

SALES FUNNEL - HOW IT WORKS!

Every potential customer follows the same basic process to becoming your current customer:



The purpose of your carefully planned sales funnel is to create awareness with your potential customers and encourage them to take action with you. You do this by starting with a digital and/or print marketing campaign. This will draw your potential clients to a custom sales generating website landing page that is tailor made with your company's messaging. From here your potential customers interest will be sparked and they will make the decision to take action. This results in success, a new customer! Or, in some cases, they may want to build your relationship a little further before reaching out. This is where a lead generating asset (a downloadable PDF written and designed with your expertise in mind) will entice them to provide their email information. A nurturing email series campaign will then auto-launch to your potential customer. As the trust and relationship start to build through this campaign, they will then have all the confirmation they need to start their journey with you!

