



Professional Diploma in Social Media Marketing

Module 1

Lesson 6: Turning Your Leads Into Buyers

Course Educator: Caitlin Hogg
Social.Media@shawacademy.com

EQF Level 5
Professional Diploma



Did you Know:

Nurtured leads make
47% larger purchases
than non nurtured
leads.

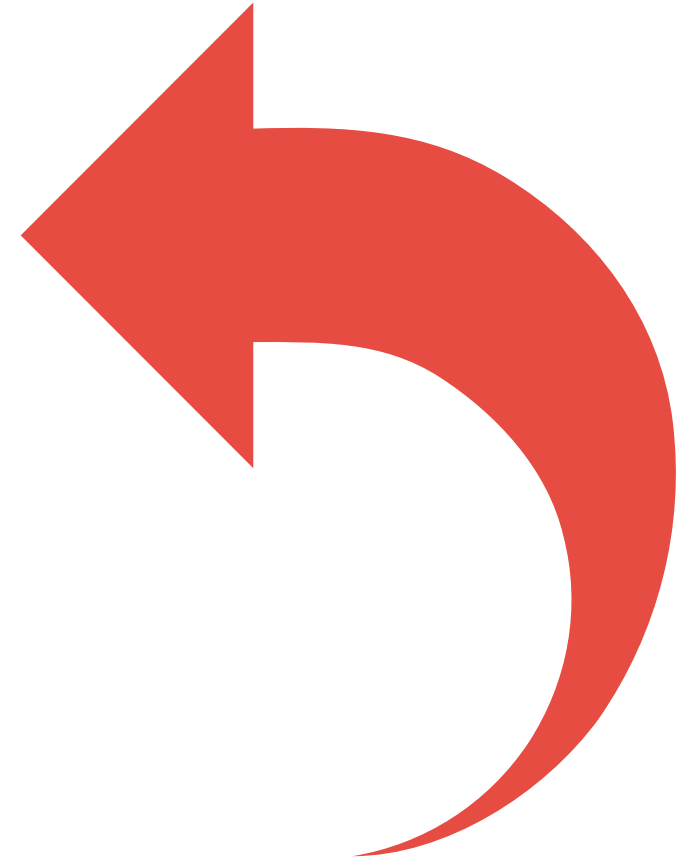
[Source: Annuitas Group]



Lesson 5 Recap

- Why Facebook?
- Business Pages
- Facebook, Organically
- Advertising and Reach

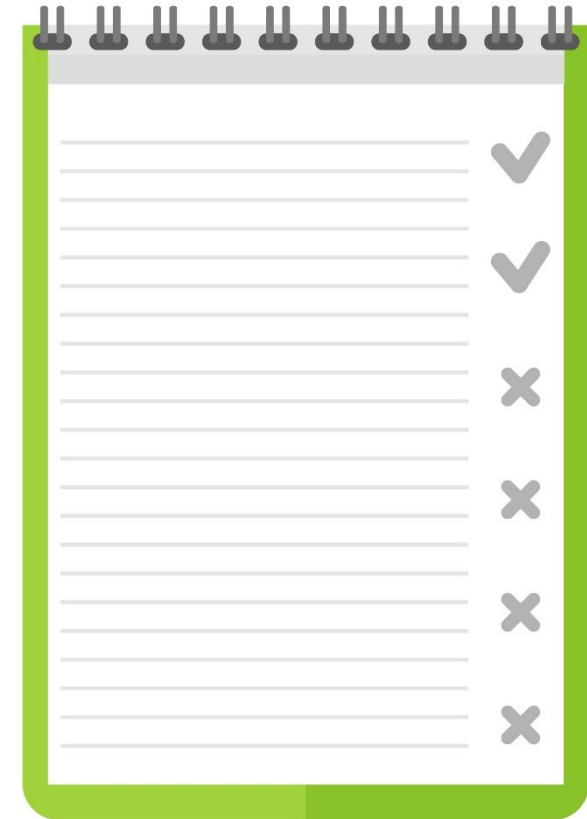
- Summary
- Career Guidance
- FAQ

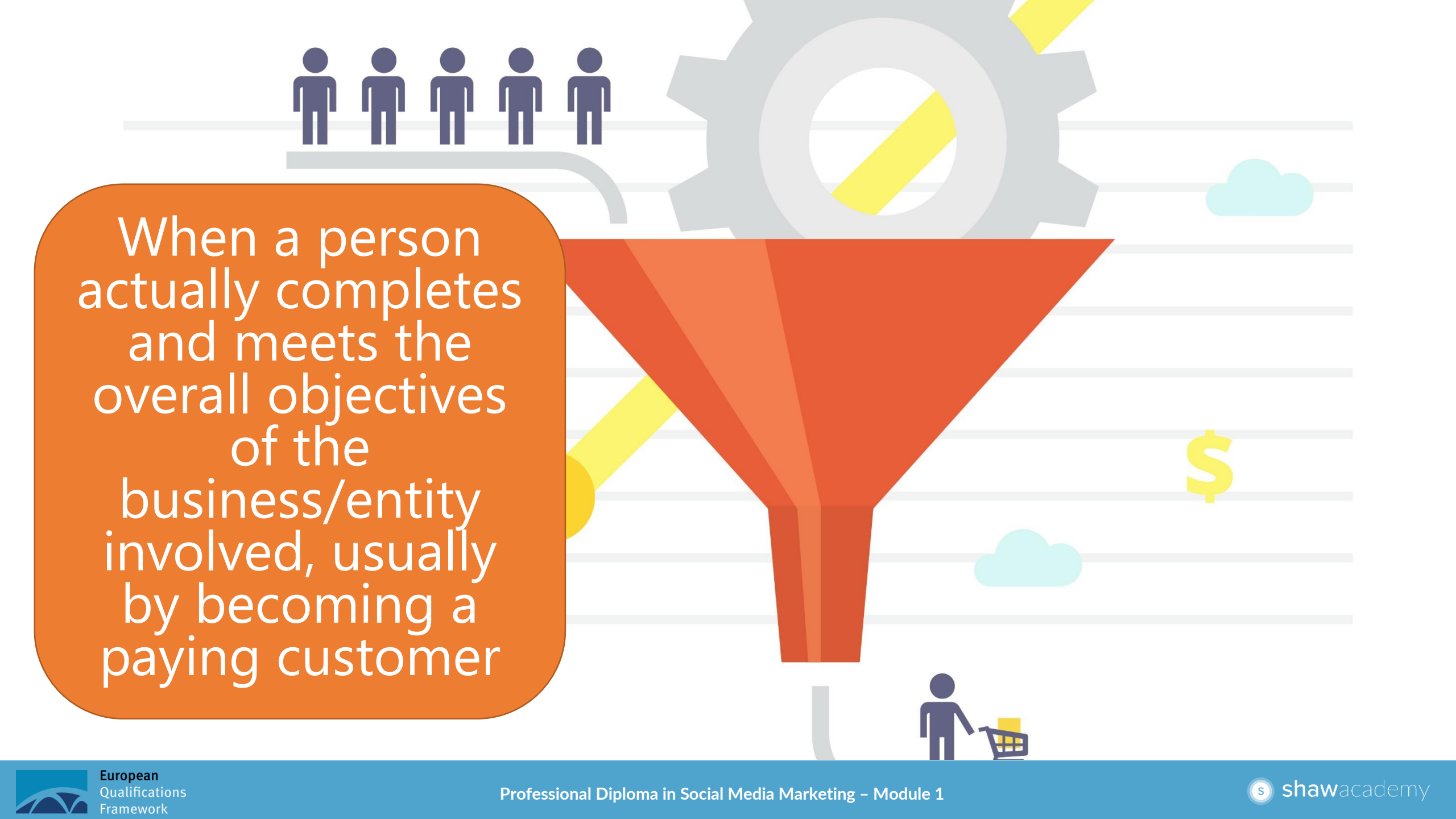


Today's Lesson

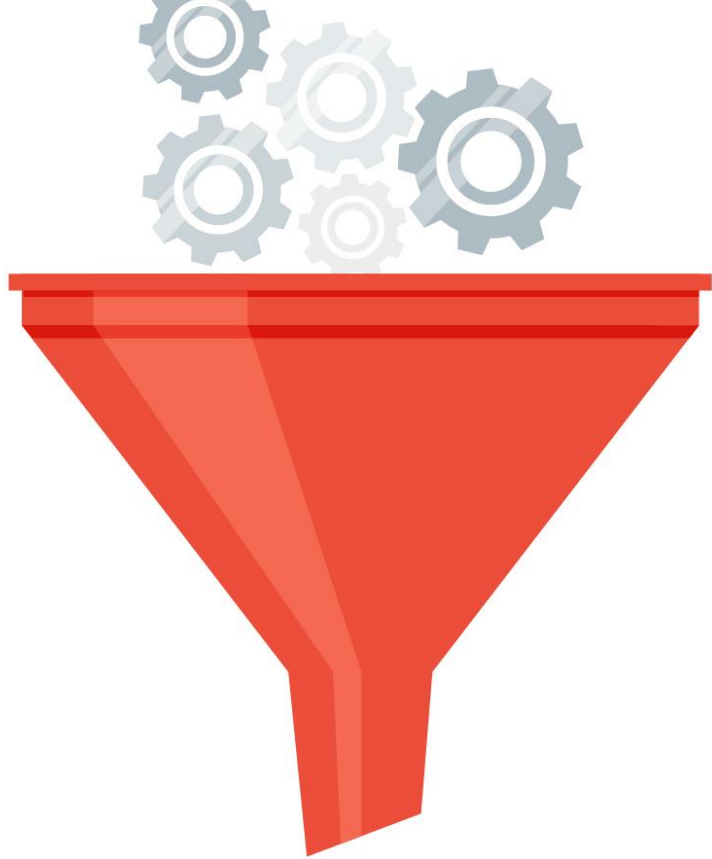
- Funnel Overview
- Social Media in the Sales Funnel
- Nurture the Journey

- Summary
- Lesson FAQ





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



Definition of the **sales funnel** refers to the buying process that companies lead customers through when purchasing products

Create Your Own **SALES FUNNEL**

A **sales funnel** is divided into several steps, which differ depending on the particular **sales** model

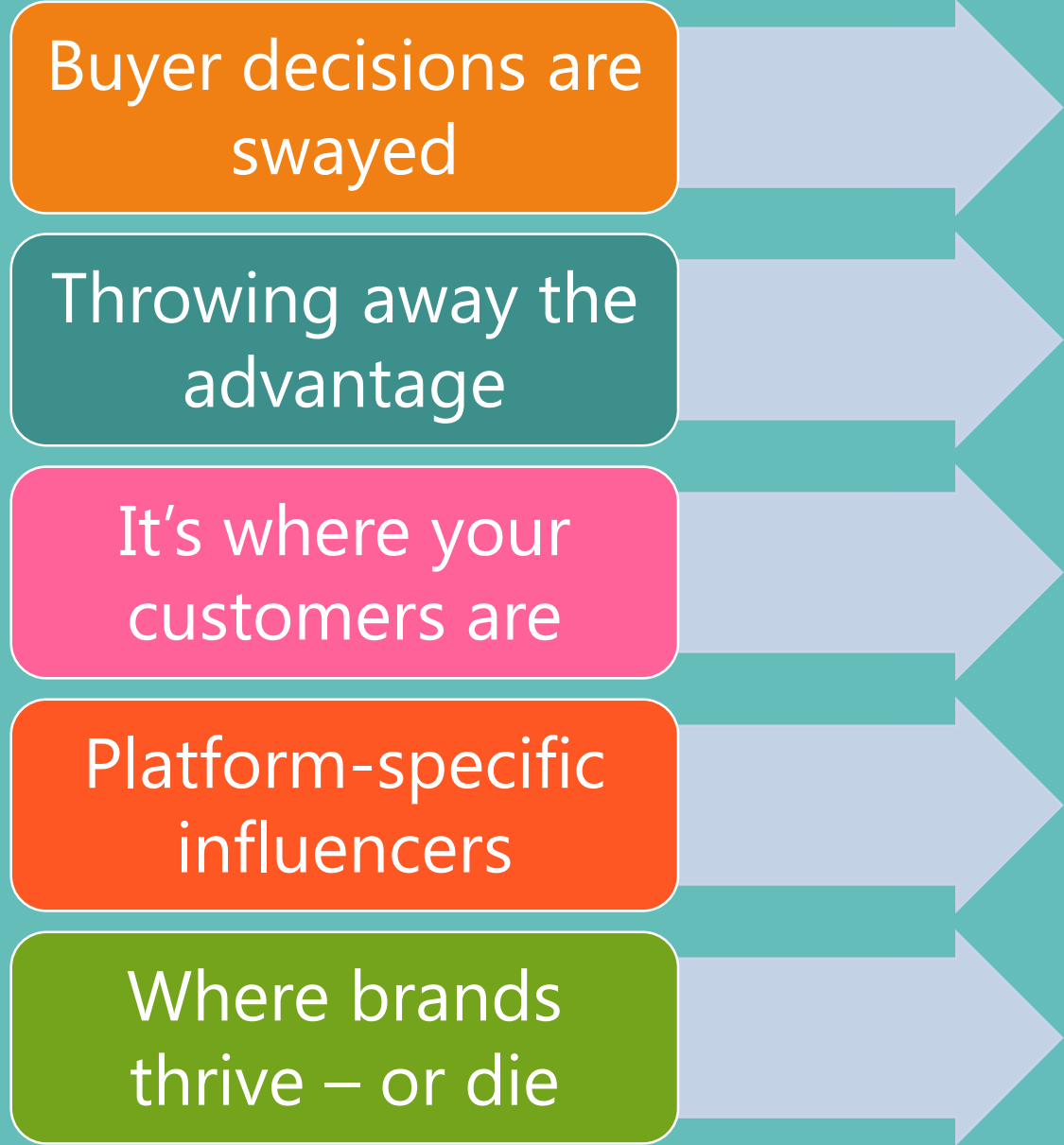


How Does Social Media Affect The Sales Process?

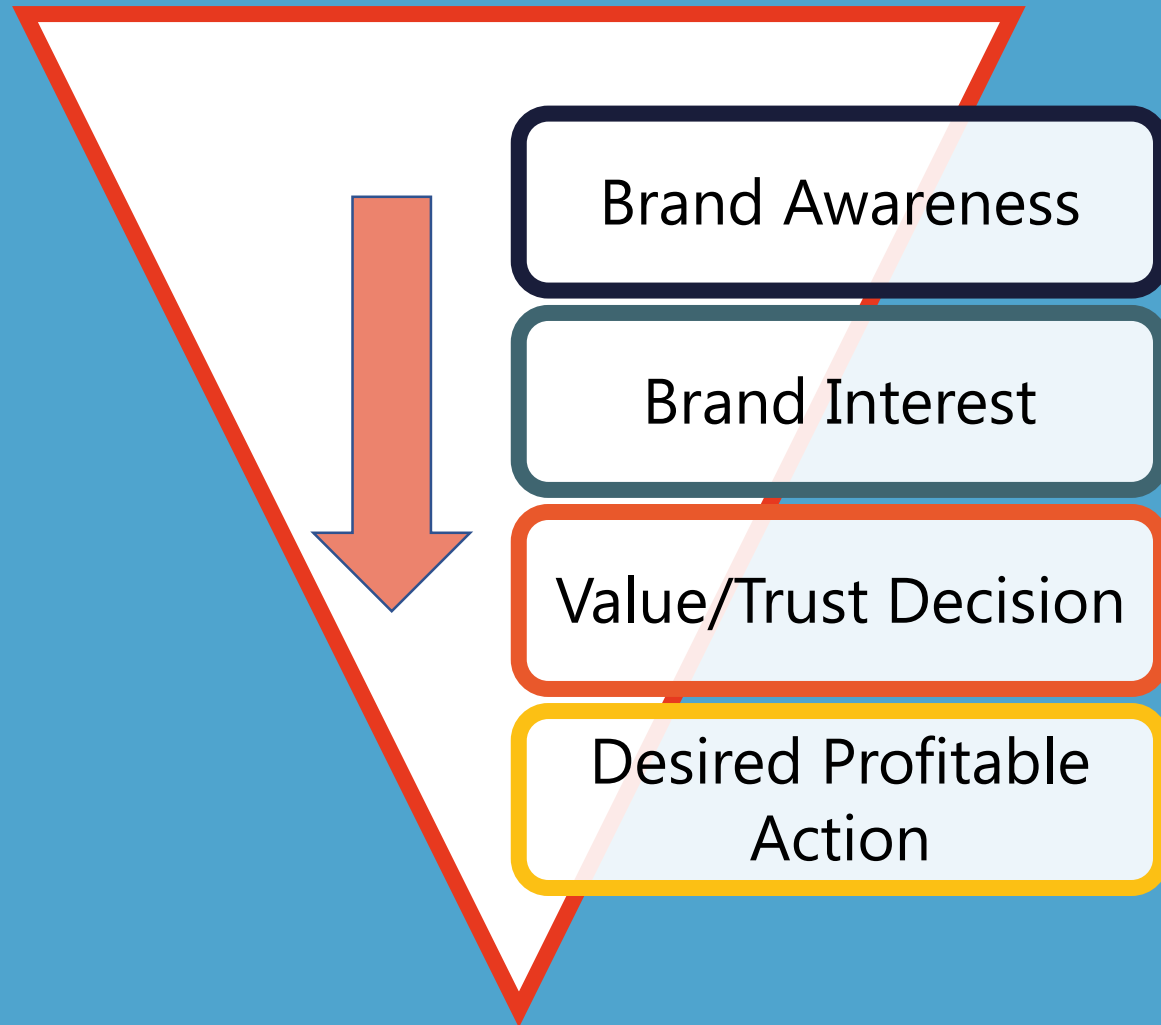
SOCIAL
Advertising



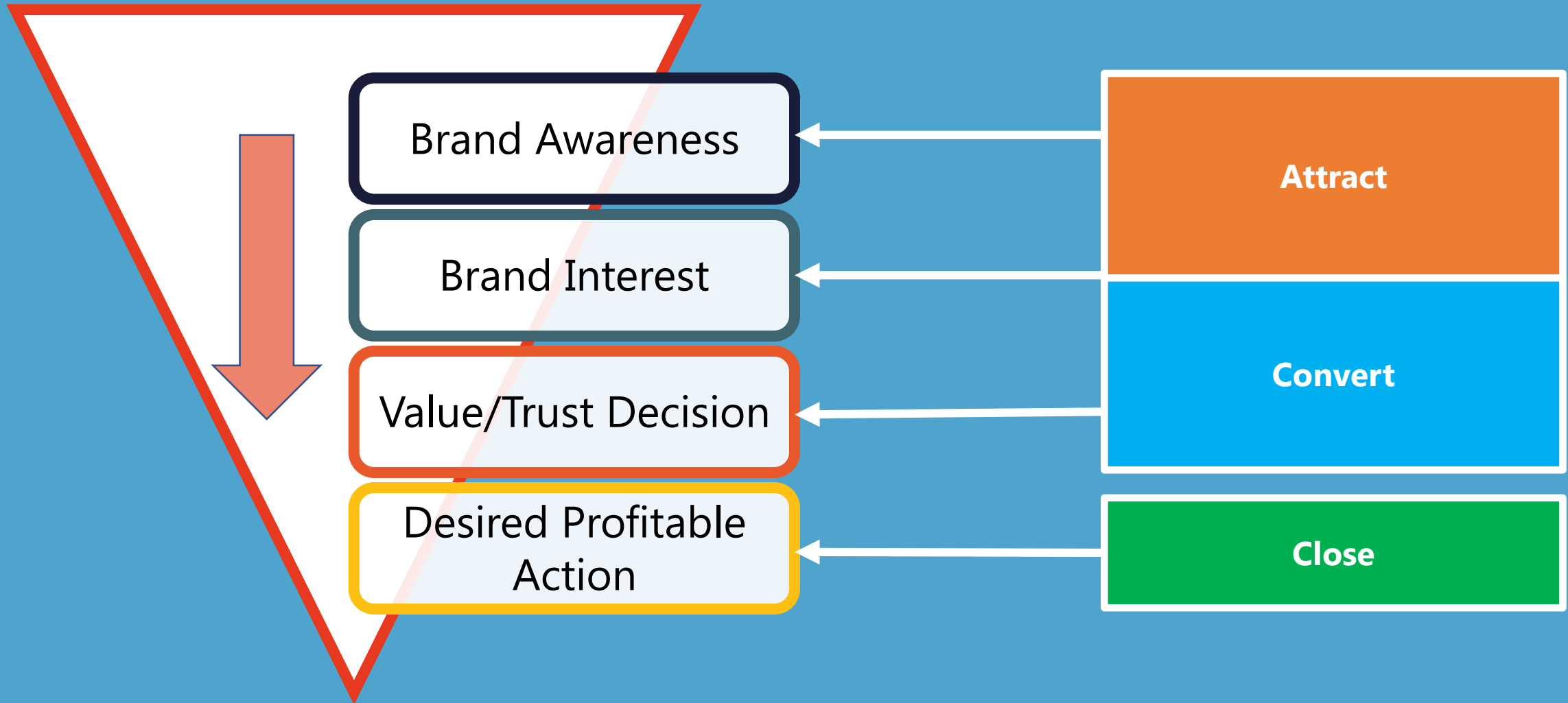
Social Media Sales Funnel



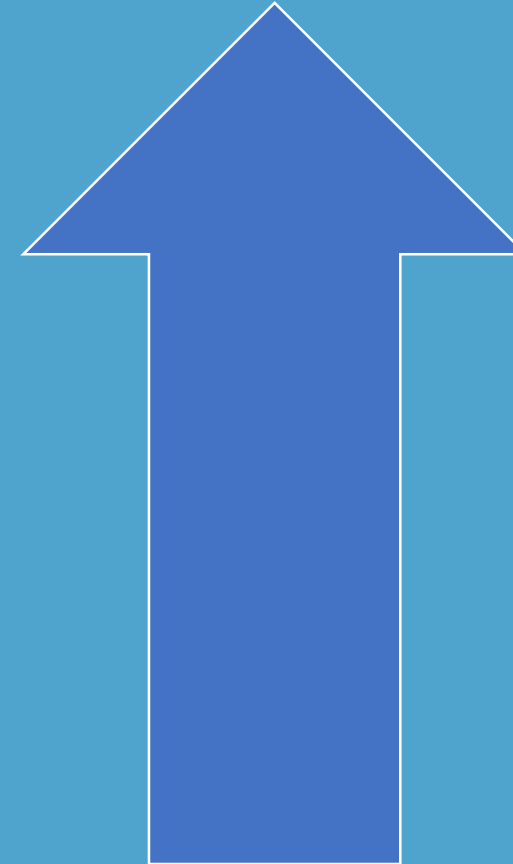
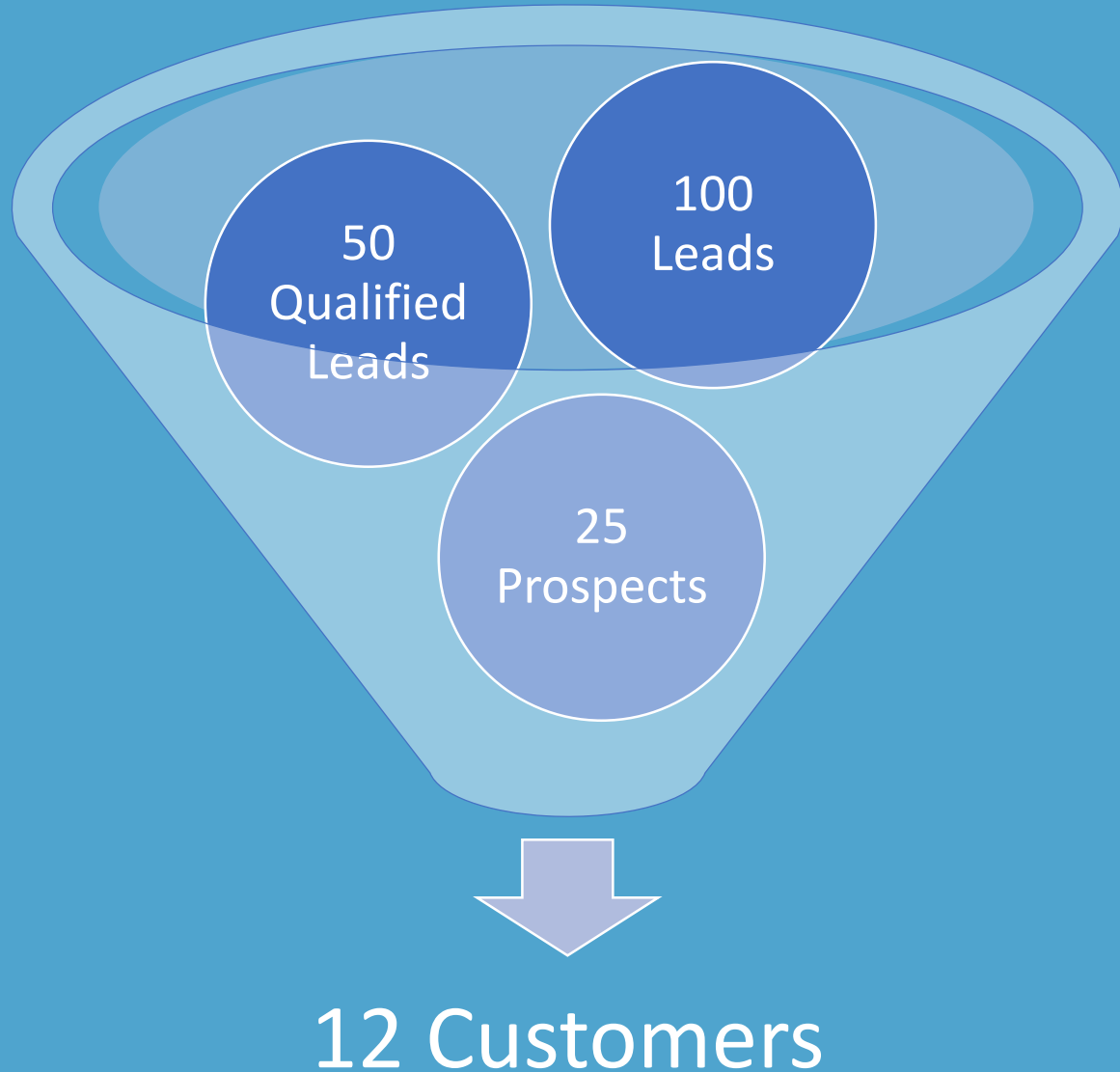
The Sales Funnel



The Social Sales Funnel



The Funnel



6 Repeat Customers

UGC and The Funnel



ToFu

(Top of Funnel)

- **Attract**
- Blogs
- Infographics
- Videos
- Podcasts

MoFu

(Middle of Funnel)

- **Convert**
- Guides
- eBooks
- Analyst reports
- Case studies

BoFu

(Bottom of Funnel)

- **Close (Sell)**
- Reviews
- Endorsements
- Demonstrations

Top Of Funnel: Attract

What Is Brand Awareness?

Not Sales

Establish The Brand

Sell In The Future

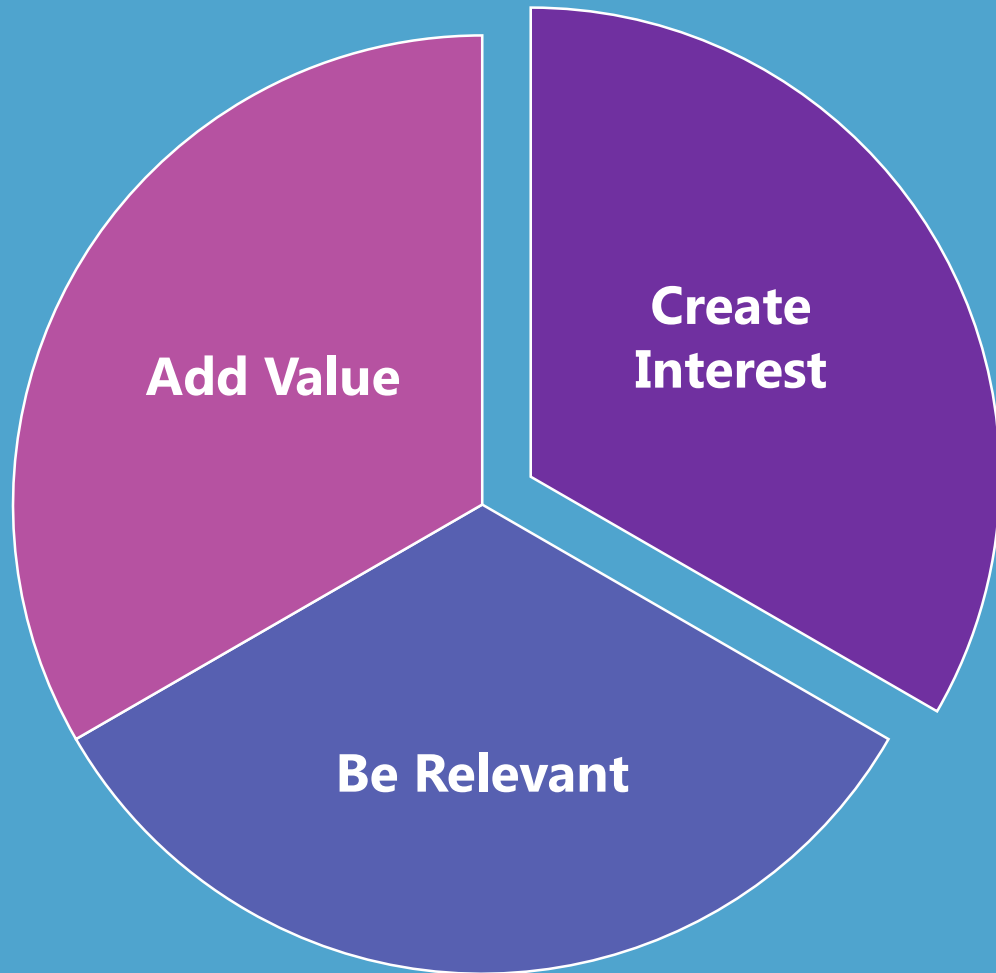
Focus On The Customer

Motivate Action



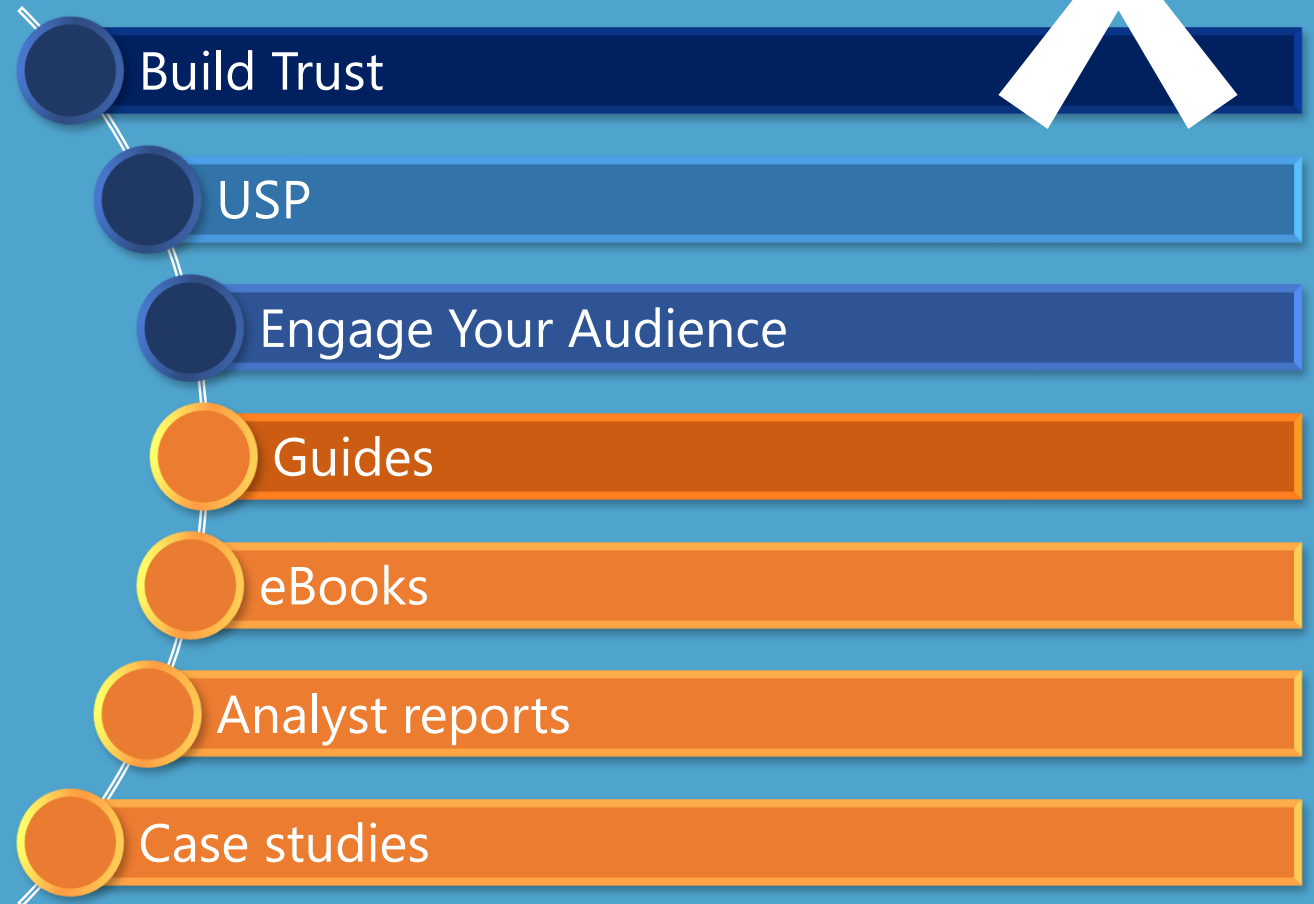
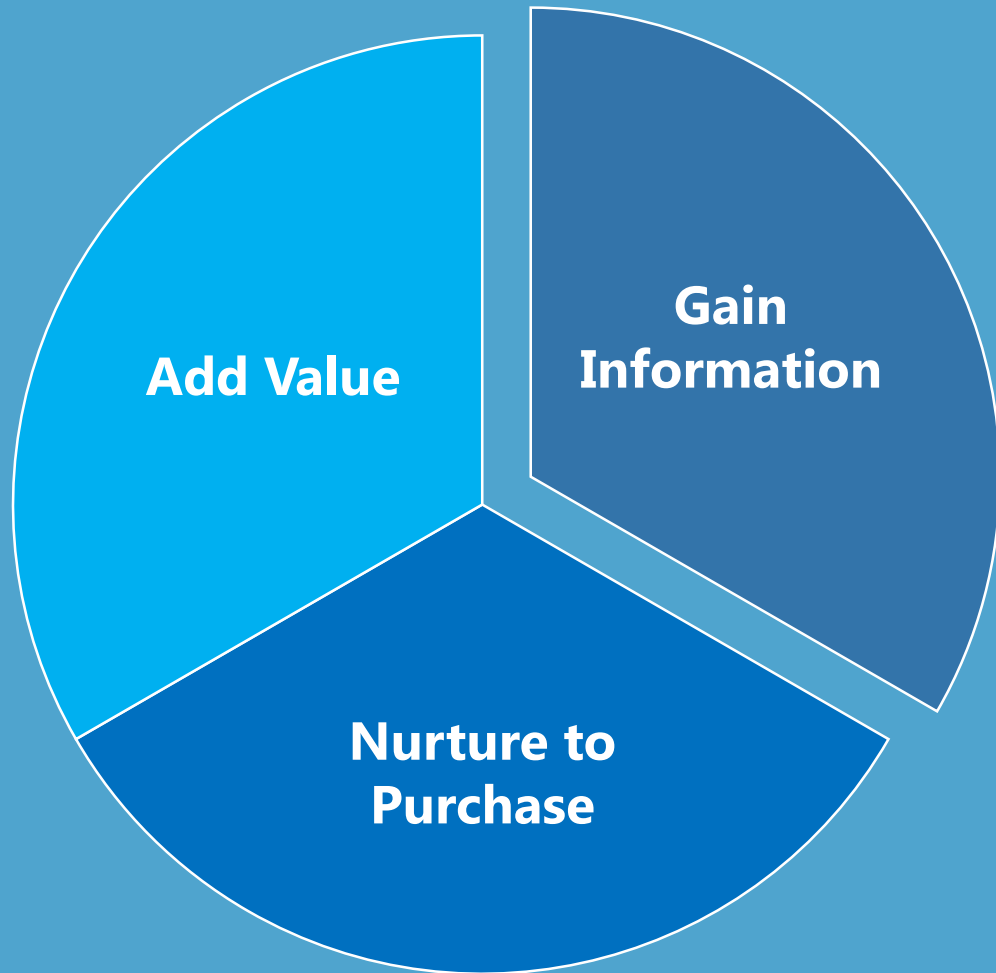
Top Of Funnel: Attract

What Is Brand Awareness?



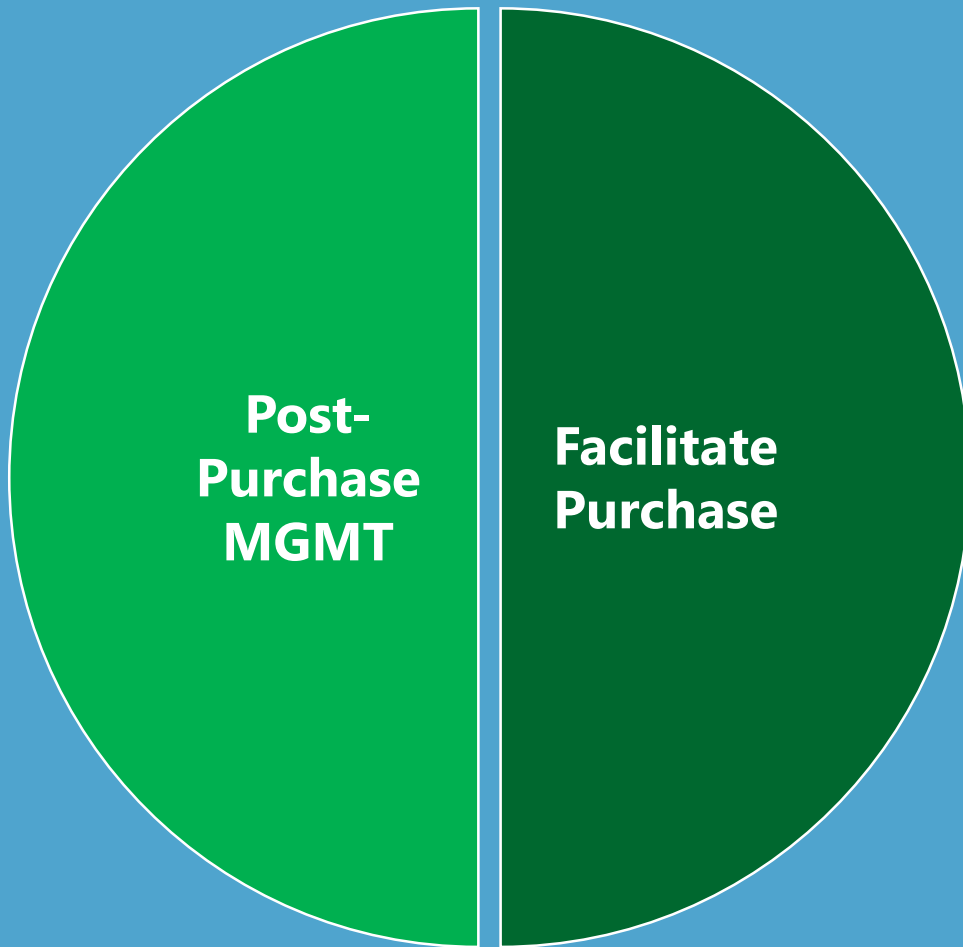
Middle Of Funnel: Convert

What Is Lead Generation?



Bottom Of Funnel: Close

The Sale

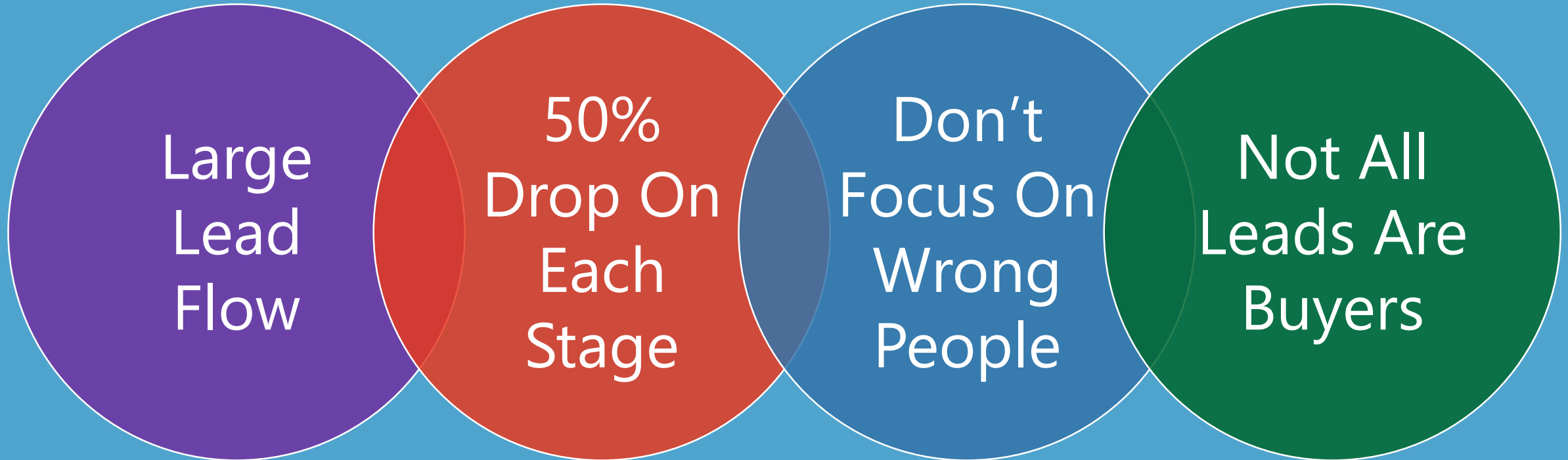




CUSTOMER JOURNEY

The Funnel







How Do I Generate More Leads?

Lead Generation Tips

Share Links To Gated Content

Run Competitions

New Original Content

Advertise – Lots

- Facebook
- Instagram
- LinkedIn

Webinars/Live Engagement

Use Your Page Like A Site

Good Product

NURTURE Your Leads

Module I - Introduction



8 Interactive Lessons

Monday and Wednesday

If you miss a lesson, you can always view the recordings later.

Lesson 1 - Online Fundamentals - The Start of Your Success

📅 February 5th 2018, 7:00 pm GMT

To kick start the course, we examine a case study of a successful online business and we will show you exactly how to do the same. You will understand lead generation, how to build your customer database and we will show you how to generate conversions, so you can enjoy real profit and success from the start.

Lesson 2 - Target Audience - Who is Your Customer

Lesson 3 - Google PPC & SEO - Acquiring the Right Leads for Less

Lesson 4 - Affiliate Marketing - Developing Strategic Partnerships Online

Lesson 5 - Facebook - Targeted Advertising for Lead Generation

Lesson 6 - Sales Funnel - Nurturing Your Leads

Lesson 7 - Data Driven Marketing and Sales - Maximum Return

Lesson 8 - Strategy – Retention and Recurring Revenue

Sales Funnel - Nurture



CONVERSION RATE
%



Nurture: Facts & Practices

 **45% ROI from Leads**

 **Use Sharing Links EVERYWHERE**

 **Nurtured leads produce a 20% increase in sales opportunities**

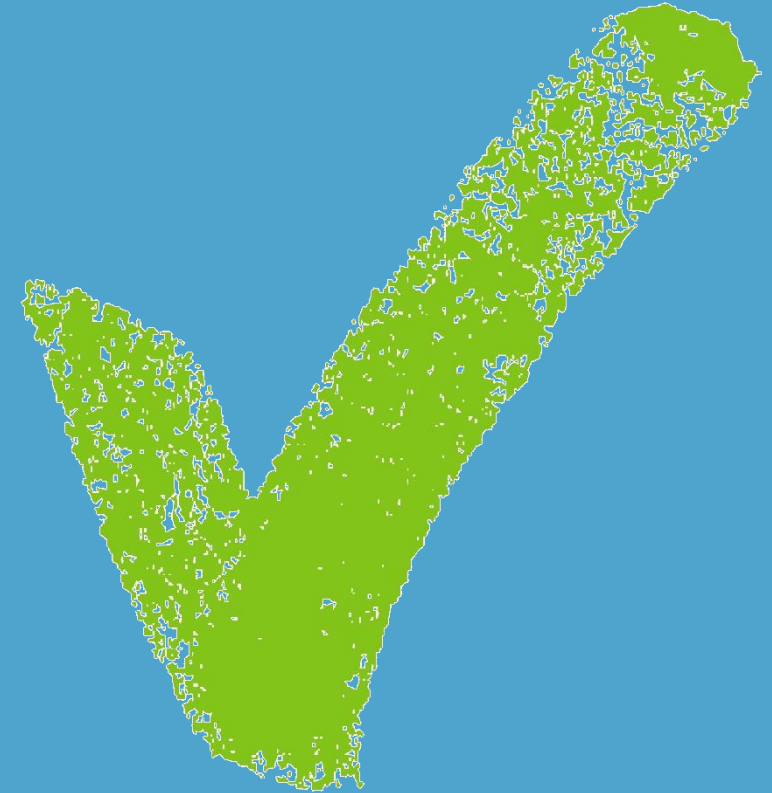
 **Integrate – links, links & more links...**

 **Generate 50% more leads at 33% lower cost**

(Source: Forrester Research)

(Source: DemandGen Report)

(MarketingSherpa)



Bottom of Funnel – Sale/Offer

- **High Quality, Always**
- **Explain USP Simply**
- **Attractive Discount**
- **Price-Framing**
- **Simplify Offer Clearly**
- **Unique and Limited Offer**
- **Urgency is Effective!**



Conclusion

Attract

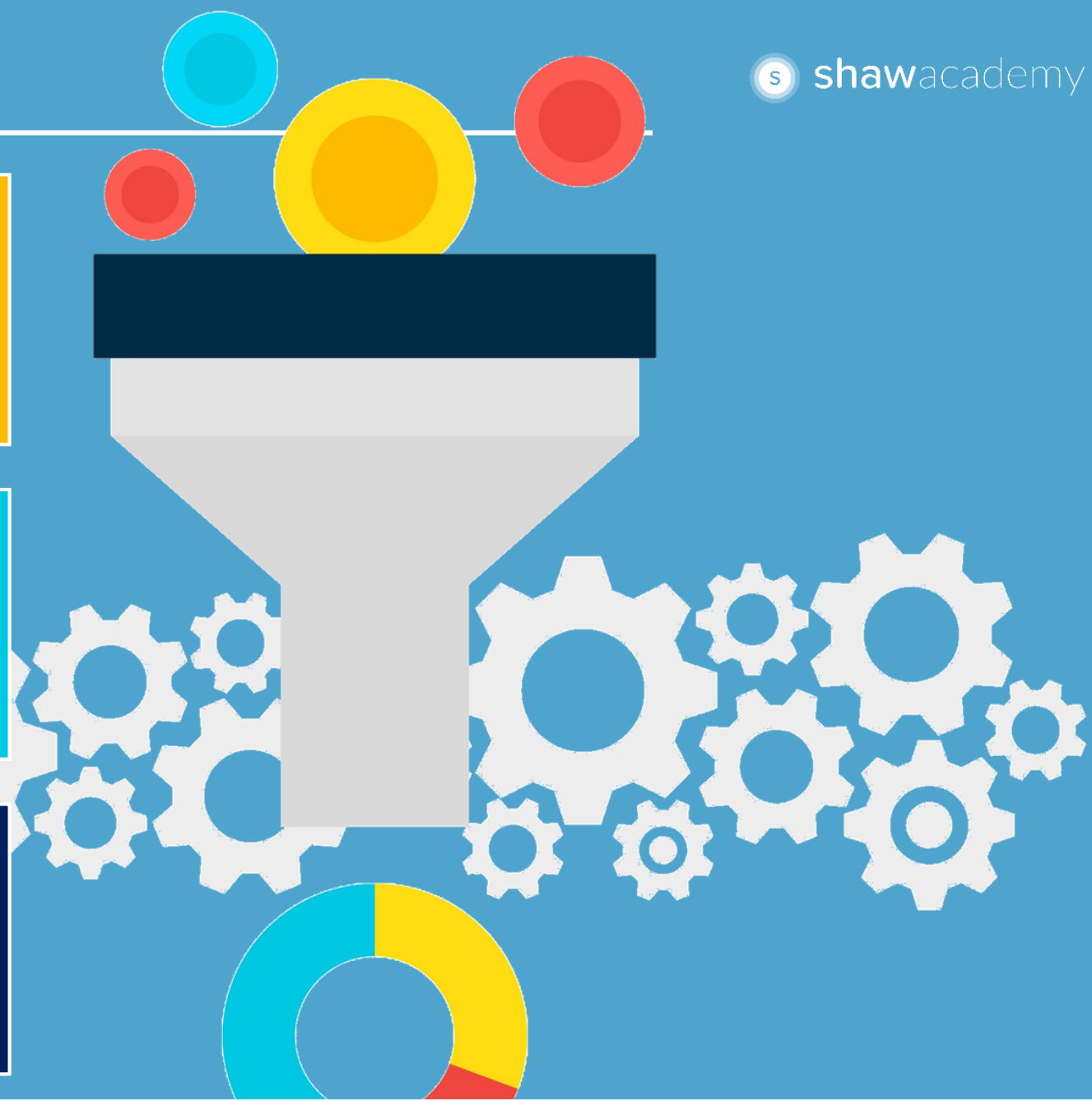
Convert

Close +
Continue

Keep Up The
Quality

Nurture Your
Leads

Use Social
Throughout



Need Support?

Contact US



Support

support@shawacademy.com



Educator

Social.media@shawacademy.com



Website

www.shawacademy.com



European
Qualifications
Framework

Professional Diploma in Social Media Marketing

Module 1

FAQ

See You Back For Lesson 7

