

MARKETING – SALES FUNNEL



Content Marketing

- Magazine or newspaper
- You read the magazine for the content – it is what attracts you
- Advertising is around it
- Product placement in movies
- Advertising is supplied by companies different from the content



Content Marketing

- On the website the goal is that they come to read the content and the advertising is yours
- If content is not good, then you do not create an audience
- Great Content = entertaining, inspiring, educational
- People do not stay or buy
- Whenever you create content –
you create an opportunity for advertising

RECENT BLOG POSTS



Your Success, The Secret Habit

Submitted On: Aug 20, 2015

One thing almost everyone is going to be discussing at The Wellness Business Summit is success. Your plan for success, how to overcome past failures to earn success, what to do when you succeed.... but here's a tip - while there...

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The One Mistake You're Making Right Now!

Submitted On: Aug 13, 2015

Business owners are going to make mistakes. It is how we learn, pivot, and grow. This said, there is one mistake that even the most seasoned business professional is making



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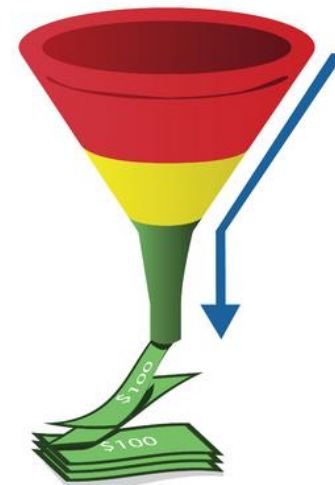
Media

- Media is anything aggregates the attention of a definable market segment into a specific location at a predictable time
- Directing the attention of specific people to where it wants at any time



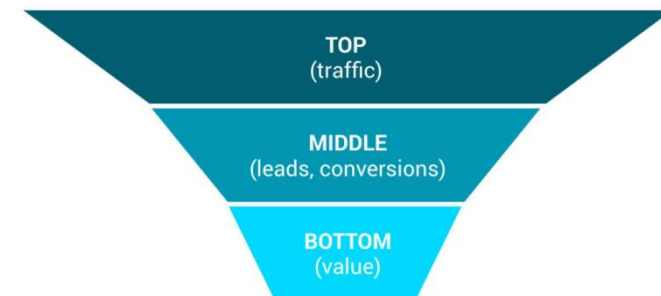
Marketing Funnel

- The process for getting sales
 - Top of the Funnel: Awareness – make them aware of the problem or the solutions of the problem
 - Middle of the Funnel - Evaluation – are starting to evaluate the solutions for their problem – including opting for not doing anything
 - Bottom of the Funnel: Conversion
-
- Each one requires their own set of content



Marketing Funnel

- The top involved strategies to make them aware of you and your service.
- The middle is where you offer free content –
- Website take them takes to a landing page where they enter their email and get a free whatever
- Can have a low price item that they can buy right away – product should be the next step
- Once they have given your email – you can offer them more access
- Once in the bottom of funnel, they buy



Top of the Funnel: Awareness

- Cold prospect
- Your goals:
- Increase awareness of what you offer (services or programs)
- Grow retargeting list –segmenting people into list with specific interests or goals
- Increase engagement (comments, sharing on facebook, retweets, growing traffic to the site)
- Other – anything that may fit your business that fits at the top of the funnel
- It is all about getting your message out about what you offer

Content for Awareness

- Blogs
- Social media updates: <http://canadiansinternet.com/2015-canadian-social-media-usage-statistics/>
- Photographs
- Digital magazine/book
- Audiopodcast
- Print – newsletter, writing for magazine
- Discuss problems and solutions
- Use social media to draw them to your content on your website
- Awareness is subtle



Awareness

- So you are focusing on - Here is the problem and this is why I do this or provide this service
- Microsite – one topic only – separate domain – advertise your main site and services
- Google webmaster tools – provides services for understanding your website – analysis
- Look up google trends and google adwords to see what is popular



Keyword Planner
Add ideas to your plan

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gut health

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Get ideas

Modify search

Targeting ?

- All locations
- All languages
- Google
- Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

- Keyword filters**
- Keyword options**
 - Show broadly related ideas
 - Hide keywords in my account

Search volume trends

Average monthly searches



Ad group ideas

Keyword ideas

Columns



Download

Add all (2)

Ad group (by relevance)

Avg. monthly searches ?

Competition ?

Suggested bid ?

Ad impr.

Add to plan

Gut Health (20)
gut health and anxiety gut health and depre



1,630

Low

CA\$1.17



Your plan

Saved until Sep 22, 2015

Bid range ?

CA\$0.00 – CA\$0.28

Daily forecasts

0 – 2.05K Clicks

CA\$0.00 – CA\$171 Co

Ad groups: 2

stomach issues (7)

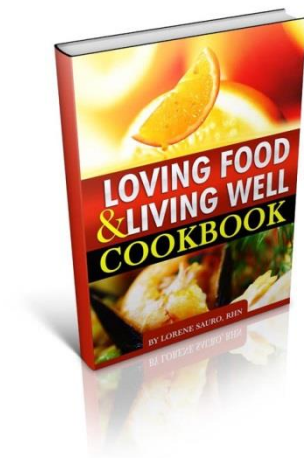
stomach issues constipati...

Review forecasts



Middle of The Funnel: Evaluation

- Goals:
- Grow email list
- Grow retargeting list – landed on your page or you had a conversation) but they did not convert – re-target them
- Initial customer acquisition – customer something inexpensive – in order to convert them into a customer – make the offer on your opt-in page \$7



Content types

- Lead magnet – is irresistible bribe that give a specific chunk of value that you give in exchange for their contact info
- “the ultimate list”
- Types of content
- Educational resources can included case studies (before and after), free reports, free guides, free eBooks,
- Useful resources (save time) – cheat sheets, mind maps, templates, toolkits
- Resource lists -time management list or shopping list (what to look for)
- Software download – free 1st part of the program for 14 days

Content Type

- Quiz and a result – ask for an email to get your results
- Webinars and events – register
- Events – hold a draw or give them something in exchange for their email address.
- Put a low dollar offer in to start them as a customer

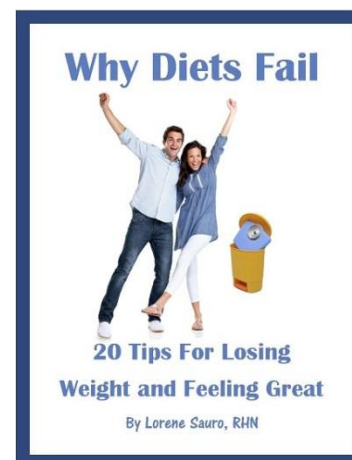


Lead Magnets

- Ultra specific – never be vague
- One big thing – everyone wants a silver bullet or magic pill
- Speaks to a known desired end result – what does your market really want – figure it out and they will give you their email address
- Immediate gratification – avoid newsletters and free courses - your market wants a solutions and they want it now
- Does it shift the relationship – does it reframe them to engage in future business with you

Lead Magnet

- Perceived value – just because it free does not mean it should look cheap
- Use a graphic designer to make sure it looks good (Upwork)
- Get a good proofer
- Does it have actual value – do you deliver the goods
- Rapid consumption – how long does it take to consume



Bottom of the Funnel: Conversion

- Goals:
- Lead/Customer – Nurture the list
- Grow retargeting list
- Maximize Immediate Customer Value
- Increase retention – to keep them as clients
- Increase buyer frequency (and recency – indicates what you are most likely to do next – if you exercise yesterday then you are more likely to exercise today)

Content type

- Demo free trial -
- Client Story – not just a testimonial – must be careful
- Comparison Spec Sheet
- Webinar Event – more hybrid education and pitch
- Mini-class
- All to encourage sales and upsells – not going to use lead magnets



Conversion Content

- Content for Selling:
- Your story
- Be clear that you will be pitching them at the beginning
- Give great content that stands on it own
- Make sure you include elements to show your credibility
- Offer bonuses – 2 is enough
- Have a start date and offer an early bird or special price



Non-Website Strategies

- The majority are going to be in person talks – find the target market and go to them
- When speaking offer a free e-book or information in exchange for their email
- Ideally – offering a monthly offering so they know you will be contacting them on a regular basis
- Offer a free first class or session – then structure it just like previous slide only
- The key is to engage them emotionally – let them you know how you relate to their story – be sincere
- Make sure there is a time-sensitive offer.

In Summary

- These are just a few key strategies but hopefully you will see why it is important to have a bigger plan for reaching people
- You are building a relationship – people need to know you, like you and trust you
- You will always have people take advantage of the free content and never buy – they are not your ideal client
- Focus more on those you can help and who will buy your services

