

SHAW ACADEMY NOTES

**Diploma in Social Media
Marketing**

Sales Funnel – Nurturing Your Lead Flow

Before we even get into the sales funnel, we must understand what a conversion means. Also, the user experience must be natural and enjoyable for the customer. The way to approach all UX considerations is that you don't want to force your users to think – the UX must be intuitive and appeal to their preconceived idea of how your site should function.

Conversion

Broad Marketing/Sales Definition

The measurement of when a person takes some action that pushes them further down the purchase funnel, not necessarily a sale but eventually helping them towards the sale. I once heard you can't sell anything to anybody, you can only help them to see the value for themselves in what you offer.

Narrow Marketing Definition

When a person completes and meets the overall objectives of the business/entity involved, usually by becoming a paying customer.

This could be, for the likes of charitable organisations, acquiring a lead, or having someone complete a poll or lobby for a political agenda.

User Experience -UX

The user experience is very important when we consider the sales funnel. If the user does not have a good experience when they arrive at your website, then all the hard work you have done to acquire them, has been in vain. Two important points to consider are the speed of your website and it's mobile UX – so is your site easy to use on mobile? Remember 80% of all internet users search online using mobile. If the page takes too long to load, the customer is going to leave and may not come back. Think of when this has happened to you. Also, given the massive growth in mobile devices and a huge increase in prospective customers accessing the internet through a mobile device, we must make sure our website is mobile responsive. Here's a great article to help you understand this <http://www.studiopress.com/beginners-guide-responsive-design/>. All Subscribers of Shaw please visit the web design course to learn about how you can design responsive websites.

UX Definition



The overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

Tools to Check Mobile & Speed

Mobile friendly test: <https://www.google.com/webmasters/tools/mobile-friendly>

Page Speed test: <https://developers.google.com/speed/pagespeed/insights>

Sales funnel

Definition

The **definition** of the **sales funnel** (also known as a revenue **funnel** or **sales** process) refers to the buying process that companies lead customers through when purchasing products. A **sales funnel** is divided into several steps, which differ depending on each different **sales** model.

Sales Funnel – 50% Drop off

You can expect approximately a 50% drop off, at each stage of your sales funnel. That is an important point to consider. Remember, not all leads are buyers. The danger is lies in focussing all our resources and energy on the wrong leads. This is the biggest mistake that digital marketers can make. This is a numbers game. Quality leads must be acquired, however, we need more leads to convert in higher numbers. Obviously, we need to have a strategy for each part of this process and a brilliant product or service and a working tried and tested sales funnel process. Once that's in place, you can start to decide if you want to increase new customer acquisition or drive repeat business – a focus on lead flow will be the key for any avenue.

Lead generation

In thinking of the sales funnel we lead generation is all about the top layer – grabbing prospective users' attention and inspiring their interest. Here we could offer something of high value to the customer at a discount or for free. For example, a freemium webinar, report, eBook. At this stage, we need to focus on lead generation. We have covered lead generation throughout the course. How we generate our lead flow will depend on our business model and particular offering or service. We can look at

partnerships, we can advertise in the digital space on Twitter, Facebook or using ad-words, organic search or even content marketing. Finding which one works best is a never-ending process of testing and experimentation. Starting with a healthy forecast of your expected ROI will allow you to benchmark your success from a realistic target.

Nurture your lead flow

We must build meaningful relationships with our customers. In this context, we define meaningful as continuing to offer your prospects items that appeal to the solving of their problem, which is why they are with you in the first place! Remember people do business with other people – keep it personal. You must focus at this stage on adding value to your customer. Email marketing is a great way to nurture your lead flow. Please refer to lesson slides for the different types of emails.

Sales part of your funnel

You need to offer something of high value. The key is to convey clearly your USP. The discount must be something that you don't offer all the time. It must hold authority. Show the full price & discounted price and make sure to explain the offer clearly. Many will not buy because the offer is not explained clearly or therein lie ambiguities. There must too be a healthy sense of urgency coupled with a time limit. This can take innumerable forms but adapt the concept to suit your prospective buyer, whilst still accomplishing your business own goals.

Additional Notes for Class

Remember that growth and revenue increase a mindset, not a onetime project. The most successful digital and social media marketers alike will confirm how abundantly true this is. It requires commitment, effort and constant planning. To understand how you can develop this mind set and build this thinking into your business plan the Advanced Course is crucial.

Thank You