
WHAT IS A FUNNEL?

| AN OVERVIEW OF THE 5 WEEK
COURSE



WHO WE ARE

- We are a data-led agency obsessed with our clients' profitability.
- We brands stand out and improve their bottom line.
- We respect the client's budget so we are fully above board in our spend. We are poised to lead the accountable digital advertising renaissance in Africa.
- ROI is everything.



FocusPPC

Your Speakers



El Hadj Seck

Founder and managing director at Focus PPC. Ex-P&G, El Hadj has over 10 years experience in marketing. He is fluent in French, English and Arabic. Addicted to online marketing and especially PPC management.



Gbenga Onalaja

Gbenga is the Director of Account Management at Focus PPC. Content marketing and digital strategy are his jam. He is obsessed with continual self-improvement. He loves long distance running and off-road biking.

What you will learn.

- Introduction to Digital Marketing Channels
- What is a Sales funnels
 - 5 things you need to know before launching a sales funnel
 - How to create a buyer persona for your funnel
 - Developing an effective strategy for lead generation
 - 3 things you need to know about sales funnels
- TOTF - MOTF - BOTF
 - Top Of The Funnel: Strategies for the TOTF
 - Middle Of The Funnel: : Strategies for the MOTF
 - Bottom Of The Funnel: : Strategies for the BOTF
- Measuring the success of your Funnel
- Optimizing your Sales Funnel
- 3 Most common mistakes
 - #1: Going straight for the sale
 - #2: Missing Call to Action Buttons
 - #3: lack of sense of scarcity and urgency
- 2 Highly Converting Sales Funnels
 - Why you need to draw your sales funnels
 - Example of a Sales funnels
- Q&A
- Homeworks 😊

INTRODUCTION TO **DIGITAL MARKETING** **CHANNELS**

1. Facebook Ads

Social media is a big player in the marketing world right now. Customers are actively seeking out brands they like or are interested in and increasing numbers of users are taking to social media to research or make buying decisions.

Social media also offers valuable community building opportunities.



The Athletic
Sponsored · 🌐

Toni Kroos on Real Madrid being wrongly written off, texts from Gerrard about Liverpool, and how close he came to joining Man Utd.



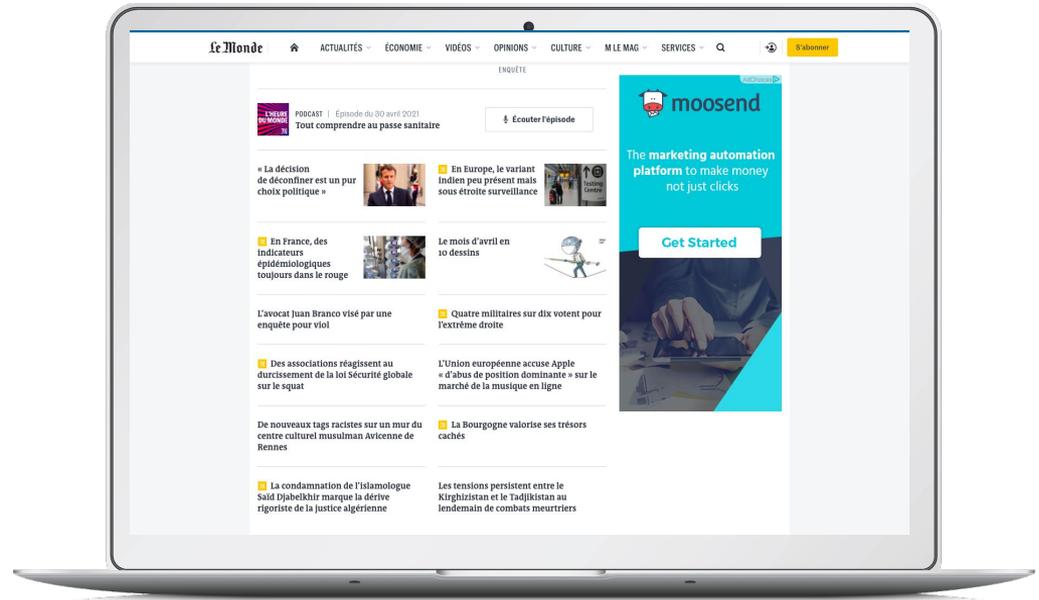
THEATHLETIC.COM
'I'm blessed with the gift of not getting nervous – ever'
The midfielder on Real Madrid being wrongly written off, Guardiola's influence on his career...

3K 91 comments 78 shares

Like Comment Share

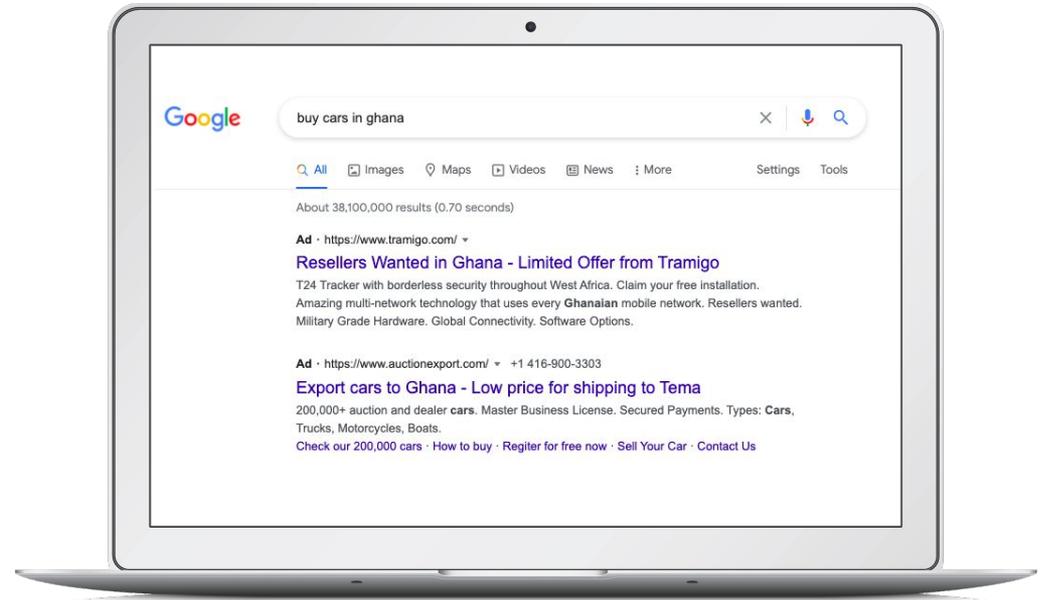
2. Display Ads

Google's display ads and Facebook's paid social ads will allow you to create demand and introduce your services to customers who may not be looking or even know you exist.



3. Pay Per Click Ads (PPC)

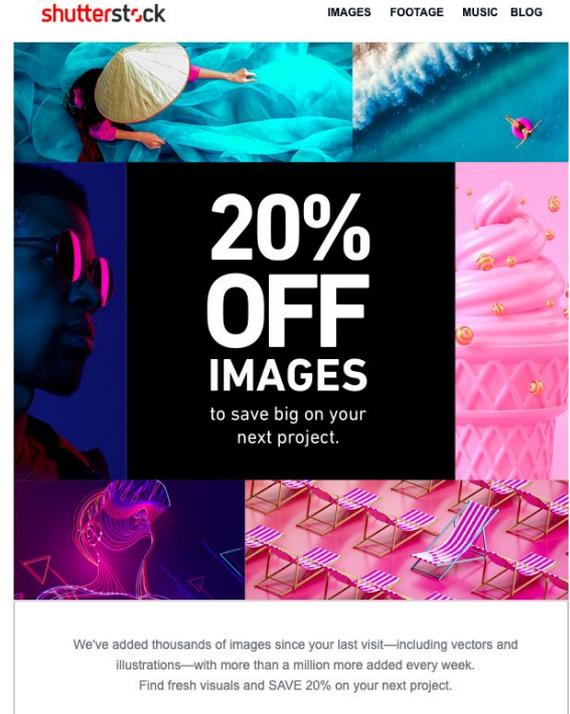
As far as marketing channels go, pay-per-click (PPC) advertising is still an unbeatable juggernaut, especially with the diverse options now available to brands. There is a learning curve for each platform, so if you can afford to hire an agency to handle your campaigns for you, we obviously recommend that.



4. Email Marketing

Email marketing is the best method of direct response marketing there is. Users have opted into hearing from you, so they're more willing to open those messages to learn about the latest products, sales and how to benefit from them.

Use a combination of triggered autoresponders and segmentation practices in order to make the emails as immediately relevant to the receivers as possible. This will not only increase the chance of immediate conversion but also long-term open rates, too.



The image shows a promotional email banner for Shutterstock. At the top left is the Shutterstock logo. To its right are navigation links: IMAGES, FOOTAGE, MUSIC, and BLOG. The main visual is a collage of various images: a person in a conical hat, a person in a blue dress, a person in a blue dress. In the center, there is a black box with white text that reads "20% OFF IMAGES" and "to save big on your next project." Below this, there is a smaller text block that reads "We've added thousands of images since your last visit—including vectors and illustrations—with more than a million more added every week. Find fresh visuals and SAVE 20% on your next project."

shutterstock

IMAGES FOOTAGE MUSIC BLOG

**20%
OFF
IMAGES**

to save big on your next project.

We've added thousands of images since your last visit—including vectors and illustrations—with more than a million more added every week. Find fresh visuals and SAVE 20% on your next project.

WHAT IS A **SALES**
FUNNEL?

FUNDAMENTALS



WHY DO I NEED TO UNDERSTAND SALES FUNNEL

Each of the sales funnel stages has an impact on consumer behavior. You need to know them intimately

By knowing each step, you can use tactics to improve the number of people that go from one step to the next.

This can have a crazy impact on your business.





WHY IS A SALES FUNNEL IMPORTANT?

Your sales funnel illustrates the path prospects take.

Understanding your funnel can help you find the holes in the funnel — the places where prospects drop out and never convert.

If you don't understand your sales funnel, you can't optimize it. We'll go into the specifics of how the funnel works below, but for now, understand that you can influence how visitors move through the funnel and whether they eventually convert.



HOW CAN IMPROVING YOUR FUNNEL CAN IMPROVE YOUR SALES

20%



5 THINGS YOU NEED TO KNOW BEFORE LAUNCHING A SALES FUNNEL



Before the sales funnel launch

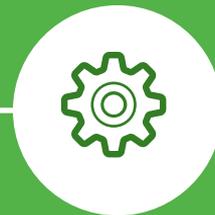
Understand your target audience



Who is my audience?



Where is my audience?



What annoys them?



How am I going to reach them?

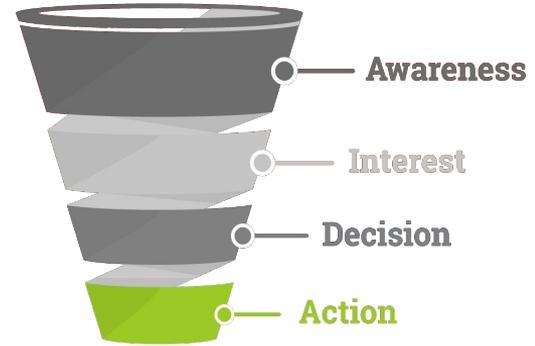
HOW TO CREATE A BUYER'S PERSONA



HOW TO CREATE A BUYER PERSONA FOR YOUR SALES FUNNEL

buyer personas are composites of the values, behaviors, and characteristics of your perfect customers, distilled into unique summaries.

Buyer personas can be very complex or quite simple, depending on the nature of your business and the type of person who typically purchases your goods or services. However, buyer personas often include much of the same data, such as:



Buyer Persona: Basics

Demographic data is anything that helps you segment your potential market into more refined subcategories. This includes gender, age, income or education level, ethnicity, and so on. Depending on the needs of your business, demographic data can be quite broad or extremely specific.



**Marketing Manager
of an FMCG**

34 years old

Earns GHC7,000 per month



Buyer Persona: Behaviour

Incorporating consumer behavior into your buyer personas might seem like guesswork, but this stage should be as data-driven as any other part of your marketing strategy. To start identifying behavioral patterns of your ideal customers so you can incorporate them into your buyer personas, you'll need to dive into your analytics data.



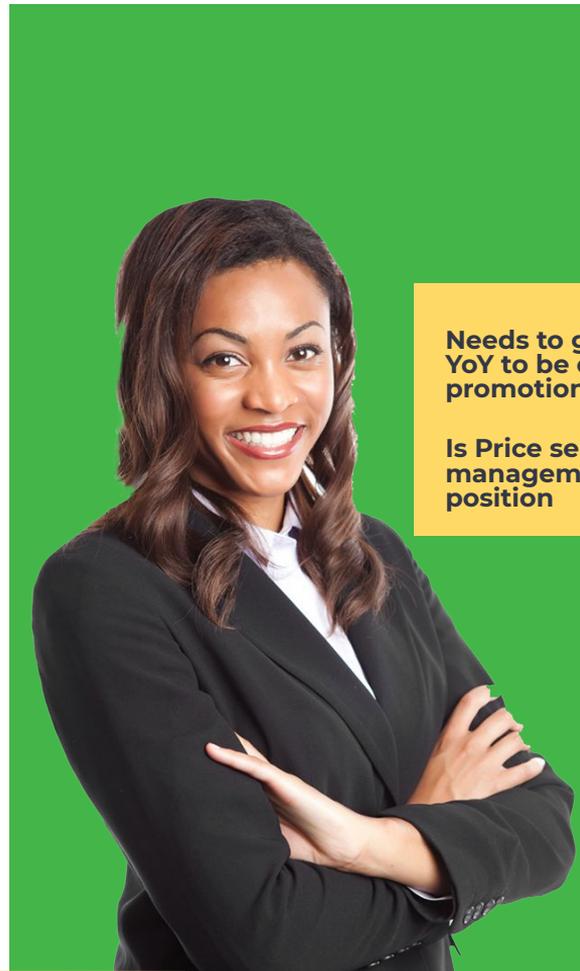
Prefers to be on Instagram for inspiration and look for brand and Twitter for hot news.

Likes how to videos of 3 mins max.

Also likes to read blog post.

Buyer Persona: Motivations and Objectives

Once you've determined how your ideal customer buys things, you need to figure out *why* they buy things. This task can be a little more time-consuming, as you may have to rely on qualitative research such as surveys or questionnaires, but the more time you take to understand your customers' motivations, the more accurate your buyer personas will be.



Needs to grow her brand YoY to be eligible for a promotion at work

Is Price sensitive as P&L management is key in her position



Example of **Buyer's Persona**

Target groups.



ANDREW

Age: 18

More info: He's a student of Accra Academy. He can't wait to have his own adventures as he prepares to go to the University of Ghana. Pepsi will be his drink of choice on those adventures.

Connection channels: Instagram & TikTok.



LIZZY

Age: 25

More info: She's a marketing executive who enjoys her lunchtime chats with her colleague and weekend getaways. She aspires to a senior management position.

Connection channels: Instagram, Twitter, TikTok and on her favourite blog.



KOFI

Age: 30

More info: He's a Uber driver who spends most of his time on the road. He drinks Pepsi to refresh but the best memory with Pepsi for him is when he shares it with his family.

Connection channels: Facebook & Whatsapp.

Target groups.



Owners of brick and mortar shops that need quick and convenient ways of making bulk purchases

Types: **Supermarkets, wholesalers, mini marts etc**
Locations: **Lagos, Abuja, Port Harcourt, Kaduna**

Wholesale Shops



Mothers who want to prepare delicious meals for her family and wants quick access to purchase food stuff and for cheap too.

Age: **30 - 50 years**
SEC: **A - C1**
Occupation: **Administrator**
Lives: **Ogudu**

Mothers with children



Owner of a business or a manager in a company. Single or married and want convenient food stuff shopping

Age: **35 - 50 years**
SEC: **B - C2**
Occupation: **Manager**
Lives: **Lekki**

Young & enterprising adults

3 THINGS YOU NEED TO KNOW ABOUT SALES FUNNELS





FIELDS

Give people only very few fields to fill to make sure they do not get discouraged.

STEPS

Make sure the process is as easy and as short as possible.

CLICKS AWAY

Do not give many clickable options on your page, it will distract people from doing what you want them to do.

Grammarly Example



Top Of The Funnel

Middle Of The Funnel

Bottom Of The Funnel

MODEL

AWARENESS STAGE

This is the moment at which you first catch a consumer's attention. It might be a tweet, a Facebook post shared by a friend, a Google search, or something else entirely.

Your prospect becomes aware of your business and what you offer.

When the chemistry is just right, consumers sometimes buy immediately. It's a right-place, right-time scenario. But this almost never happens.

More often, the awareness stage is more of a courtship. You're trying to have the prospect into returning to your site and engaging more with your business.

5 STRATEGIES FOR THE TOTF



Strategy 1

Influencers

People with a lot of followers on Instagram or Youtube

Strategy 2

Blogs Posting

Write articles benefiting users while educating them.

Strategy 3

PPC - Awareness Ads

Google Ads, banners, Facebook or Instagram ads.

Strategy 4

Social Media

Facebook, Instagram, Twitter, LinkedIn.

Strategy 5

SEO

Search Engine Optimization to rank organically in search engines



(Getty Images)

BUY

What Does 'Under Contract' Mean in a Real Estate Listing?

By Julie Ryan Evans

Apr 9, 2021



As you scroll through the real estate listings, you might spot a few that say the house is "under contract." But what does "under contract" mean?

buying + selling

buying a home

home buying

sale pending



Suggested Post



Slack shared a link.

Sponsored · 

 Like Page



Slack: Make Work Better

Slack brings all your communication together in one place.

[SLACK.COM/RESULTS](https://slack.com/results)

[Learn More](#)



SOME EXAMPLES OF THE TOTF MARKETING TOOL ARE



Press Release



Facebook
Awareness Ads



Google
GDN Ads



SEO



Blog



Twitter
Hashtags

STRATEGIES FOR THE MOTF



INTEREST STAGE

When consumers reach the interest stage in the sales funnel, they're doing research, comparison shopping, and thinking over their options. This is the time to swoop in with incredible content that helps them, but doesn't sell to them.

If you're pushing your product or service from the beginning, you'll turn off prospects and chase them away. The goal here is to establish your expertise, help the consumer make an informed decision, and offer to help them in any way you can.

DECISIONS TAGE

The decision stage of the sales funnel is when the customer is ready to buy. He or she might be considering two or three options — hopefully, including you.

This is the time to make your best offer. It could be free shipping when most of your competition charges, a discount code, or a bonus product. Whatever the case, make it so irresistible that your lead can't wait to take advantage of it.



Don't know which inverter you need?

Subscribe now to receive a link to our Load Calculator.

SUBSCRIBE



When someone subscribes to list 'Load Calculator Subscribers'

+

Then send email with subject '[Load Calculator] Know exactly what inverter capacity you need!'

+

Wait for 3 day(s)

+

(Specific Link URL Clicked is 'https://www.luminousnigeria.com/load-calculator/' in the last 3 days)

Yes

+

Then increase field 'Score' by '50'

+

Wait for 5 day(s)

+

Then send email with subject 'Free Inverter Consultation with an Expert'

No

+

Wait for 3 day(s)

+

Then send email with subject '[Load Calculator] Your link will soon expire'

+

Wait for 6 day(s)





Then send email with subject '[Free Guide] 5 common mistakes inverter-buyers make '



Wait for 6 day(s)



Then send email with subject 'Ever wonder why Luminous is the Best? '





Washington expected to get 8 inches of snowfall within the next week!

 Jane Smith
Writer - Contributor

Snowflurries are now in effect across south-central Washington for late Sunday afternoon through Monday morning. Winter Storm Watchers can expect snowfall on Monday morning.

amazon.com



Iris PowerZoom
B2100 14.1 MP Digital
Camera with Built-in
Social Sharing

★★★★☆ (249)

\$132.98 

Shop now

SOME EXAMPLES OF THE MOTF MARKETING TOOLS ARE:

- Guides
- White papers
- Emails
- Product pages
- Printed books or eBooks
- How-to videos
- Product demonstration videos



5 STRATEGIES FOR THE BOTF



ACTION STAGE

At the very bottom of the sales funnel, the customer acts. He or she purchases your product or service and becomes part of your business's ecosystem.

Just because a consumer reaches the bottom of the funnel, however, doesn't mean your work is done. Action is for the consumer and the marketer. You want to do your best to turn one purchase into 10, 10 into 100, and so on.

In other words, you're focusing on customer retention. Express gratitude for the purchase, invite your customer to reach out with feedback, and make yourself available for tech support, if applicable.



SOME
EXAMPLES OF
THE BOTF
MARKETING
TOOL ARE:

- Sales visits
 - Direct response mailers or emails
 - Sales pages
 - Free trials, excerpts, samples, or consultations
- 

shutterstock

[IMAGES](#) [FOOTAGE](#) [MUSIC](#) [BLOG](#)



**20%
OFF
IMAGES**

to save big on your
next project.

We've added thousands of images since your last visit—including vectors and illustrations—with more than a million more added every week.

Find fresh visuals and **SAVE 20%** on your next project.

Measuring the Success of a **Sales Funnel**



A great way to measure the success of your sales funnel is to track your conversion rates.

How many people, for instance, sign up for your email list after clicking through on a Facebook Ad?

Pay careful attention to each stage of the sales funnel:

1. Are you capturing the attention of enough consumers with your initial content?

2. Do your prospects trust you enough to give you their contact information?

3. Have you secured purchases from your email drip campaign and other marketing efforts?

4. Do existing customers come back and buy from you again?

Knowing the answers to these questions will tell you where you need to tweak your sales funnel.

Optimizing your **Sales Funnel**

WHO DO YOU
THINK WILL GET A
RIDE?



A/B TESTING

Don't run just one ad. Run 10 or 20. They might be very similar, but direct them to different buyer personas and use Facebook's targeting features to make sure those ads appear in front of your target audience.

A/B test your landing pages. It takes time, but you'll reach more people and convert prospects more reliably.

You can also A/B test your email campaigns. Change up your language, imagery, offers, and layouts to figure out what your audience responds to.

EXAMPLE A/B SPLIT TEST

Run split test on ad copies before placement. This will help optimize the best performing content to convert TA as well as spend.

A



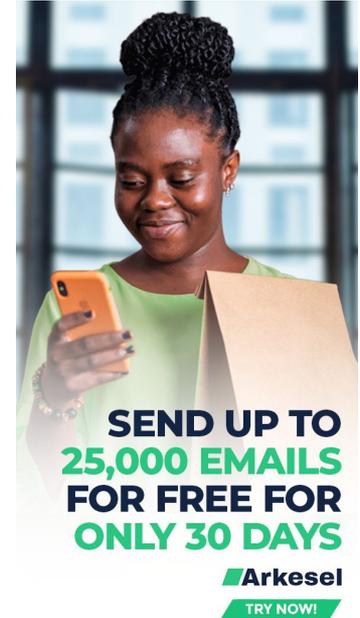
B



A



B



3 Most common mistakes of **Sales Funnel**

#1 GOING STRAIGHT TO THE SALE



#2 MISSING
CALL TO ACTION BUTTON



WHAT IS A GOOD CALL TO ACTION?

To get your prospects to do what you want, all you have to do is include a compelling call to action on your website and in your marketing campaigns. Simple, right?

Call to action marketing is harder than it sounds. Fortunately, there are many companies who have already done the hard work of A/B testing their call to action buttons, so you don't have to.

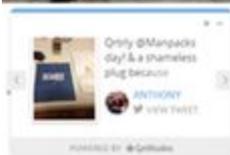


MANLY GOODS WHEN YOU NEED THEM.
Men's underwear, socks, razors, condoms and more.
Free returns. Rush or delay shipments. Cancel anytime.

JOIN 1000'S OF MEN
ALREADY SIGNED UP →

BUILD A MANPACK

AS SEEN ON **Forbes** **MensHealth** **Inc.**  **Entrepreneur** **TechCrunch** **Mashable**



Give a gift

Christmas? Birthday? Bar Mitzvah?
Father's Day? We've got you



Razor Blades

Manpacks now offers 4 premium, 5-blade razors for just \$9/month—



Office - Click here to visit us



Square Card Reader
Accept credit cards anywhere.



Square Register
Turn your iPad into a register.



Pay with Square
Never swipe your card again.

Sign In

Start accepting credit cards today.

Sign up and we'll mail you a free Square Card Reader.

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Why Crazy Egg is Risk-Free For You To Try

- › Use the suite of Crazy Egg tools
- › Watch our tutorial videos
- › Learn from the examples and apply them to your website
- › You can even call our support team if you get stuck

But if you aren't absolutely delighted...if you aren't increasing your website's revenues within 30 days, you're protected by...



100% NO-RISK DOUBLE-GUARANTEE

You are fully protected by our 100% No-Risk Double-Guarantee. If you don't increase your website's conversion rate or revenues over the next 30 days, just let us know and we'll send you a prompt refund. **No questions asked.**

[SHOW ME MY HEATMAP](#)

[Show me my heatmap](#)

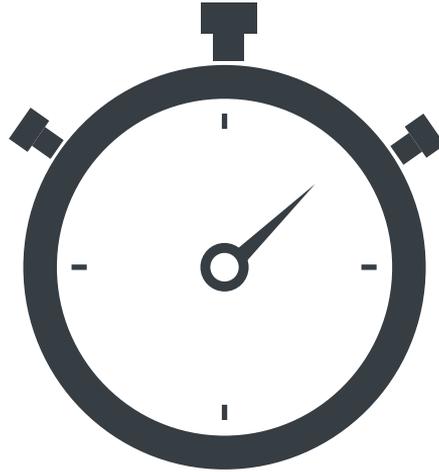
Increase your website's conversion rate or revenues within the next 30 days... or your money back.

#3 LACK OF SENSE OF SCARCITY OR URGENCY



URGENCY

Something needing attention very soon, before it is no more available.



SCARCITY

Insufficiency or shortness of supply



URGENCY OR SCARCITY?



TODAY 45% OFF

2015

Hotel **Blooms Hotel** ★★★ 

Dublin

5 people are looking right now

WiFi

Booked 28 times today

deal 

Double Room

 Lock in this great price while you still can – you can always cancel later!

In high demand – only 4 rooms left on our site!

~~45%~~ ~~\$202~~ **\$112**

FREE cancellation – no prepayment needed

Good 7.8
4,432 reviews

 1842

[Select your room >](#)

URGENCY OR SCARCITY?

Countdown Fever: your chance to bag loads of new gear
If you are unable to view this email please click [here](#)

ASOS

NEED IT IN TIME FOR CHRISTMAS?
YOU'VE GOT 11 DAYS LEFT TO SHOP WITH FREE STANDARD DELIVERY!

NEW IN | JACKETS & COATS | JEANS | SHOES | ACCESSORIES | BRANDS | TAILORING | GIFTS



COUNTDOWN FEVER
20% OFF EVERYTHING ENDS IN:

HRS MINS SECS
03:45:27

THIS WEEKEND ONLY

**20% OFF
EVERYTHING!***

Stop whatever you're doing: it's 20% off everything. That's Christmas sorted, with enough cash left for some fun.

Use promo code **WKEND20** at checkout.

Ends 8am Monday.

[SHOP NOW >](#)

**20% OFF
EVERYTHING**

ENTER PROMO CODE:
WKEND20

URGENCY OR SCARCITY?



All-inclusive

Meliá Nassau Beach ★★★★★   Value Deal

Nassau

There are 3 people looking at this hotel.

Latest booking: 5 hours ago

Classic Double Room with Island View (2 adults)

14 more room types ▶

Compare

URGENCY OR SCARCITY?

The screenshot shows the Mobly website interface. At the top, there is a navigation bar with the Mobly logo and a search bar. Below the navigation bar, there is a promotional banner with the text "Compre na Mobly e ganhe presentes incríveis." and a "SABIA MAIS" button. The main content area features a large text overlay: "O que acha de economizar mais um pouco?" followed by "10% off the entire site, valid for the next 60 minutes!". A smaller text above the discount says "You've been chosen to receive a special discount!". Below the discount, there is a "15% OFF" offer and a "FAÇA SUA OFERTA" button. A timer shows "FALTAM APENAS 14:02:56". There are two buttons: "Yes, I want a discount!" and "No thanks, I don't like discounts.". At the bottom, there is a section for "MÓVEIS DE ESCRITÓRIO" with a "50% OFF" offer.

www.mobly.com.br

Televisões Teclados por região Atendimento Perguntas frequentes Frete grátis Confira no carrinho

mobly

Buscar

Móveis Ambientes Utilidades e Eletro Decoração e Têxteis Jardim e Lazer Iluminação Especiais Tendências

Compre na Mobly e ganhe presentes incríveis. SABIA MAIS

O que acha de economizar mais um pouco?

You've been chosen to receive a special discount!

10% off the entire site, valid for the next 60 minutes!

FAÇA SUA OFERTA

15% OFF

FALTAM APENAS 14:02:56

Yes, I want a discount!

No thanks, I don't like discounts.

MÓVEIS DE ESCRITÓRIO 50% OFF

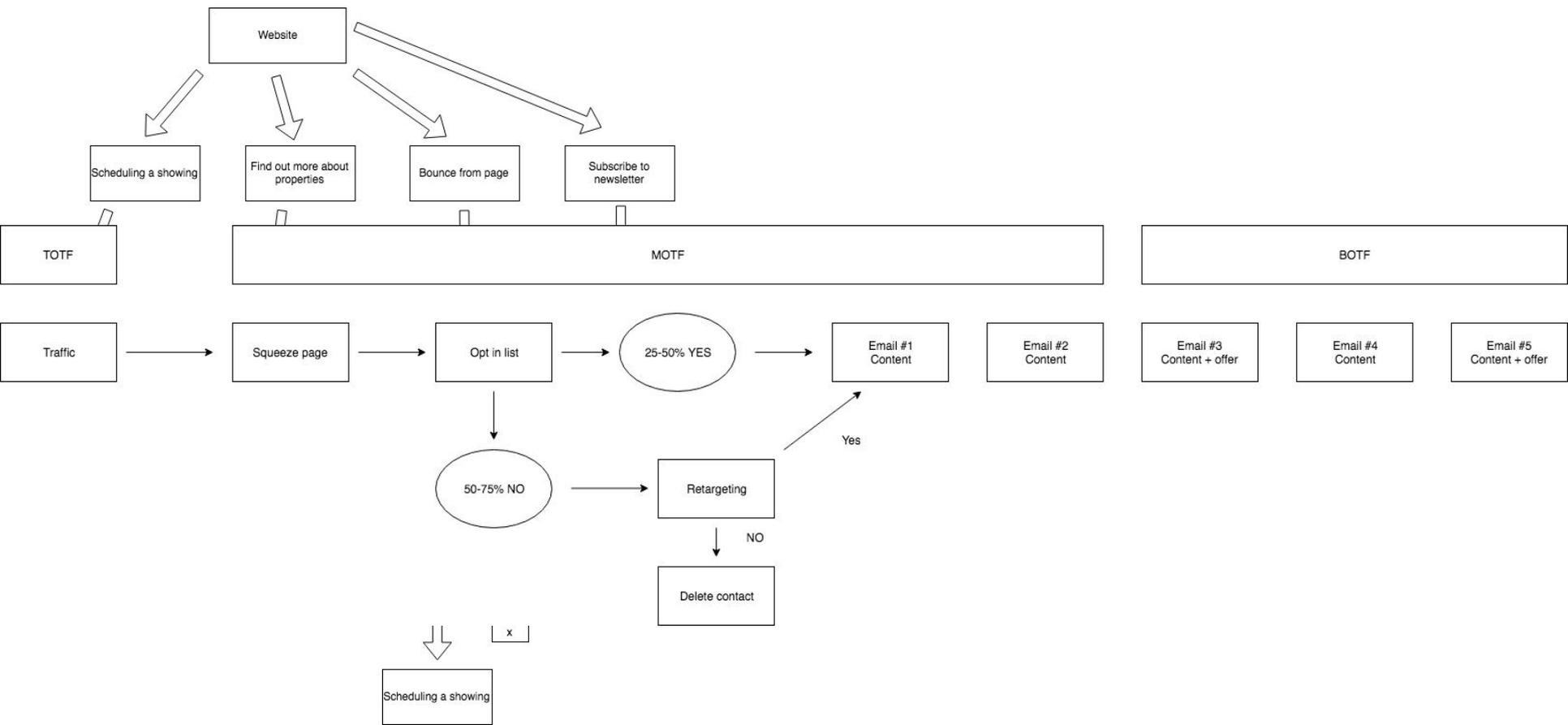
Example of a highly converting
Sales Funnel

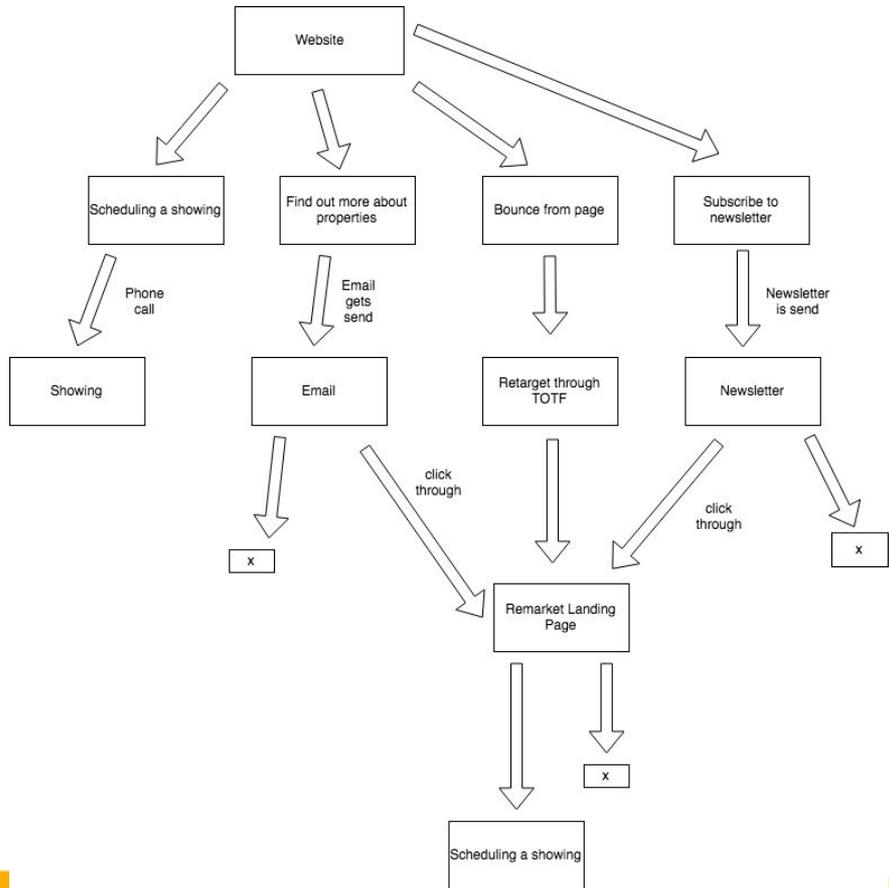
WHY YOU NEED TO DRAW YOUR SALES FUNNEL



EXAMPLE OF A SALES FUNNELS







HOW THE COURSE **WILL**
HELP YOU CREATE THE
PERFECT FUNNEL

TOFU: Problem Recognition & Information Search Stage			
Where will they find me?	How can I engage them there?	What will they engage with?	What does a conversion look like?
Ads	Facebook Ads Google Ads	Because Facebook is made of a diversity platform, they'll send ads that target people and invites them to a specific website. Because Google is where people go to look for specific answers, the responses Google ads get are people who have searched for, but haven't yet found a solution. Otherwise, it's a good sign you're on the top of mind for your product.	Following the ad to the website landing page. Following the ad to the demo landing page.
Content Marketing/SEO	Guest Posts on Industry Blogs Company Blog	The #1 best methods for _____ <ul style="list-style-type: none"> Educational article Be helpful of their company Link to company to help SEO, but don't mention them Establish trust and awareness The best way to _____ <ul style="list-style-type: none"> Educational article Don't try to sell the product Research a good resource provides a low-commitment lead generation opportunity Opportunity to introduce to and establish another low-commitment lead generation opportunity The #1 topic related to _____ that are causing the most _____ <ul style="list-style-type: none"> The most relevant Article reaches a relatively broad base — Many companies in the field are all starting on subject coming to learn from their huge mistakes Don't try to sell the product Research a good resource and blog sources to learn on low-commitment lead gen opportunities 	Reading the blog post. Following the link to the _____ Reading blog post. Downloadable lead magnet. Subscribing to email.
Webinar	Industry Roundtable on Xpert's Meetup	Industry Roundtable on Xpert's Meetup <ul style="list-style-type: none"> Facilitated Ads and organic social media interactions Industry leaders feed roundtable, with key moderators on a webinar hosted by her company Lead generation opportunity as people sign up for webinar 	Signing up for the webinar
Social Media		Research blog articles on all channels, customizing each to promote to the platform <ul style="list-style-type: none"> Create articles on key program stories Working posts to LinkedIn groups Share with marketing team groups Dominate guest posts, tapping industry blogs and guest on them Write posts articles to her personal LinkedIn with engaging captions to build her personal brand Behind-the-scenes, Instagram shows potential customers how our company is run, as well as our work.	Following social media posts to your site. Engaging with your posts. Following you on social channels. Encourage happy customers to review you on 3rd party sites
Email	Email nurture sequence	Automated email nurture sequence Send an newsletter or ebook lead. For instance, if you have a whitepaper, customer or download an ebook on SEO, you can send that person to a separate article. <ul style="list-style-type: none"> Notify the eBook or webinar link Check out SEO has helped to keep posts about SEO If they engage with this in email, use a third time to send to see how many company can talk with SEO Blog subscription Send emails and may to keep posts: <ul style="list-style-type: none"> Add a super signature with a link to getting a free consultation and/or other ways to engage with you Recall when you got the subscription — it's about 30 days before you signed, etc. Include the reason if you sign up in the next 24 hours 	Opening, clicking through, and responding to email. Downloading a white or signing up for a free trial. Responding to a specific other

MOFU: Evaluation Stage			
Where will they find me?	How can I engage them there?	What will they engage with?	What does a conversion look like?
Product Website	Product page content Case study/our clients page Webinar White paper (gated or not)	Product comparison chart. Narrative stories for each demographic of customer (e.g., startup, enterprise business) Product-focused or customer-experience-focused webinar (different from webinar about industry) Detailed industry research report establishing your company as an expert in the field — could also work in information search stage	<ul style="list-style-type: none"> Scheduling a demo/showing up to a demo Signing up for a free trial Heading to services, products and/or pricing page Returning to your site Heading to 3rd party site or returning from 3rd party site Attending a webinar about your product/service
3rd Party Sites	Review sites and directories	Claim your company on each directory — Yelp, Google My Business, etc. Claim your company on industry-specific ones: Trustpilot (for software), Clutch (for agencies) Social listening — address bad reviews and try to right the situation Encourage happy customers to review you on 3rd party sites	
Ads	Retargeting ads	While your parameters may be different per business, we highly recommend retargeting ads to engage already warm/hot prospects	

BOFU: Purchase Decision Stage			
Where will they find me?	How can I engage them there?	What will they engage with?	What does a conversion look like?
Website	Pricing page	Content comparing various tiers of products/services	Purchase+

Q&A Section



HOME WORKS

BUILD YOUR BUYER PERSONA
5 FIRST RECEIVED WILL BE REVIEWED



THANK YOU



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