



SALES FUNNEL CHECKLIST

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Introduction

Entrepreneurs understand the role marketing plays in ensuring that a business venture survives the times. Failure to conduct marketing, a business may fail due to its inability to secure new customers or clientele. It is of paramount importance to any entrepreneur to invest time and effort into marketing. One of the easiest ways of conducting a proper marketing campaign is to use a sales funnel.

It is important for a business to have a sales funnel because it aids in keeping statistics and also helps the business understand what works. When a prospective customer or customer goes through the funnel one can be able to tell exactly what they have opened, clicked on and led them to make a particular purchase. Many bloggers and online companies have adopted sales funnels ever since they became affordable. That being said, it is of great importance for one to know what elements count or matter when trying to create a sales funnel that is effective. This will help one avoid some mistakes that are quite common and time consuming.

WHAT IS A SALES FUNNEL?

The sales funnel strategy was so named due to the fact that in a diagram form, this marketing strategy looks exactly like its name. The category on the top of the diagram is the biggest; it represents the largest number of people i.e. potential customers. The bottom category on the hand is the smallest and it represents the smallest category of people who are mainly the firm's or company's committed customers or clientele.

Steps to consider before creating an effective sales funnel

- **Create a good landing page**

The first thing potential customers see when they get into your website is the landing page. It is therefore, important to ensure that the landing page is attractive so as to create a good first impression to the person viewing it. The landing page instantly gives potential customers an impression of what your business looks like. Chances are if you fail at this point your business is likely to be ignored by customers. A good landing page encourages those visiting it to sign up for some list, or suggest that they subscribe to the website. The importance of this is that it gives you vital contact information which you will use to establish communication with your potential customers.

- **Present the visitors with a front –end offer**

Present your potential customers with the chance to procure your services or buy a particular product. When creating your main associated upsell offers and front-end products, one should have in mind such things as, how will it help to create a desire in the potential customers or customers for the next back end offer you will be offering them. At this step the main goal is to pre-sell the next step of the sales funnel.

- **Present an upsell offer on the back-end**

It is wise to afford your clientele who are about to purchase or have bought a product or service with the opportunity to upgrade or upsize the service. For example, you can create an offer that will give the customer more benefits if they choose to upgrade. This is a process referred to as upsells. The gist of this offer is to give the customer more benefits if they elect to upgrade. Ultimately, you make more money due to the fact that an upsell normally involves a service or product that is larger and more expensive.

- **Keep it running**

This is the last step in a sales funnel; always ensure that your momentum keeps growing. Ensure that you make a follow up of all your new clientele with the aim of making sure they are satisfied with the product or service they have purchased. An effective way of ensuring this is to offer the customers, membership based rewards. This is important as it allows you to be in contact with the customers and also affords you the opportunity of presenting to the customers new services, products and deals.

- **Offer great products**

In order to establish which parts of a sales funnel are the most effective it is advisable that as an entrepreneur you go through the funnel. A good way of keeping the customers around is to without fail offer great product or content. If a customer comes to the realization that every time they get an email from you, they will learn something or save money, they will be keen to respond to your messages. You will be able to find out what your audience prefers so as to know exactly what content and products you need to put up. A good way of achieving this is by studying your completion, especially those who have been in the market longer than you. They have done all the work of finding out their audience is and so you can use them as a learning guide.

The moment you determine who your audience is, you can begin building a sales funnel around the content product and services they require.

- **Channels of marketing**

Growth of business is spurred by attracting new customers. It is important that you find new ways of attracting new people to your funnel. Utilize the diverse marketing methods available online such as banner advertisements and social media. One should always start slow and be mindful of your budget because costs have a tendency of sky rocketing in no time. Once you find a winning combination, you may increase the marketing budget because at this point you have conversions in your sales funnel.

Conclusion

An effective funnel can do wonders for a business, it greatly reduces all tedious things like data collection, sending single emails and running manual tests. All these things can be easily done today and in an affordable manner. It is important for an entrepreneur or business person to take some time off for the purpose figuring out how effectively can he/she implement a funnel to their enterprise. Last but not least, It is important to point out the fact that all businesses can benefit greatly from the sales funnel marketing model.

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