

DIGITAL MARKETING STRATEGY

# PROFITABLE SALES FUNNEL

*mastery*



*Hey there!*

*I'm so happy to have you in this class.*

*The stuff we're going to talk about in this class can feel overwhelming and complex even for experienced marketers.*

*My aim is to reduce some of that for you with this guide. You will find some key terms on the next page that will help to clarify a few of the things you might hear me talk about in my lessons.*

*You will also find some helpful resources that will help to expand your learning beyond what you learn within this class and access to the templates you will see me using throughout the lessons.*

*If you find that something is missing or you have a resource that you think others would find helpful, please let me know in the discussions section.*

*Thanks for being here and happy learning!*

*- Maggie Stara*

*Please note: this class guide contains affiliate links that allow you to find the items mentioned in my lessons and support the creator (me) at no extra cost to you.*

*These links allow me to give you (my amazing students) free trials of some paid tools but you are in no way obligated to use these links to purchase any tools.*

*Lastly, I only promote products I truly believe in and use myself, and I thank you in advance for your support!*



## Key terms

**Sales or Marketing Funnel** - This term represents the journey that someone takes towards becoming your customer. They start out not knowing anything about your business, through to considering whether it's right for them, to hopefully purchasing from you again and again.

**Top of Funnel** - The top of your marketing funnel is all about increasing the visibility of your business and making a targeted audience aware of the fact that your company exists.

**Middle of Funnel** - The middle of the funnel is when you build enough trust that people start showing an interest in what you do and what you have to offer.

**Bottom of Funnel** - The bottom of the funnel is when you present your product in a compelling way that inspires your audience to take action.

**Copywriting** - writing text for the purpose of advertising or other forms of marketing. Basically - copywriters write words that sell.

**Landing page** - single web page that someone lands on after seeing a paid or organic promotion that is designed to collect their information usually in exchange for a free offer.

**Sales page** - sales page is a type of landing page but its purpose is to present a paid offer and get someone to become a customer.

**Traffic** - visitors to your website

**Price anchoring** - establishing a price point which customers can refer to when making decisions. For example saying that something has the value of \$1000 (price anchor) but today's discounted price is only \$97 (sale price) makes us believe that we're getting a better deal than if that \$1000 price anchor wasn't there.

**Value proposition** - it's a promise of the value and set of guiding principles that a company or an individual will be delivering to the customer. Essentially it should allow a customer to decide whether or not a particular brand matches with what they're looking for.

**Buyer persona/customer avatar** - [Buyer personas](#) are semi-fictional representations of your ideal customers based on data and research. These are useful as they will help you to create marketing materials which speak directly to this segment of your audience.

**Call to action (CTA)** - this is an invitation for your users to take a direct action. This could be a button that says 'download this eBook' or a link to a form they need to fill out.

**Split testing or A/B testing** - this is a term for a type of user experience testing which allows marketers to test out slightly different variations of one element of their marketing strategy to see which one performs the best on their audience. It could involve having two emails with different subject lines or two landing pages with different calls to action. A marketer would then see which of these performed the best and focus all future efforts on that version.

## Key terms

**Exit intent popup** - it's a popup that appears right when a user is about to exit a landing page or another page on your website. By detecting when someone is about to leave, you can show the visitor one final message right at that pivotal moment. [Read more on that here.](#)

**Hex code** - a combination of six letters and numbers used to represent colours online.

**Upsell** - an additional (more expensive but closely aligned) offer presented to your customer when they have just purchased something. For example if someone buys my \$37 course, I present them with a \$249 live coaching session.

**Downsell** - an additional (less expensive but still closely aligned) offer presented to your customer if they have rejected a more expensive, upsell offer. For example, if someone buys my \$37 course, and I present them with a \$249 live coaching session and they say no - I could then present them with a \$97 pre-recorded coaching session.

**Evergreen timer** - is used to display the amount of time a user has to take action on an offer that appears to be 'expiring in --- minutes'. This creates a sense of urgency even though the offer doesn't actually expire.

**Email sequence** - An email sequence is a series of emails sent based on pre-set time intervals or trigger-based automations (or both).

**Tracking code** - it's a snippet of code that tracks the activity of a website user by collecting data and sending it to the tool that created it. For example, Facebook, Pinterest, Google Analytics, Google Ads, and LinkedIn all have their respective tracking codes. It's purpose is not just to collect user data but also to allow you to advertise to these users later on based on their behaviour. For example, if your tracking code is installed on your landing pages you will be able to see who signed up for your free offer but did not purchase your paid offer and show them ads on platforms like Facebook - reminding them to purchase.

### GetResponse-specific key terms:

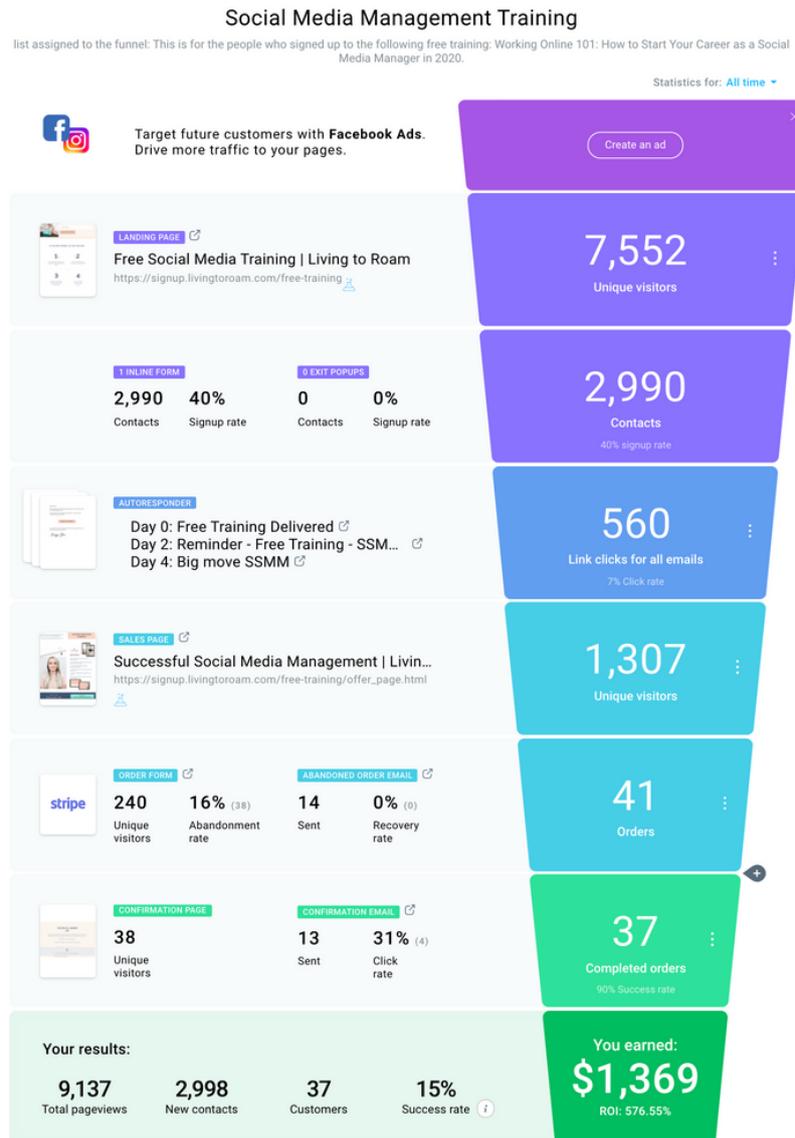
**Autoresponders** - are messages set to go out automatically in a sequence, one after the other, at regular intervals. They react to contacts subscribing, or being added to your list by import or manually. You can also add contacts to autoresponder cycles by copying or moving them in Automation. They don't have any other triggers or settings.

**Automation** - is a suite of tools used to automate your entire promotional process. Automation allows you to do everything autoresponders do, plus it helps you to track and make decisions based on the goal of your workflow.

[Learn more about the difference between these two here.](#)



Throughout our lessons, we will be using GetResponse to create a sales funnel similar to mine (below).



## Access all of your editable templates below:

You will need to make sure you have a Gmail account to go into the following templates and be able to click on File > Make a Copy and add this to your own Google Drive.

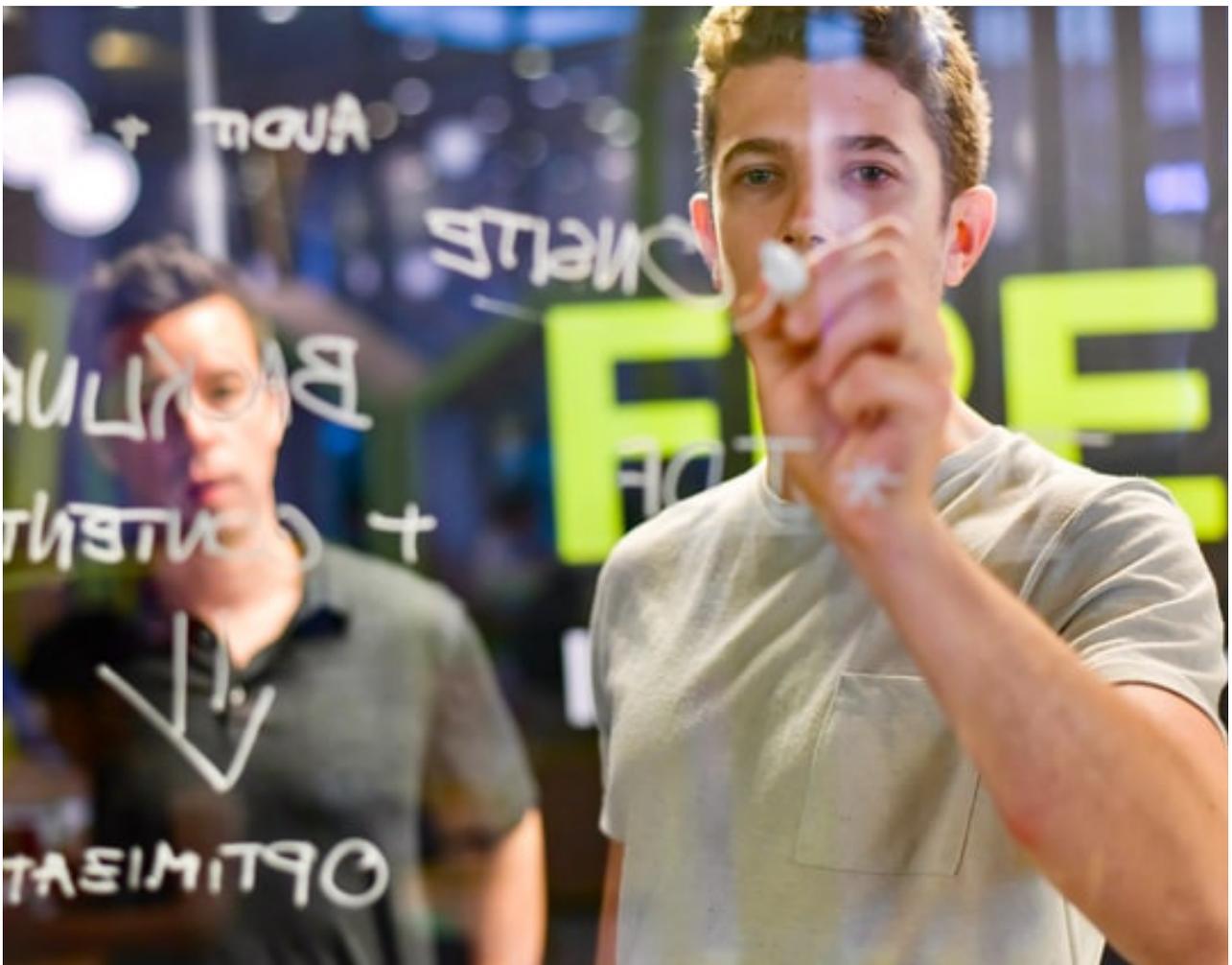
If you do not have a Gmail account, you can simply head to File > Download to download these straight onto your computer instead.

Landing Page Brainstorm and Plan [Template] - [Access it here](#)

Sales Page Brainstorm and Plan [Template] - [Access it here](#)

Email Marketing Sequence Brainstorm and Plan [Template] - [Access it here](#)

Launch and Test Checklist [Template] - [Access it here](#)



## Tools to Have in Place

In order to execute on a profitable sales funnel, you need to have a tool that can create dedicated landing pages that will allow people to sign up for free offers and purchase paid offers, and a way to collect email addresses and communicate with your customers.

Landing page builders only:

[Unbounce](#) - great for agencies or those of you managing multiple client funnels

[Leadpages](#) - great customer service, endless amount of templates

Email marketing and landing pages:

[MailChimp](#) - simple, easy to use email marketing - free up to 2000 subscribers.

[Convertkit](#) - more complex email marketing capabilities - free up to 1000 subscribers. It also has the ability to create landing pages but does not yet allow you to collect payments on these pages.

GetResponse - [get your 30 day free trial here](#)

## Payment Processors

[Stripe](#) - [Get to know the Stripe Dashboard](#)

PayPal - if you need to set up a Business Account [click here to read about](#) the steps you need to take.

## Offers to Have in Place

[11 Lead Magnet Ideas and Examples here](#)

Create your eBook or guide with [Canva](#) to design your own or head to [Creative Market](#) and search for pre-designed Canva eBook templates.

## Privacy Policy and Cookies Consent

[Outside of the EU](#) - Cookie Consent Laws

[Within the EU](#) - Cookie Consent Laws

*If you would like help with creating your own Privacy Policy, please consult a legal professional within your country.*

*However, there are tools like [Privacy Policy Generator](#) that can help in the meantime.*





## Earn While You Learn with Affiliate Marketing

Pat Flynn's [Guide to Ethical Affiliate Marketing Strategies](#)

[Smart Passive Income Podcast](#) - amazing tips on how to leverage affiliate marketing in your business

## Kickstarter Marketing

[Fyre Festival Documentary on Netflix](#) - LIKE these guys - you can learn how to pre sell millions of dollars worth of something that doesn't actually exist yet. UNLIKE these guys - just make sure to actually deliver on what you sell.

## Learn From Your Competition

[Facebook Ads Library](#) - check out what your competitors are advertising for on Facebook and Instagram

[SimilarWeb](#) - check out your competitor's website and audience

[UberSuggest](#) - check out your competitor's website and audience

## Set Up Tracking

How to [create a Facebook Pixel in your Business Manager on Facebook](#).

[FB Pixel helper](#) - the tool you will use to check if Facebook is tracking your landing pages correctly.

Google Analytics - [Why you should have it and how to set it up here](#)

# How to Create Powerful Landing Pages

## Steps to creating a powerful landing page:

- Short and sweet - It's better to be clear rather than clever.
- Clutter-free
- Clear and singular call to action that is actionable (get started today vs. submit)
- Powerful headline
- Subheadline
- Engaging copy (use 'you' and 'we' instead of 'some people' within your copy ie. 'you will gain xyz by using our service' not 'some people have gained xyz by using our service')
- Captivating images
- Ask only for necessary information from your audience
- Use a mobile-friendly design
- Use simple fonts
- Write simply and clearly
  - Use [Hemingway Editor](#) to write simply
  - Use [Grammarly](#) to avoid spelling mistakes

## How to write engaging copy:

- Curiosity Angle
- Loss-Aversion Angle
- Pleasure or Desire Enhancing Angle

**Buyer persona template** - [access it here](#). This will help you get to the root of what your customers really want from you and who they really are.

[OptinMonster's 700+ Power Words](#) - this is also linked within your templates but you can use this resource to write powerful, emotional headlines, email subject lines and any other copy throughout your sales funnel.

## Tools to use:

- [Full Page Screen Capture](#) - This is a Google Chrome extension that will help you to take a photo of an entire webpage and save this as an image so that you can refer to it in the future. This is great for competitor research.
- [Wistia](#) - a video marketing software for your sales funnels.
- Get free images - [Unsplash](#), [Pixabay](#)
- [Tiny PNG](#) - for resizing images to make sure your pages load fast.

It's also important for you to be creating landing pages that are ready for paid ads even if you're not yet running these yet. [Check out this resource from Andrew Hubbard](#) for more details on why:

- Not to have exit intent popups
- To include a Privacy Policy link
- Not to include autoplay videos
- To avoid using links that navigate people away from the page

## Create Conversion Optimised Sales Pages

### Steps to Success

- Understand your audience
- Communicate your value proposition - I help [who] do [what] by [how]
- Make sure the price is right (don't use whole numbers - use \$97 instead of \$100)
- Impactful headline and sub-headline
- Describe your offer through benefits not features ie. 24/7 support (feature) access to us whenever you need it (benefit)
- Make it conversational
- Add social proof
- Multiple calls to action
- FAQ Section to handle objections
- Money Back Guarantee

## Write Amazing Emails

Types of emails you could add to your sales funnel:

- Welcome Email
- Social Proof Email
- What's on the Inside Email
- Don't Miss Out Email

### Steps to Success:

- Subject lines should be simple and human
- Clear and visual
- Warm and friendly throughout
- Good use of personalisation
- Avoid spam words - [learn more about these here](#)
- Give people a call to action
- Tell a story



## How to Promote Your Funnel

- Blog Posts around similar content
- [Linkinbio](#) on Instagram
- Organic content on social media
- Videos on YouTube
- Podcasts
- Guest Posts
- Joint Ventures/ Affiliates

## Measure Your Success

What benchmarks to look for:

### Free Offer Landing Page

- Good Conversion of Visitors into Leads:
- > 50%.
- Anything < 40% should be looked at.

### Email Open Rates

- Welcome email open rate 40-50%
- Additional emails 15-25%
- Average open rate across industries is 20.94%

### Email Click Through Rates (CTR)

- Average CTR across industries is 7.8%

### Purchase Conversion Rates (CVR)

- Average conversion rate is between 1 - 2.5%

### Calculate this by:

Number of purchases / Number of Unique Page Views x 100 = \_\_\_\_ %

## ADVANCED LESSONS:

Include a Messenger Chat on your pages with [ManyChat](#)

[Never split the difference](#) - TEDx talk and book from FBI Negotiator Chris Voss

Proof popup tools

- [ProveSource](#) - free for low traffic funnels
- [TrustPulse](#) - best price for high-traffic funnels

Advanced tracking with [Google Tag Manager](#)

[Zapier](#) - [get to know Zaps](#) and everything you can do with this amazing automation tool.

[HotJar](#) - a website heatmap and behaviour analytics tool

