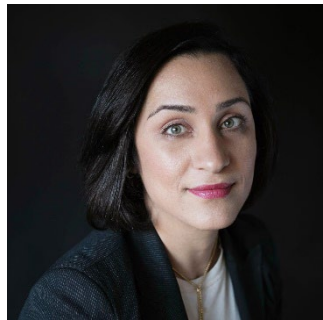


● **How to grow your  
online sales & Leads  
using sales funnels**





by

**MARYAM GOLABGIR**

**I have** 18 years of digital marketing expertise in Telecommunication, E-Commerce, IPTV, A.I. Development, Broadband, renewable energy and Financial industries. After spending ten years leading marketing teams for various fortune 500 companies, I decided to start Digital Marketing Experts. This marketing agency caters to small to medium size businesses in the Greater Toronto area. As a female entrepreneur, I have gained a unique perspective on the lives of female business owners. I understand the struggle and have learned how to design, execute and measure marketing strategies and customized campaigns for each business.

I believe it is essential to create a sustainable digital marketing strategy which will require a sharp vision and many metrics to accompany digital plans. Our digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing. For more information about our business, you can visit [www.digitalmarketingexperts.ca](http://www.digitalmarketingexperts.ca) or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>



# Every business relies on a steady stream of leads to grow.

# **What is a sales funnel?**

**A sales funnel describes the steps someone takes to become your customer. The sales funnel applies whether you have a brick-and-mortar store or sell online.**

## **Top of the sales funnel:**

The marketing strategies that attract prospects to your business are at the top of the sales funnel. For example, your physical storefront advertising or your website's landing page are at the top of the sales funnel.

## **Middle of the sales funnel:**

The middle of the funnel involves all elements of your sales cycle before the sale. For example, people trying on clothing in your store or website visitors reading about your products' benefits are in the middle of the sales funnel.

## **Bottom of the sales funnel:**

The bottom of the funnel is the final purchase. For example, when customers pay for products at checkout or when website customers enter their credit card information to complete

**What are the 4 stages of the sales funnel?**

## Awareness

The first sales funnel stage is when someone becomes aware of your product or service. Awareness may arise when someone encounters your advertising, learns about your brand on social media or hears feedback from friends or family via word-of-mouth advertising.

## Interest

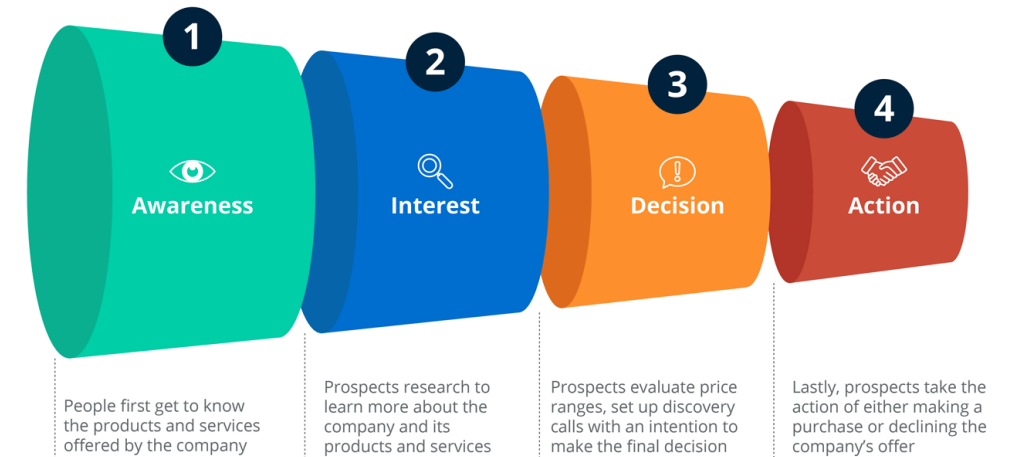
The second stage of the sales funnel is interest. The prospect now knows about your company, brand and products or services. It's crucial to utilize a content strategy by publishing excellent content that informs and educates the prospect but doesn't overtly sell to them.

## Decision

Decision is the third sales funnel stage. The customer is ready to buy and may consider several options before purchasing. They'll compare pricing, packages and other factors to find the best option. At this stage, you should make your best offer.

## Action

Action is the final sales funnel stage. The prospect becomes a customer by purchasing your product or service. If the customer makes a purchase, they are part of your company's ecosystem. Although the sale is complete, the process never ends.

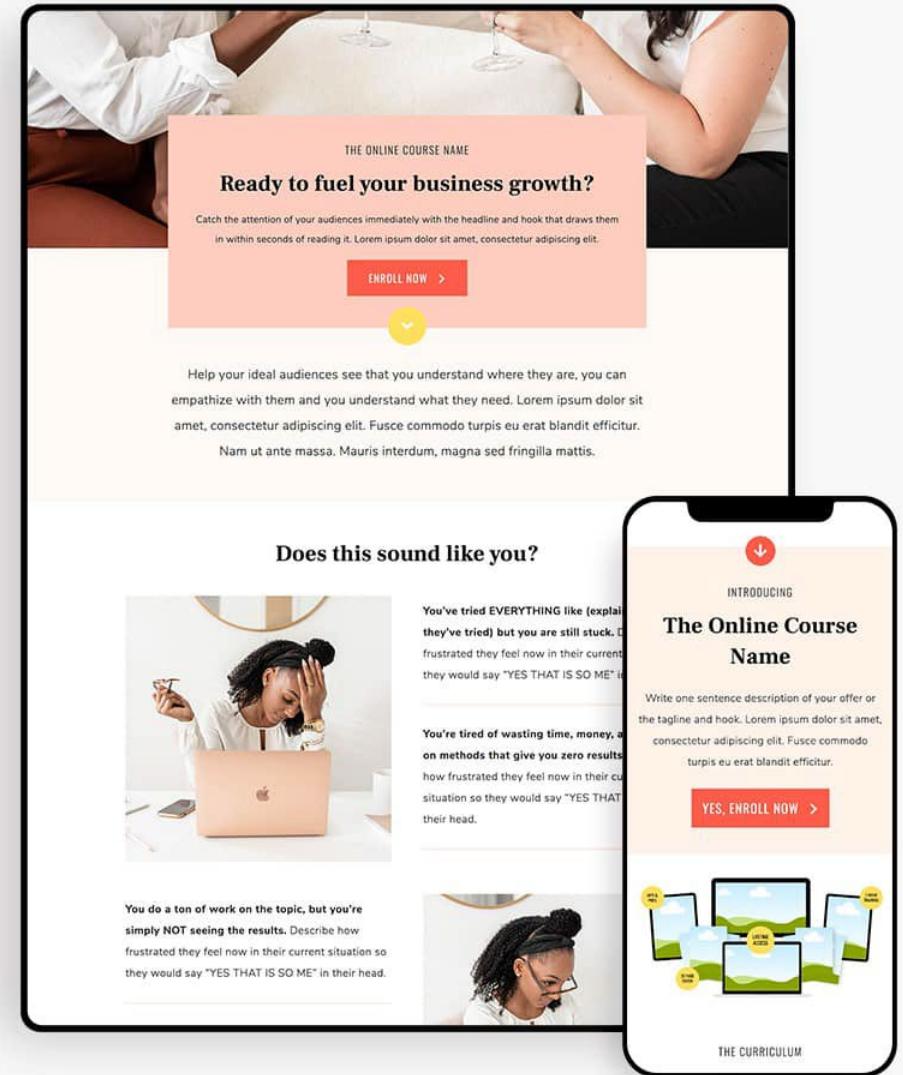


**How do you build a sales funnel?**

# 1. Create a landing page.

The landing page is often the first opportunity for a prospect to learn about your business and its products and services. Users will arrive at your landing page in various ways. For example, they might click an ad or link on a social media page, download an e-book or sign up for a webinar.

Your landing page should clearly describe your company and the unique benefits of your product or service. The landing page might be your only opportunity to impress prospects, so the copy should be strong and compelling. It should also include a lead capture form so you can gather prospects' information and communicate your value to them.





## 2. Offer something valuable.

For a prospect to provide their email address, you must give them something in return. For example, you might offer a free e-book or whitepaper with valuable and informative content.

## 3. Nurture the prospect.

Now that the prospect has shown enough interest to provide their email address, it's time to nurture your lead with content that educates them about your offering. You'll want to stay in touch with them regularly (once or twice a week) — but not so frequently that they get bored or turned off by all the content. Ensure the content addresses their key needs and overcomes any potential objections.

## 4. Close the deal.

Make your best offer — one that is difficult for the prospect to ignore or turn down — to close the deal. For example, you could provide a product demonstration, free trial or special discount code.

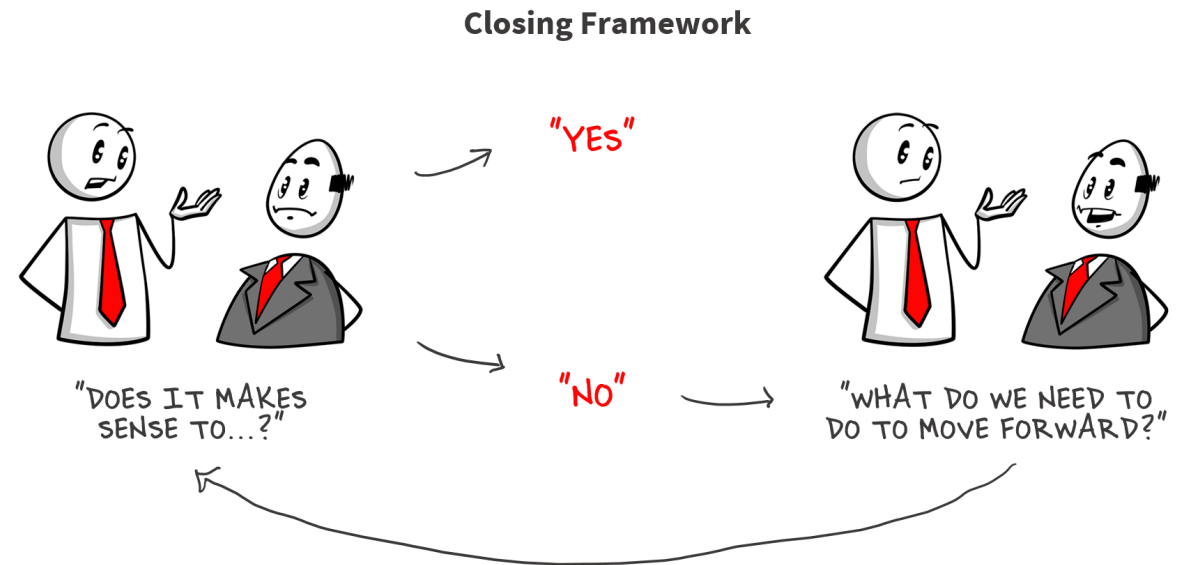


## 5. Keep the process going.

At this point in the sales funnel, the prospect has either become a customer or decided not to purchase. In either case, you should continue the communication and relationship-building process.

**If the prospect becomes a customer:** If the prospect becomes a customer, build the relationship by educating them about your products or services, engaging them regularly to build loyalty and offering them excellent service to retain them as valued customers.

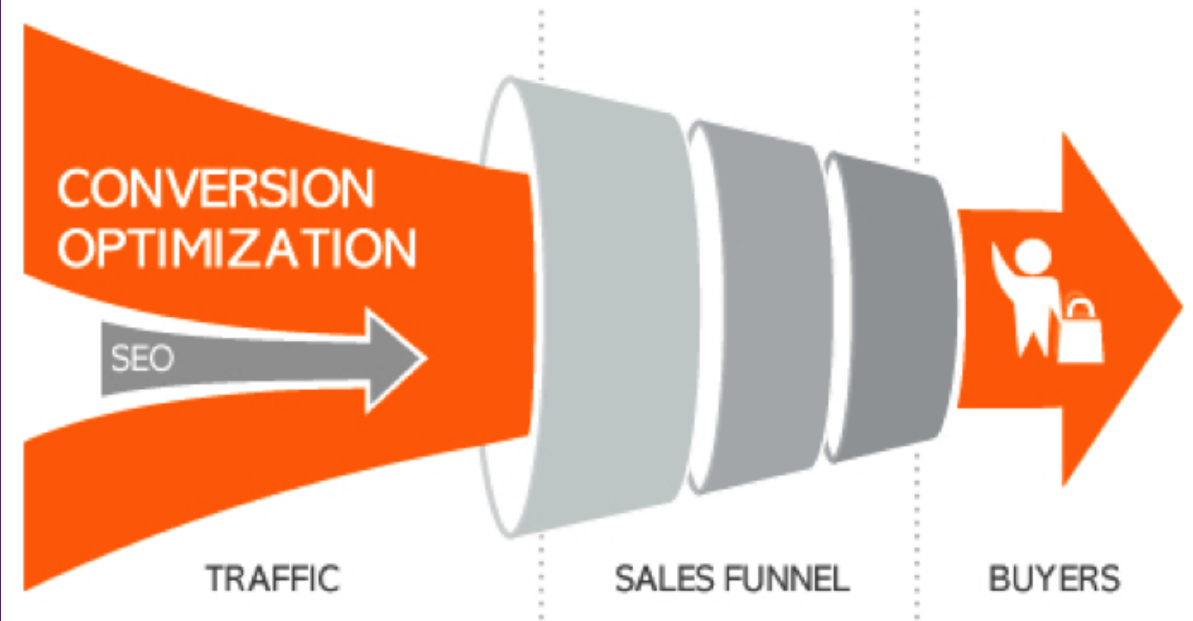
**If the prospect does not make a purchase:** If the prospect does not make a purchase, stay in touch via regular emails. Continue to work on converting them into customers by using different email marketing campaigns to nurture them.



## 6. Optimize your sales funnel.

Even though you've created a sales funnel, your work is never done. You should continually look for ways to improve and optimize your sales funnel and determine where you're losing prospects. Focus on the areas where prospects move from one stage of the sales funnel to the next:

- Evaluate the top of the funnel: Evaluate each content piece. Are you capturing enough prospects with your initial content?
- Evaluate your landing page: Your offer and CTA should mirror the content, such as a blog post or Facebook ad, that brought the prospect to your landing page.
- Test every offer in the action stage of your sales funnel: Compare the results of different offers, such as free shipping vs. discounts.
- Track your customer retention rates: Determine how often customers return to purchase your products or services.



# How to Build an Effective Lead Generation Funnel


# STEP 1: IDENTIFY YOUR TARGET AUDIENCE

Start by defining who your ideal customers are. Use market research, customer data, and buyer personas to understand their needs, preferences, and behaviours.

Finding the right target audience is essential as it will help you:

- ✓ Empathize with your customer.
- ✓ Identify their needs—current and future.
- ✓ Understand how they make their purchase decisions.

Defining your buyer persona will help you create content that's relevant to them. Most importantly, it will give you insight into building the most effective lead-generation funnel for your particular target audience. The result is that the quality of leads you generate, converts into more qualified leads.



## Sarah

*A bride in her mid to late twenties, located in the Southern United States. She's having a winter wedding and has five bridesmaids and groomsmen in her wedding party.*

<b>Goals</b>	<i>To find bouquets, decorative flower arrangements, and boutonnieres for her wedding.</i>
<b>Challenges</b>	<i>She doesn't know where to start with finding the right winter flowers in her color scheme and within her budget. She also has very little time to spend on flower selection.</i>
<b>Purchase Behavior</b>	<i>She's purchased a floral arrangement for Mother's Day within the last few years and signed up for myemail list.</i>
<b>Interests &amp; Hobbies</b>	<i>Skiing, hiking, and other outdoor activities. She spends the majority of her time online reading the news and posting photos on Instagram.</i>
<b>Benefits of my product</b>	<i>Since we offer all-in-one services, we take all the pressure off of Sarah and make the arrangement process easy. We also offer packages to meet a wide variety of budgets.</i>

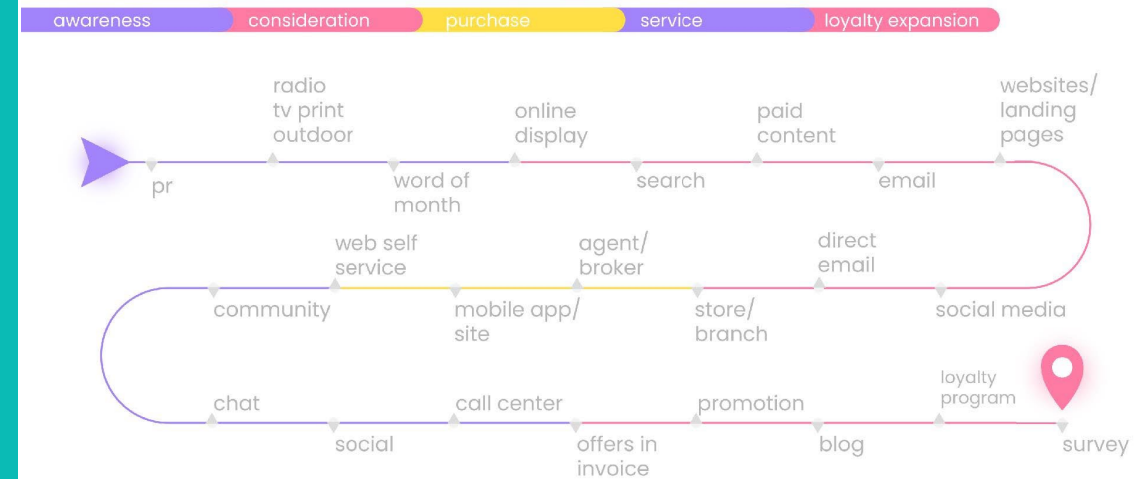
## STEP 2: CREATE A CUSTOMER JOURNEY MAP

A customer journey map is a visual representation that outlines the path a customer takes from their first interaction with a brand or product through various stages until a purchase is made.

Mapping out the exact steps and touchpoints involved in leading people along this journey is crucial in any lead generation strategy, as it helps you:

- Effectively nurture leads.
- Measure lead quality and conversions.
- Uncover new lead generation channels.
- Discover and eliminate friction points in your lead generation funnel.

## CUSTOMER JOURNEY MAP



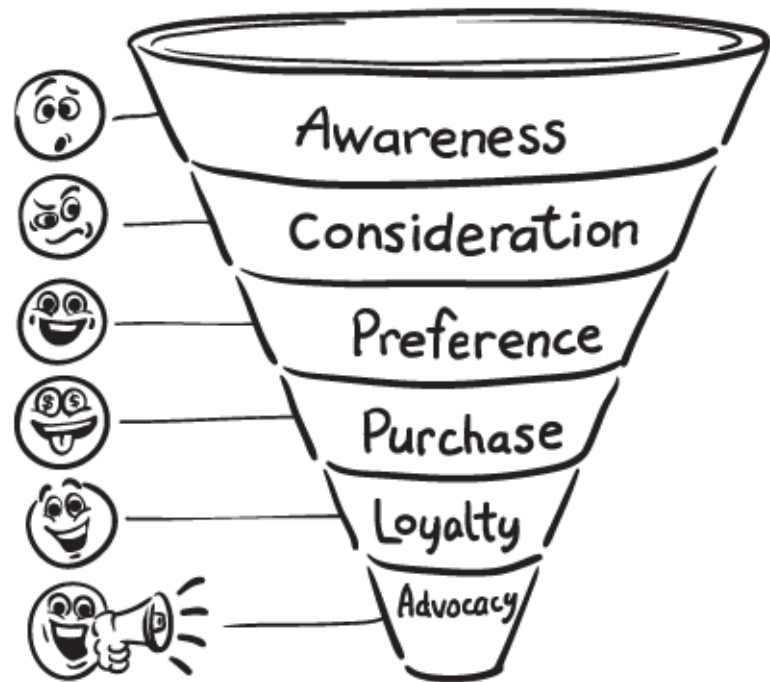
## STEP 3: CREATE CONTENT THAT CONVERTS

Once you've defined your buyer persona and mapped your customer journey, your next step is to drive brand awareness. You can use several methods, but we will focus on the most effective ones.

This kind of content will help you attract, nurture, and convert your leads. Types of content you can use include, among others:

- ✓ Blog posts
- ✓ e-Books
- ✓ infographics
- ✓ Videos
- ✓ Podcasts
- ✓ Social media posts
- ✓ Webinars
- ✓ Case studies



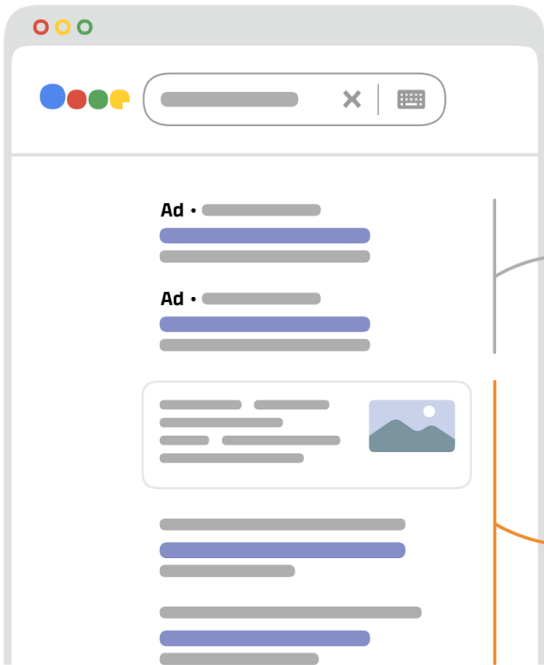


## STEP 4: DRIVE TRAFFIC TO YOUR SALES FUNNEL

Now that the more foundational parts of your lead generation funnel are in place, it's time to drive traffic to it.

Inbound and outbound methods are two main ways to drive traffic to your sales funnel.





### **Paid results**

Businesses pay Google to be here.

### **Organic results**

Nobody can pay Google to be here.

# Inbound Lead Generation

Inbound lead generation involves creating digital assets that attract visitors to your website.

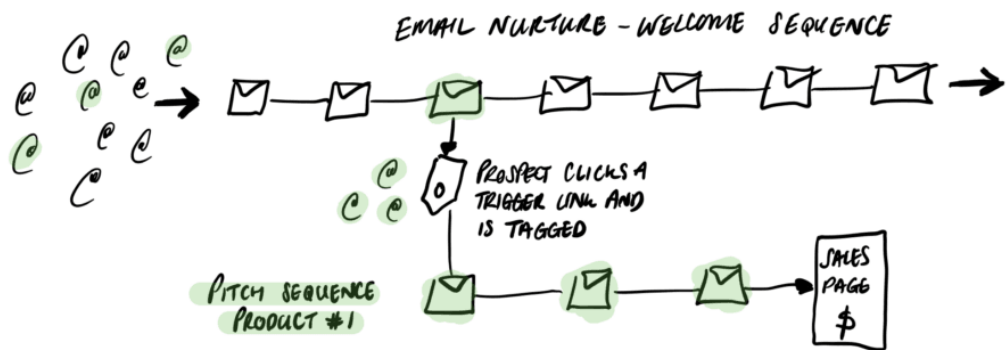
## Organic search

Organic search refers to people searching for and finding your product online. The most important include:

- Using keywords in your content
- Incorporating search/user intent in your content
- Building backlinks to your blog posts
- Creating a positive user experience (UX) on your website

## Use paid advertising (PPC) to attract potential customers

Another way of driving leads to your sales funnel is by paying to advertise your content to your target audience. You can promote your content on search engines (Google Ads, Bing Ads, etc.), social media (Facebook Ads, LinkedIn Ads, etc.), or other websites.



## Social media for lead generation

Social media has become a powerful platform that both B2B and B2C brands use to generate leads.

When used well, social media has the potential to help you go viral. But that can only happen if you create posts that resonate with your target audience.

## Leverage email marketing

Another essential part of your marketing strategy is to set up an email marketing system to nurture your leads over time. Create a series of automated email sequences to provide valuable content, build trust, and gently push leads toward making a purchase.

# Outbound Lead Generation

## 📣 Social media outreach

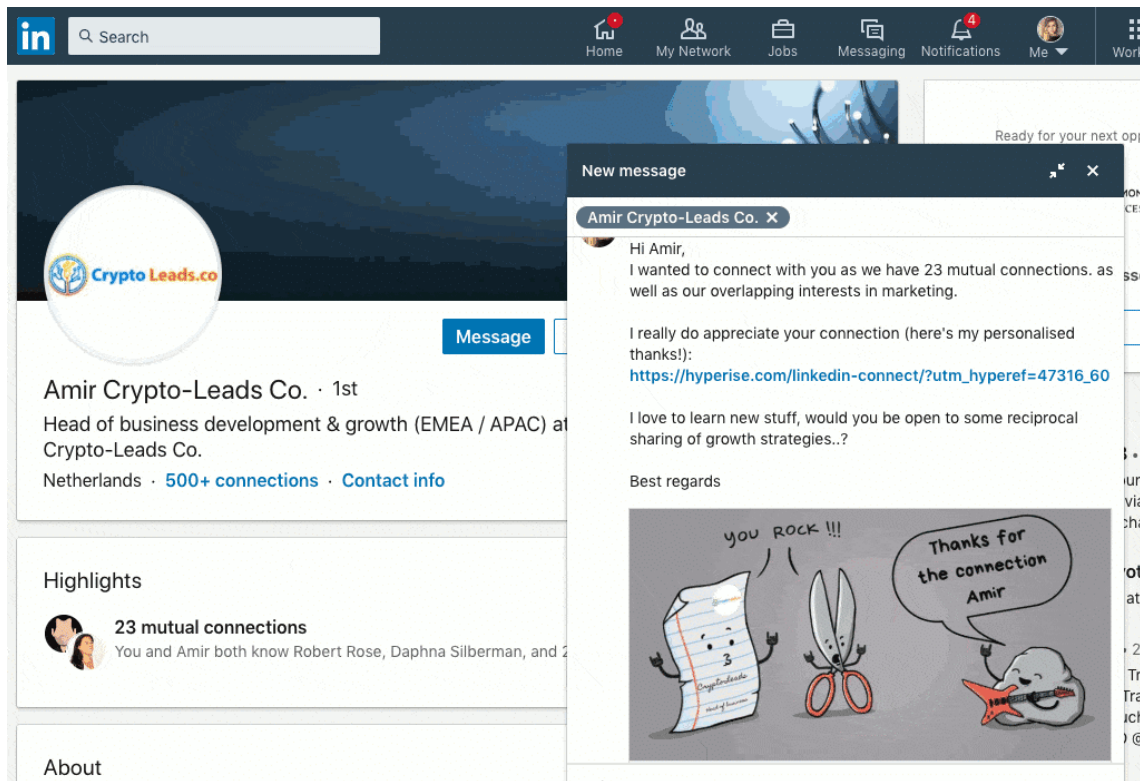
Besides posting and promoting social media content, you can generate leads by contacting your prospects directly. This process involves sending them direct messages (DMs) on their favourite social media platforms.

Some pro tips on getting social media outreach right:

➔ **Initiate the relationship publicly:** This means interacting and engaging with your prospects' posts so they become familiar with you.

➔ **Give before asking:** Don't make the mistake of demanding something from your prospect in the initial message. Instead, offer them something of value first.

➔ **Personalization is crucial:** Another mistake many make when sending DMs is to send generic, cookie-cutter messages..





## STEP 5: BUILD A DATABASE

You're likely generating a substantial number of leads at this point in your lead generation funnel. Let's quickly review how this happens:

- You create an irresistible offer or lead magnet for your target audience.
- You promote this lead magnet through both organic and paid channels.
- Your target audience signs up and provides their email addresses.
- But the key question is: what should you do with these collected email addresses?


A CRM doesn't just store your contacts; it enhances your lead management by:


- ❖ Segmenting your list for targeted communication.
- ❖ Centralizing the management of your sales pipeline.
- ❖ Also, a CRM plays a pivotal role in boosting your chances of converting leads into customers.


## STEP 6: CONVERSION RATE OPTIMIZATION


Even if your lead generation funnel is performing well, there's room for improvement through conversion rate optimization (CRO).

Here are some CRO tips:

 Leverage data: Analyze your funnel and use data to identify drop-off points.

 Identify and resolve obstacles: Discover why people leave your funnel and find ways to enhance the user experience (UX) at those points.

 Segment effectively: Create personalized customer journeys for different segments, and regularly review your segmentation strategy based on demographics and psychographics.

 Always test: Continuously test elements of your funnel, from design to copy, to improve conversion rates.



**Use social media to drive  
awareness**



ANY QUESTIONS?