

Module 18, Lesson 1 Handout:

Creating Winning Marketing Funnels

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You've probably heard of marketing funnels by now, and you may even be a total pro at them already, in which case, congrats! In this handout, we aim to break down the components of a sales funnel so you understand how to effectively take your potential customers on the right journey with your brand and ultimately purchase whatever product or service you're selling.

There are three main stages of a marketing funnel:

1. The top of the funnel is the widest part, and it's where you aim to generate the most qualified leads as possible. Your top-of-funnel strategy is figuring out where all of your customers are, and how to get them into your funnel. This is where you use lead magnets, social media, freebies, partnerships, and anything else that might help you attract potential customers.
2. The middle of the funnel is where you nurture your leads. Not all of your leads will make it through this part of your funnel. Some may quickly realize you aren't a good fit for their needs, and they will go on their merry way. But others want to get to know you better. They are curious about who you are, what your brand is all about, and why your product or service can do for them. In this stage of the funnel, your main focus should be providing value to them in any way you can, and maintaining their interest so they will keep coming back for more and move towards the bottom of the funnel.
3. The bottom of the funnel is where your customers are. They are the ones who stuck with you, learned more about you, and were convinced that you were the right person or brand for them, so they ultimately purchased from you. They are the most important part of your business, and you did a great job of convincing them to buy from you - congrats!

Let's start with Top of the Funnel Marketing. Here are some of the most common ways to get leads into your funnel:

- Ads (Facebook ads, Instagram ads, Pinterest ads, Paid Search, Paid Media...)
- Content (Blogs, Guest Blogging, Webinars, Downloadable Freebies...)
- SEO (on your website, backlinks...)
- Social Media (All your channels, engagement on others' channels, giveaways...)

- Email (Your email list, others' email lists, a link in your signature...)

Now, let's consider all the ways you can get new leads into the top of your email funnel. We've given some examples below that you can circle if they work for you, but feel free to add your own that make the most sense for your business.

Where Customers Can Find You	How You Can Engage Them	How They Convert
Ads	Facebook Ads Instagram Ads Pinterest Ads LinkedIn Ads Google Ads	Follow ad to downloadable Follow ad to product Follow ad to blog Follow ad to webinar signup Follow ad to landing page
Content	Guest blogging Blog shared on social media Free webinar Free workshop Public speaking lecture	Click to your website Sign up for your newsletters Sign up to receive replay Subscribe to your series Buy your ebook
Social Media	All social channels Takeover on others' channels Podcast Guest on others' channels Guest on podcast Engaging on others' channels	Follow your other channels Sign up for your newsletters Buy your ebook Click to your website Follow you on social media Subscribe to your emails

Now, let's move on to the middle of the funnel. This is the stage where your customers are evaluating you. This part of the funnel is all about sharing who you are and building trust. Always start there, because without trust you won't ever get a sale. Spend some time nurturing them first, assuring they came to the right place, and showing how you can solve their problems. Once you've done that, it's time to offer them your service or product. If they buy, great! They've then moved to the bottom of the funnel. If not, go back to nurturing them for a bit, then try a sale again. This nurture-sale-nurture-sale cadence will vary with every customer, but the strategy stays the same. You'll have people who buy immediately, others will take more time, and others may never buy at all.

Let's do the same exercise as above for the middle of the funnel.

Where Customers Can Find You	How You Can Engage Them	How They Convert
Your website	Shop page Product page	Sign up for a free trial Ask a question

	Webinar Downloadable content Testimonial page Contact me	Sign up to attend Return to your site Go to your product page Schedule a phone call
Other websites	Reviews on 3rd party sites Affiliate blogs Google My Business	Return to your product page Sign up for a free trial Click to your website

Last but not least, the coveted Bottom of the funnel. This is where potential customers convert into actual customers by making a purchase. They followed some sort of lead magnet and ended up in the top of your funnel, they stuck with you and evaluated you through the middle of the funnel, and they ultimately decided to purchase from you and made it all the way to the bottom of the funnel.

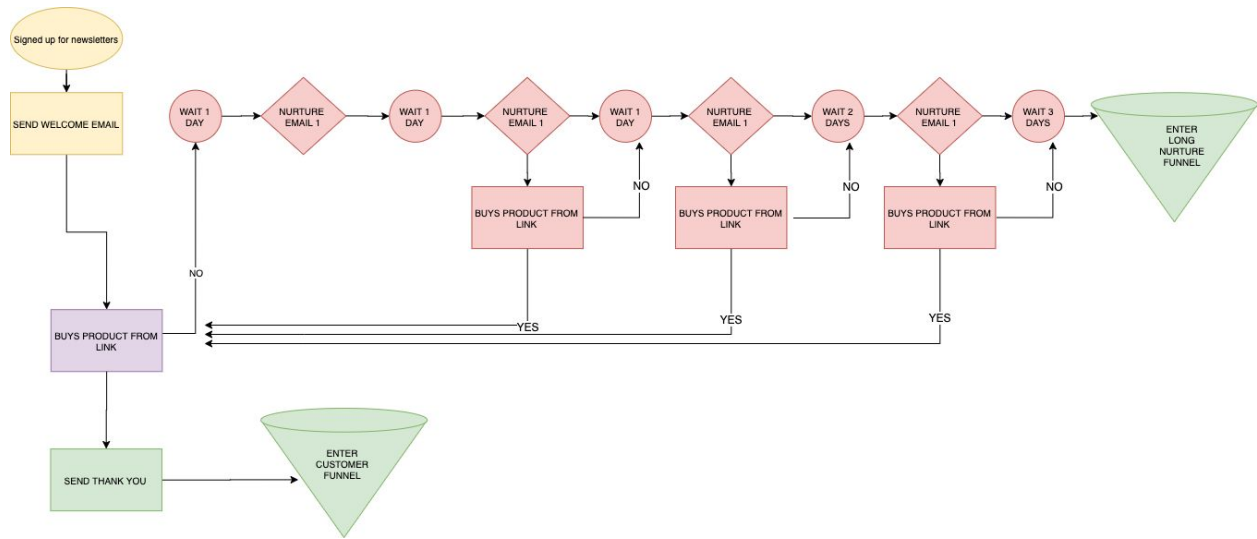
Now, there are 4 types of people who will enter your funnel:

- **Low interest, low fit** – They aren’t super interested in what you are selling, and they most likely won’t ever buy. Examples could be a friend of a friend who heard about you and was curious about you, or someone who entered a giveaway and is really only interested in winning a prize.
- **High interest, low fit** – They are actively searching for a solution to a problem they have, but they most likely won’t find the solution with you. For example, they want to lose weight and like your philosophy, but they are the wrong age for your target audience.
- **Low interest, high fit** – They are the exact target you seek and check many boxes, but they aren’t really searching for a solution or don’t feel they really have a problem in the first place. However, down the road, they may end up buying from you so don’t lose hope!
- **High interest, high fit** – These are your people. They are looking for someone to help them and you fit the bill. These leads should be your highest priority!

High interest, low fit	High interest, high fit
Low interest, low fit	Low interest, high fit

There are countless ways to build your email marketing campaign for anyone who has entered your marketing funnel, and you can stay as simple or complicated as you wish. Below is an example of a relatively simple campaign when someone signs up for your newsletter. It shows:

- Lead signed up for your newsletter
- You immediately send welcome email with a link in there to a product or service, even if you weren't actively selling in the copy.
- If they buy from that email, they get sent a thank you email and go into a new customer funnel.
- If they don't buy from that first email, you wait one day then send a nurture email.
- You wait another day and send another nurture email with another product link, even if in a passive way.
- If at any time they purchase, they move down to the thank you email and go directly into the new customer funnel. If not, you keep sending nurture emails. If after a certain number of days they don't buy, you send them into a long term nurture funnel and try different tactics, offerings, etc.
- In a nutshell, these are just visual representations of If/Then Sentences. If my customer does X, then I want Y to happen.



A great resource to build the above types of diagrams so you can visualize your funnels is [Draw.io](https://draw.io), and you can save them directly to many different types of drives.

Let's map out what you want to happen when someone signs up for your email newsletter. Then, repeat this process for your various lead magnets, products, etc.

SAMPLE:

Where customer entered	Email subscriber signup on website
What happens next	Immediately send welcome email
If/Then	If they open, wait 1 day and send free recipes email
If not/Then	If they don't open, resend welcome email with new subject line
If/Then	If they open recipes, wait one day and send social media email
If not/Then	If they don't open recipes, send workout email
If/Then	If they were sent social media email, wait 1 day and offer discount on cookbook
If not/Then	If they did not buy from workout email, wait 1 day and send discount on yoga mat email

If/Then	If they clicked on cookbook, wait 2 days and send another nurture email
If not/Then	If they did not click on yoga mat, wait 1 day and send free workout video email
If/Then	If at anytime they purchase, immediately send thank you email and put them into new customer funnel

Where customer entered	
What happens next	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	

Where customer entered	
What happens next	
If/Then	
If not/Then	

If/Then	
If not/Then	
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If not/Then	
If/Then	
If not/Then	
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Where customer entered	
What happens next	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	

A few best practices for creating winning email funnels:

- Keep them as simple as you need to - making them too complicated for your bandwidth or familiarity will only render them ineffective in the end.

- Make sure your email software provider has the capabilities you need to execute the funnels you build.
- Think through the eyes of your customer - what would they like to learn about you on this journey? What products or offerings would be valuable to them? What opportunities do you give them to get to know you better?
- Once somebody becomes a customer, how can you keep them a customer for life? How will this customer become a lifetime customer, instead of just a one-time customer? Remember, 80% of your business will come from 20% of your customers, so it's very important to make sure you focus on your customers, not just your leads. It's easy to get caught up in leads leads leads - but your actual customers are the heart of your business!