair or emblazoned on the backs of the local children's football team, the more places you can get your brand the more people will see it and as a result the more leads you can potentially receive.

Putting it all together

And so, will all that in mind we return to our funnel. Your marketing activity creates a flow of visitors or potential customers in the top from a wide range of different sources, and then the activity that takes place either on, or following a visit to the website (social media, email etc.) ensures that some of those visitors return to become customers at a later date.

Some of those customers will then go out and actively create new potential customers who start the journey all over again.

