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Sales Funnels:

Grow Your Business with Automation and AI

LOCAL EXPERT AUTHORIZED By Constant Contact

Constant Contact Solution Provider Program

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Aaron Wesley Means

- Marketing
- Web – Design – Branding
- Private Coaching & Training
- Speaking, Seminars, Webinars
- Personalized Marketing Help

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Constant Contact Solution Provider of the Year: Southeast

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What does it cost after trial? Starts at **only $12/mo**

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- → AI Content Generation Features included in all plans
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What is Automation in Sales & Marketing?

Marketing automation uses software to automate monotonous marketing work. Marketing departments can automate repetitive tasks such as email marketing, social media posting, and even ad campaigns - not just for the sake of efficiency, but also to provide a more personalized experience for their customers. The technology behind marketing automation makes these tasks faster and easier to do.

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What are the main benefits of Automation in Sales & Marketing?

1. Time

2. Results

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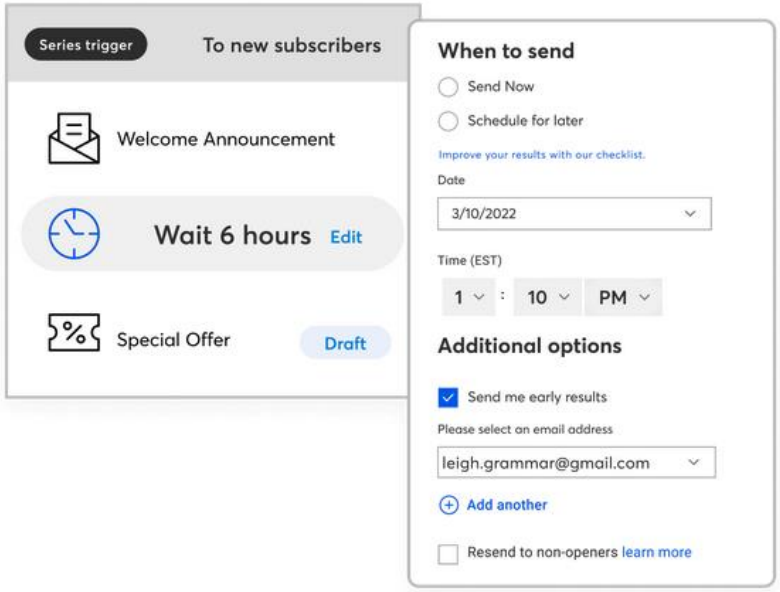
What are examples of Automation in Sales & Marketing?



Welcome email.

Send an automated welcome email or text to new contacts, then build your relationships overtime with a messaging cadence and quality that adapts to how subscribers interact with previous content.

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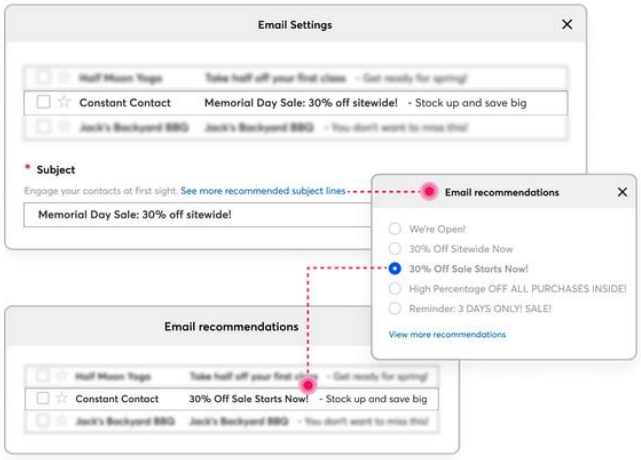

Resending emails.

Looking to improve results? Change the subject line to try a different message and resend to contacts who didn't open your first email.

Explore more :
How Resending an Email is Good for Business

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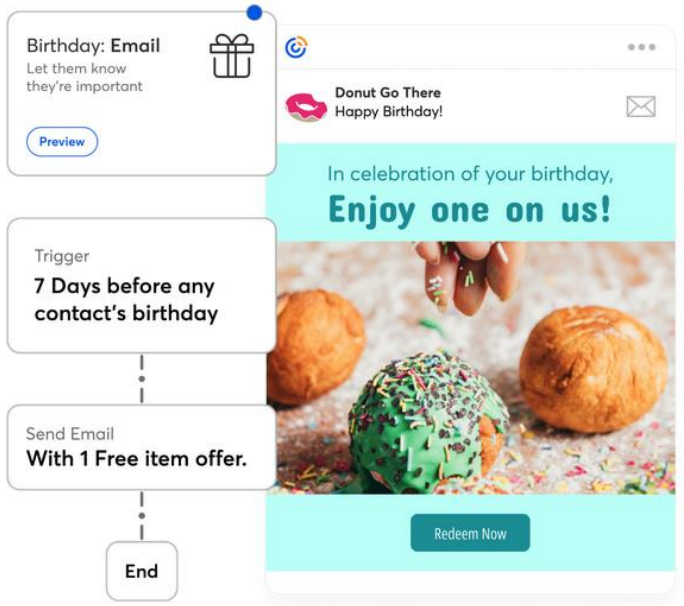
What are examples of Automation in Sales & Marketing?

Birthday and anniversary emails.

Keep subscribers engaged with your brand by sending them a birthday or anniversary message via email or text to let them know they're important to you.



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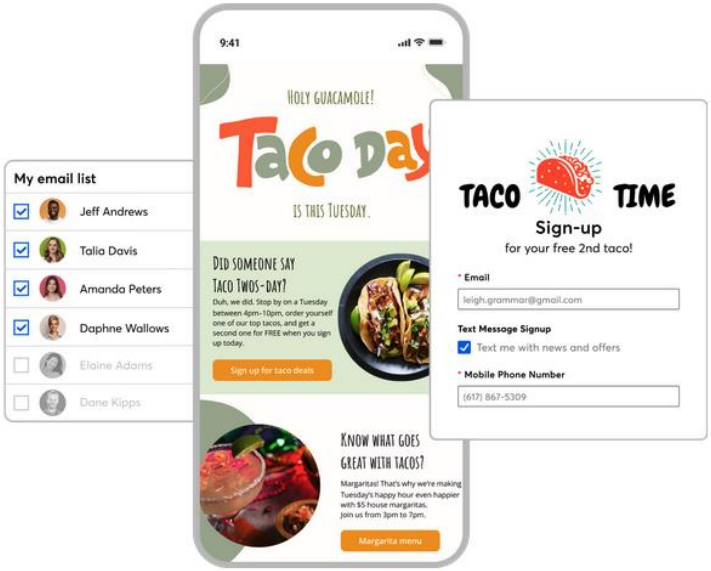
What are examples of Automation in Sales & Marketing?

List-building tools.

Use our list-building tools and sign-up forms to attract new contacts on your website, Facebook, through text, and more. Grow your list and grow your business.



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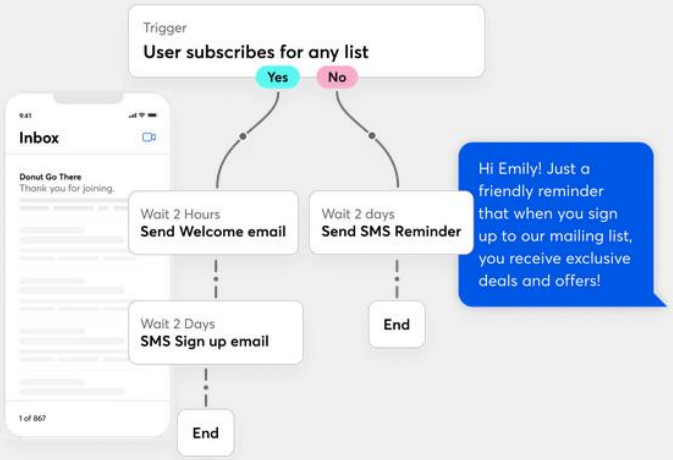

Put your messaging on autopilot.

Focus on your business with confidence, knowing your emails and texts will be delivered to the right person at the right time, automatically. Get started today with plug-and-play path templates

Explore more: Quick Facts About Email Automation

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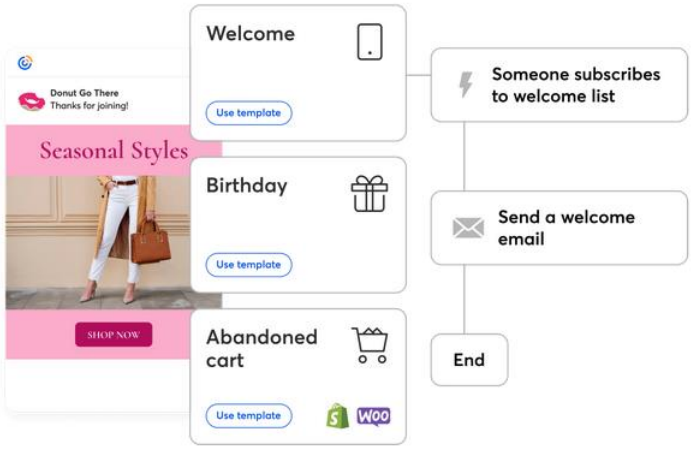
What are examples of Automation in Sales & Marketing?

Marketing Automation made easy.

Start from scratch or select from a library of plug-and-play templates to send the right message at the right moments.



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Increasing engagement is easier than you think.

Say hi.

Make a good first impression with every new contact who interacts with your brand by greeting them with a welcome email.

Nurture leads.

Create automated messaging paths to engage with your contacts over time.

Create your own path.

Map out the "who, what, and when" of your messaging and let automation manage your marketing.

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What is a Sales Funnel & How Does it Work?

A **sales funnel**…

…is a step-by-step process that allows you to bring your potential customer one step closer to your offer and a buying decision through a series of marketing actions like automated emails, videos, articles and landing pages that will **do** the selling for you.

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What do we normally do?

List the offer on our website

Send an email to our list

Make a post on facebook

Cry into our pillows as stoically as possible when not enough sales come in

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Sales Funnels are a Process

Rather than thinking in terms of an offer that comes and goes and you rinse and repeat, understand that different prospects at different levels of seriousness need to see relevant content and reasons why your product or service is a good fit for them.

As they move through the process, automated marketing helps clarify for them whether they are a fit or not.

So, in a way, the funnel sells without selling.

The goal is not to get everyone to buy, the goal is to find the right people and sell to THEM.

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Capture email - the email is critical

Components of a funnel:

- **Emails**
- **Landing Pages**
- **Videos, Photos, Testimonials, Written Copy (how to – why should they – what of it?)**

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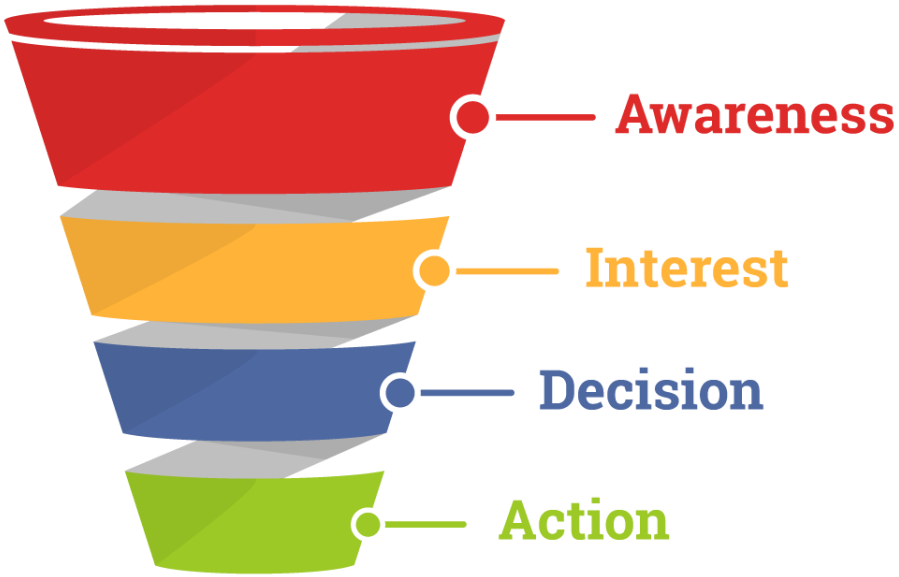
The 4 basic Sales Funnel stages are:

Awareness

Interest

Decision

Action



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Qualifying How to Build A Funnel

What does your business do, mainly?

What product or service do you want to move the most?

What are the pain points or problems that it solves for people?

How will they feel when your product or service provides them the solution or experience that they want?

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Awareness

At this stage, the prospect learns about your existing solution, product, or service. They might also become aware of the problems that they need to solve and the possible ways to deal with them.

This is when they visit your website for the first time, which they found from an ad, Google search, a post shared on social media or another traffic source.

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Interest

At this stage, the prospect is actively looking for solutions to their problems and ways to achieve their goals.

They search for solutions on Google. This is when you can attract them with some great content.

Now is the time when they expresses his interest in your product or service. They follow you on social media and subscribe to your list.

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Decision

At this stage, the prospect is making the decision that they wants to take advantage of your solution.

They are paying more attention to what you offer, including different packages and options, so he can make the final decision to purchase.

This is when sales offers are made by using sales pages, webinars, calls, etc.

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Action

At this stage, the prospect is becoming a customer by finalizing the deal with you.

They're signing the contract and clicking the purchase button.

Then the money is transferred to your bank account.

It's important to state that there might be additional stages to your sales funnel. Your interaction with a customer doesn't end with a successful stage.

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Retention

At this stage, you have your customer on board your company. This stage requires you to focus on keeping customers happy in order to convert them into repeat customers and brand advocates. Word of mouth is a powerful force and no one can do it better than a happy customer.

To keep customers happy, you need to help your customers with all aspects and problems related to what they bought from you. Basically, you want them to stay engaged with your product/service. You can do that by sharing content such as:

- Emails
- Special Offers
- Surveys/Outreach and follow-ups
- Product usage guides
- Technical assistance literature

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Example

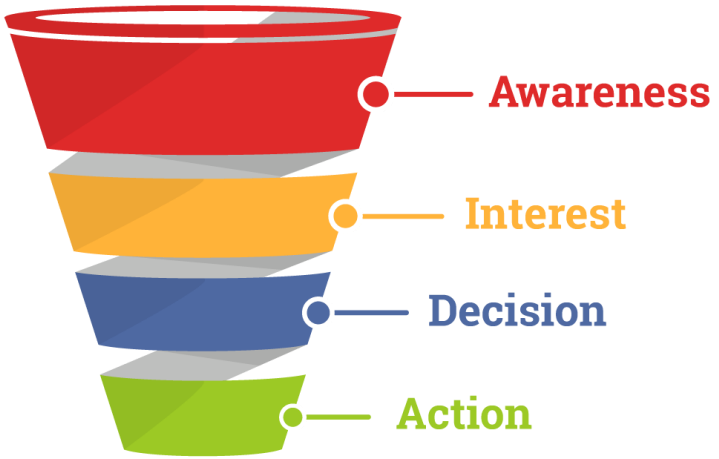
Blog published on social media about Retiring Early. Interested and curious folks click it. **(Awareness to Interest)**

Popup on blog page offering free guide to retiring on a limited budget. **(Interest)**

After optin, email arrives automatically with report and includes a link to a live video with free tips. They are given an option to click through to more tips and subscribe to a VIP list. **(Interest)**

After doing so, another email arrives in the series on a predetermined schedule with more tips on retiring earlier. More videos and more value. **(Decision)**

A mention and description of a special subscription to a lifestyle club is included in the marketing automation, explaining how the paid club takes the content and lifestyle planning to another level. An offer is made for a free trial or an introductory period. **(Action)**



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https://www.mailmunch.com/blog/sales-funnel/

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https://blog.close.com/sales-funnel-examples/

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