Create your marketing funnel



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INSIDE NEWS

Step 1: The Funnel



Free

Usually a downloadable information product to build your list

Could also be a webinar with an upsell.

Low cost

Generally between £5 and £50. Often a book, a webinar or a subscription to a membership site or private Facebook group.

Bread & butter

Your main business services. For a coach or consultant could be a group session or retained service.

Premium

High cost, one-to-one, bespoke service.

Step 2 – Relationship building

Some people will have shown interest (accessed your free item), but are not yet ready to become a paying customer. These people may take months (or even years) to progress to the next level of your funnel. If you don't maintain contact with them they'll forget you!

These are ways to build the relationship strongly so that, when they are ready to buy, the first person they think of is YOU!

Lead magnet/ethical bribe

To get them on your list

Blogs

To show off your expertise

Social media

To allow instant engagement and community participation (and bring people back to your blogs)

Newsletter

To share your blogs and promote level 2 (and maybe level 3) options

How it works

The system needs these tools:

A data capture system This is a form that is created to load onto your website

to get people's name and email in exchange for the ethical bribe. It might be generated by your CRM system or online platforms such as AWeber, MailChimp, SendFox or Constant Contact provide this at a range of prices starting with free, depending on the services you

actually want.

A blog Ideally this needs to be on your website.

A social media Hootsuite is probably the best of these currently and the management tool Pro account gives you the ability to schedule and post

Pro account gives you the ability to schedule and post up to 50 posts in just a few clicks. You can connect this

to a range of social media accounts.

A list management

system

Usually the same system as your data capture. It allows you to send mailings out, newsletters, email campaigns,

etc. to one or more of your lists.

The system is driven as follows:

- Write 2-3 blogs per month
- Turn the blogs into social media posts
- Post these during the week of writing and then repost at regular intervals using a social media management tool
- Use your blogposts to lead your regular newsletter with value and add promotional information to this.
- The ethical bribe form will gather more interested people to your list, expanding your marketing pool of interested people.

To see how this works download The Marketing Machine from the Treasure Chest.

Lesley Morrissey runs Inside News, a boutique agency specialising in reputation marketing. The team focuses on generating content to:

Take control of your **Reputation**

Become the **Authority** in your field

Maintain your Visibility

Demonstrate your **Expertise**

She is a copywriter and an expert in readability. She helps business owners to develop websites that engage, inform and persuade.

