



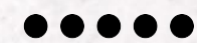
Delhi Institute Of[®]
Digital Marketing



didm.in



FUNNEL MARKETING



WHAT IS FUNNEL MARKETING

A marketing funnel is a plan that plots a prospect's path from brand awareness to purchase decisions and it even goes upto the post-purchase stage.

This model provides marketers with detailed insights related to the behaviour and that information gives them guidance on how to close the deal and build relationships with buyers.

To put it simply, an online marketing funnel is strategic way of tracking how your marketing guides potential customers through the buying process.

Some businesses have incredibly simple marketing funnels: someone clicks on their ad and makes a purchase.

APPROACHES TO FUNNEL MARKETING

- The AIDA model (the traditional funnel)
- The modern marketing funnel

TRADITIONAL MARKETING FUNNEL (AIDA)

AIDA is typically used as the foundation for sales and marketing funnels because they are both based on the same theory. That said, consumers go through a number of stages before making a final purchase of a product or service.

According to the AIDA principle, a main marketing funnel looks like this:

- **Attention:** Customers know the brand and its products. Usually, this awareness comes mainly from advertising.
- **Interest:** Customer interest is growing and potential customers learn more about the benefits they can get from the brand, the products and how it fits their lifestyle.
- **Desire:** Once the consumer becomes interested in the product or service, the aim is to get the consumer to want it by changing their mindset from “I like it” to “I want it”.
- **Action:** The ultimate goal is to get the recipient of the marketing campaign to take action and buy the product or service.

TRADITIONAL MARKETING FUNNEL (AIDA)



MODERN MARKETING FUNNEL

- **Awareness:** the highest level in the marketing funnel. A future customer gets to know your company through marketing campaigns. New prospects entered the lead management system
- **Engage:** Potential customers learn more about the brand and its products / services. Marketers can nurture leads through email, more industry-specific content, brands, newsletters, and more.
- **Capture:** prospects become qualified prospects or prospects; See more activities related to this brand. Companies can send potential customers more product information via automated email while providing them with targeted content.
- **Nurture:** Prospects show interest in buying from your store. An opportunity for businesses to show why their product is the best option for a buyer.
- **Convert:** Buyers make the final decision whether to buy from you or not. This is where marketing and sales work together to drive the decision-making process and convince them that your branded product is what customers are looking for. A potential customer makes the decision and becomes a customer. Here the sales department takes over the purchase process.

WHAT IS A FUNNEL?

A **funnel** is the set of steps a visitor needs to go through before they can reach the conversion. Think about the Amazon purchase **funnel**. There are a few steps a visitor has to go through before they can purchase a product. ... They have to view a product. They have to add a product to the cart.

MARKETING VERSUS SALES FUNNELS

Marketing funnel:

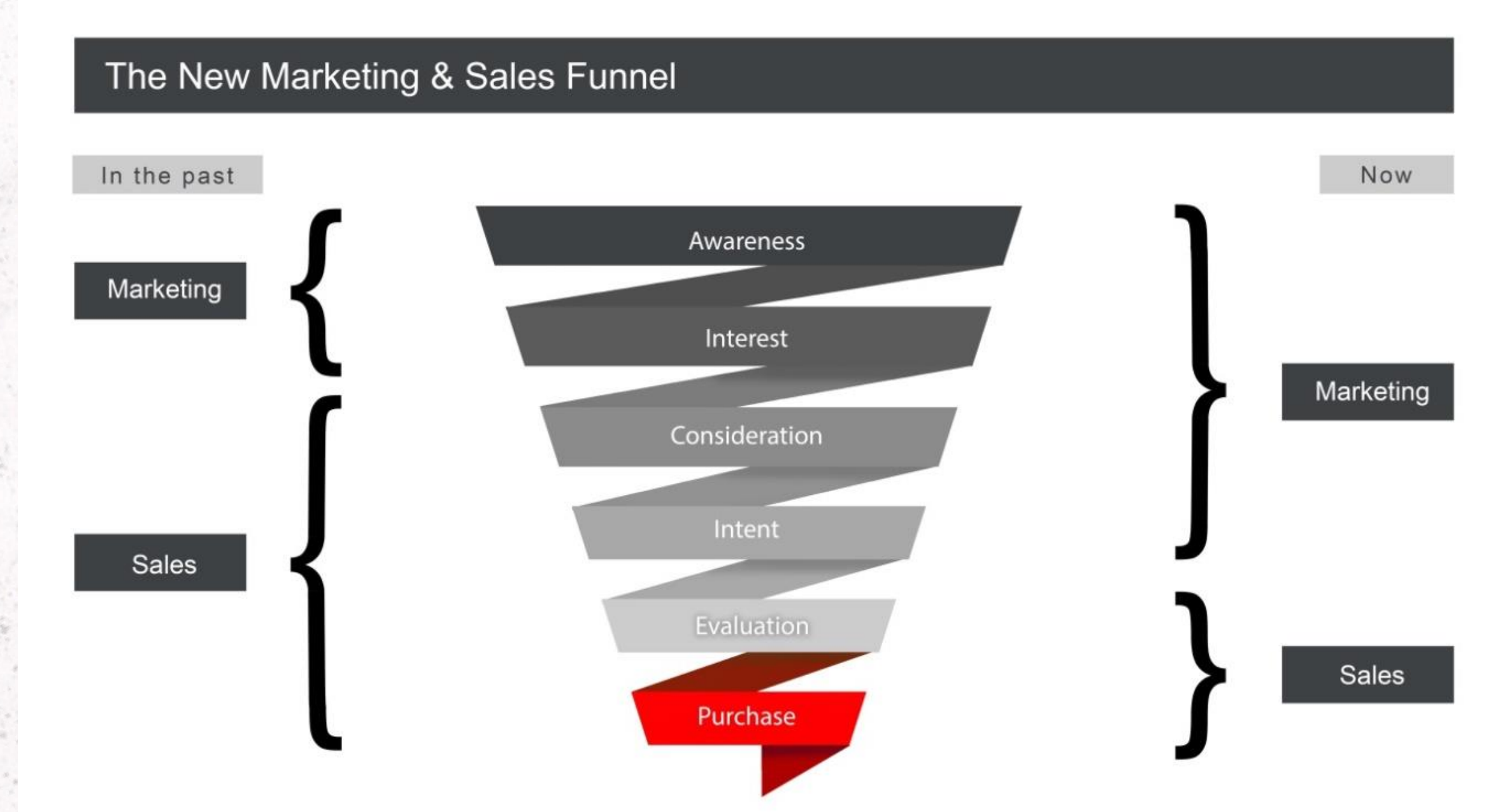
- Its functionality is to create both interest and brand awareness.
- The bottom of the marketing funnel marks the top of the sales funnel.
- Take customers from attention stage to engagement stage
- Focus on generating and driving leads through content marketing

Sales funnel:

- These are sales tactics that turn customer interest into consideration and ultimately into sales.
- Lie on the narrow end of the conical marketing funnel
- The goal is to close the deal

SHIFT FROM SALES TO MARKETING

In recent years, the focus has shifted more and more from sales to marketing. Where sales were still responsible for about 60% of the funnel, this is now only about 20%. This is clearly visible in the image below.



WHY MARKETING FUNNEL IS IMPORTANT

- **Create Consistency** – All marketing activities in each phase are planned early and work in a complete system with the ultimate goal – converted leads
- **Be Measurable** – The Funnel tracks your process and identifies weaknesses in your marketing and sales systems that are causing you to lose customers. You can therefore twist and change your strategies
- **Increase conversion rate** – The funnel filters out all non-targeted visitors. With the right marketing tactics, you can limit the number of visitors to your website just to target your ads to those who are most likely to convert.
- **Generate more sales** – The most important competitive advantage always starts with knowing your customers. With every step of your shopping journey, your needs and desires change. Being able to identify your marketing funnel allows you to nurture prospects until they're ready to buy
- **Time and Efficiency** – By planning all activities ahead for each stage of the funnel, you can automate your marketing efforts. You can save a lot of time and resources to get better results
- **Customer Loyalty** – A post-purchase marketing activity plan will help you retain customers and keep them coming back from time to time

HOW TO CREATE A POWERFUL MARKETING FUNNEL

- **Understand your audience**
- **Determine the number of stages in the marketing funnel**
- **Choose tactics for each step of the funnel**
- **Create content for each part of the funnel**
- **Create a branded community**
- **Track the changes**

HOW TO CREATE A POWERFUL MARKETING FUNNEL

The first step in building a marketing funnel is to understand your target audience. You need to know who you want to target before you can create a marketing funnel to target and convert them into customers.

- There are several ways in which you can understand your target customers. These include direct feedback from your existing customers, surveys, social media, and web analytics data.

The idea is to not only understand who your target customers are but also how they interact with your website and content. Their online behaviours will help you understand how to shape your funnel and what stages to add.

DETERMINE THE NUMBER OF STAGES IN THE MARKETING FUNNEL

Once you understand a typical buyer's journey before purchasing your products, then you can determine the different stages in your funnel. A marketing funnel, after all, is just a way to direct more people in the right direction on their journey. Therefore, your buyers' journey map will be the basis for forming the stages of your marketing funnel.

- **Awareness:** The goal at this stage is to reach more people and make them aware of your brand and products and evoke their interest.

Interest: The first time a consumer hears about your brand forms the first impression. You need to get as many consumers at this stage as possible because the number will keep decreasing as they move down the funnel.

Desire: This is the stage where you need to convince your prospects that your products are better than the alternatives.

Action: This is the final stage of the funnel where the prospect already has purchase intent and you just have to close the deal. This is where you need to put the final nail in the coffin and ensure that your prospects end up making a purchase.

CHOOSE TACTICS FOR EACH STEP OF THE FUNNEL

The next step is to figure out which marketing tactics to use at each stage. Remember, you can build a marketing funnel as long or short as you think fit, depending on your target customers. And, after you do that, you can then start thinking about each stage in more detail.

Here are some of the most popular marketing tactics used at different stages of a marketing funnel.

- Top of the funnel
- Middle of the funnel
- Bottom of the funnel

CHOOSE TACTICS FOR EACH STEP OF THE FUNNEL

The next step is to figure out which marketing tactics to use at each stage. Remember, you can build a marketing funnel as long or short as you think fit, depending on your target customers. And, after you do that, you can then start thinking about each stage in more detail.

Here are some of the most popular marketing tactics used at different stages of a marketing funnel.

- Top of the funnel
- Middle of the funnel
- Bottom of the funnel

TOP OF THE FUNNEL

The traffic you're sending to your online store will largely determine the effectiveness of your conversion path. If you're generating junk traffic and bringing visitors that have no interest in your products, the robustness of the sales funnel won't matter in the slightest, as people will drop off immediately. Focusing on driving quality traffic is the first step to optimizing the upper funnel and there are various methods you can test:

1. Optimizing your keywords for paid search and display ads
2. Recalibrating the targeting of your social media ads (Facebook, Instagram, LinkedIn Ads)
3. Creating unique, keyword-optimized content (blog posts, eBooks, guides, infographics, videos, etc.)
4. Capitalizing on the power of social media

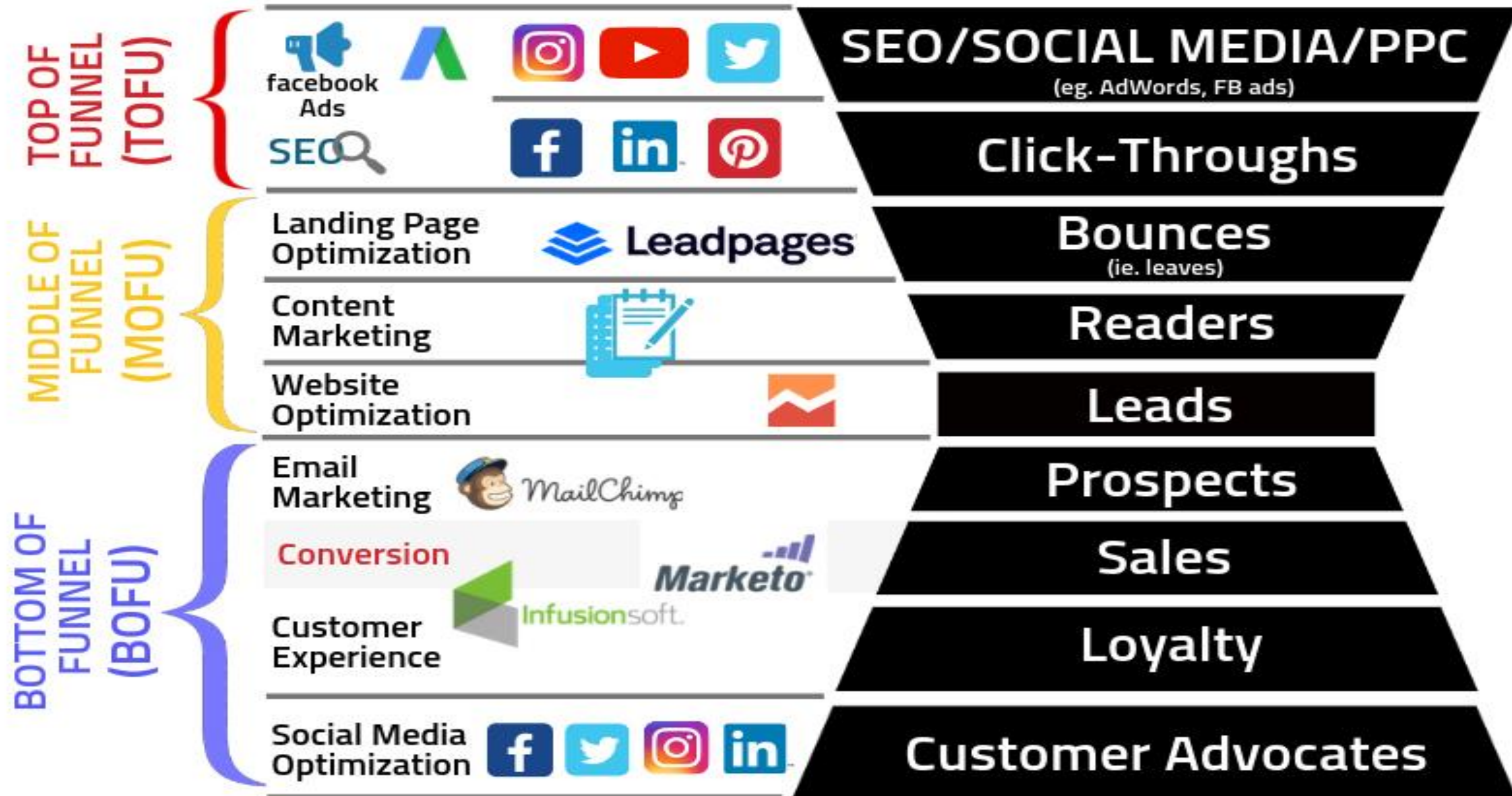
MIDDLE OF THE FUNNEL

The middle funnel is all about building trust with your prospects and demonstrating the benefits of your products. Depending on how long your conversion path is, you might need a number of different interactions with your customers to earn their loyalty and move them down to the next step of the funnel. An array of different tools and techniques are at your service here: testimonials, product reviews, case studies, community forum, price comparisons, various merchandising techniques, automated marketing campaigns, engaging content, and so on.

BOTTOM OF THE FUNNEL

As your leads trickle down into the last stage, you need to start pulling them into new conversion funnels. You've done all this hard work guiding them from the awareness stage to the final purchase, letting them go now would be a great loss. eCommerce businesses that can turn one-time buyers into repeat customers are on the right track to success. The more customer data you have, the more personalized and targeted experiences you can craft to keep them interested and wanting more. Once a lead has converted, pull it back into the nurturing phase and continue building rapport through targeted offers and email campaigns.

DIGITAL MARKETING FUNNEL TOOLS

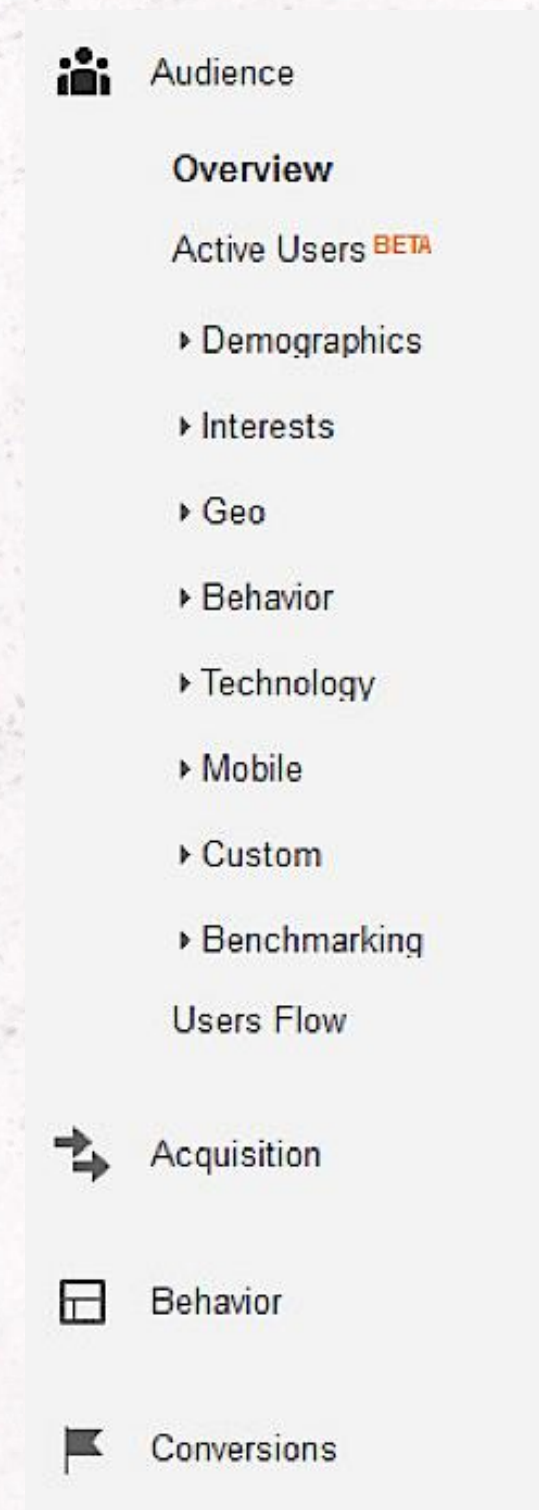


BOTTOM OF THE FUNNEL

As your leads trickle down into the last stage, you need to start pulling them into new conversion funnels. You've done all this hard work guiding them from the awareness stage to the final purchase, letting them go now would be a great loss. eCommerce businesses that can turn one-time buyers into repeat customers are on the right track to success. The more customer data you have, the more personalized and targeted experiences you can craft to keep them interested and wanting more. Once a lead has converted, pull it back into the nurturing phase and continue building rapport through targeted offers and email campaigns.

CREATING FUNNEL IN GOOGLE ANALYTICS

- The easiest way to start testing your funnel is by setting conversion goals in Google Analytics. Conversion goals are meant to track a customer from the moment they land on your page, to what their actions are, to where they drop off. The data you'll find in your Google Analytics funnels will show you exactly where your potential customers are losing interest.
- First, add your website to your Google Analytics page (you'll find the relevant tracking code under the "Admin" link). After that, you can copy and paste the code on all the pages that make up each part of your funnel.
- To create conversion goals within Google Analytics, click on the section called "Conversions" on the dashboard menu. When you click it, you'll see a sub-menu like this one:

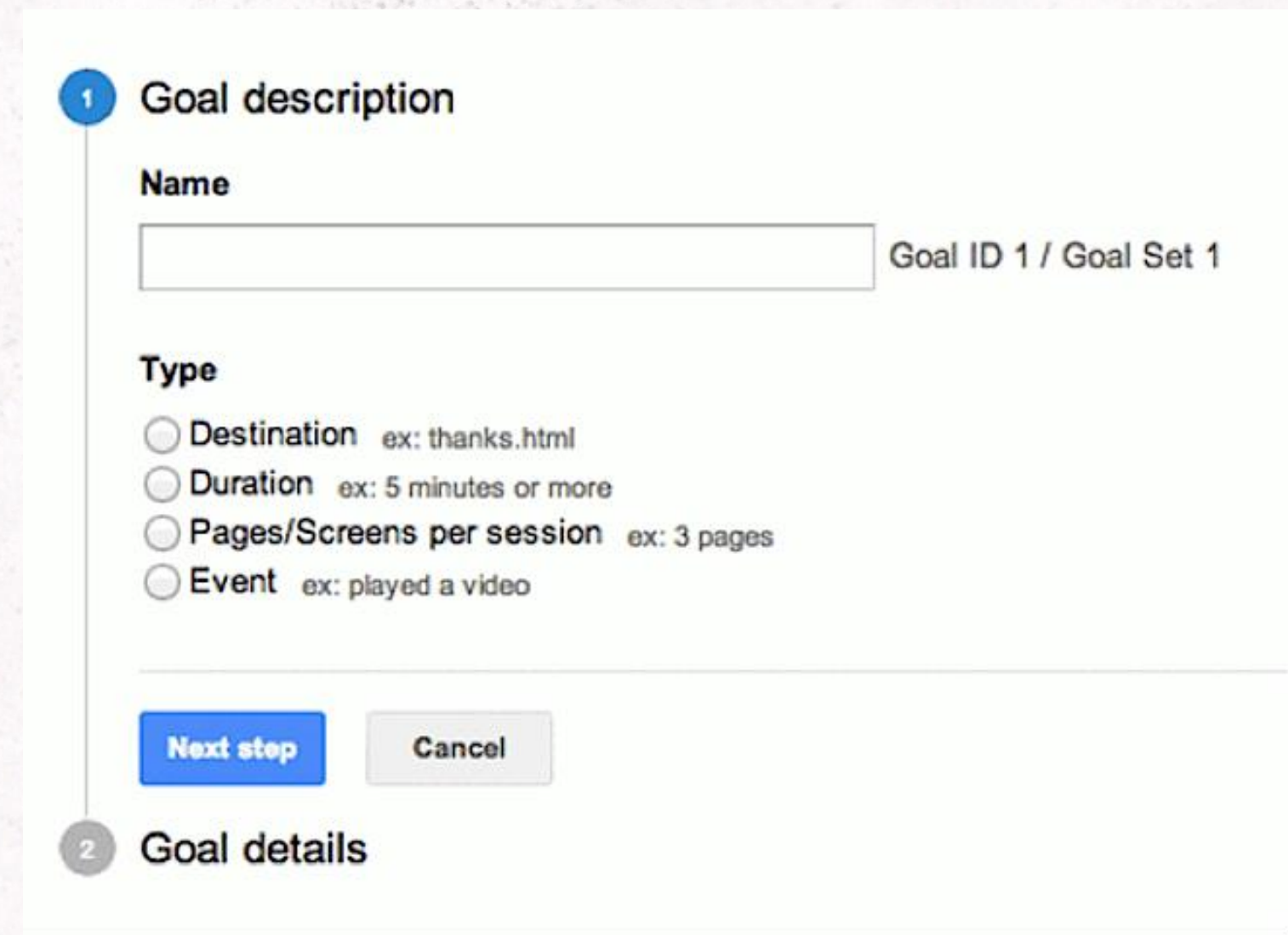


CREATING FUNNLE IN GOOGLE ANALYTICS

There are a few different types of conversion goals that you can track:

- **Destination** – Use destination goals to set a page view as a conversion.
- **Duration** – Set duration goals to measure time on page, and tie that to a conversion goal.
- **Pages/screens per session** – Setting pages/screens per session as a goal allows you to measure user engagement by observing the number of pages/screens a user views in a single session.
- **Event** – Set an event goal if you want to set a user interaction on your site as a conversion (like signing up for an e-mail list).

To create a New Goal, you can click “New Goal” and go through the steps.



The screenshot shows the 'Goal description' step of the Google Analytics goal setup process. It includes a 'Name' input field, a 'Goal ID 1 / Goal Set 1' label, and a 'Type' section with four radio button options: 'Destination' (example: thanks.html), 'Duration' (example: 5 minutes or more), 'Pages/Screens per session' (example: 3 pages), and 'Event' (example: played a video). At the bottom of this section are 'Next step' and 'Cancel' buttons. Below this is a section for 'Goal details' which is currently collapsed.

1 Goal description

Name

Goal ID 1 / Goal Set 1

Type

☐ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

Next step Cancel

2 Goal details

CREATING FUNNLE IN GOOGLE ANALYTICS

Once you've created a goal, you have to create a funnel around that goal.

Value OPTIONAL

☐ Off ☐ Assign a monetary value to the conversion.

Funnel OPTIONAL

☐ ☒ On

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> No <input checked="" type="checkbox"/>
+ Add another Step			

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Create Goal](#) [Cancel](#)

CREATING FUNNLE IN GOOGLE ANALYTICS

After this step, you'll be able to add your individual funnel steps from beginning to end. Here's an example of how a Shopify customer might go through the process of searching for and buying a new pair of shoes:

Funnel **OPTIONAL**

☐ **On**

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Hip shoes	/products/hip-shoes	No <input type="checkbox"/>
2	Add the product to their cart	/cart	<input checked="" type="checkbox"/>
3	Give us their address	/checkout/contact_information	<input checked="" type="checkbox"/>
4	Give us their billing info	/checkout/shipping_and_payment	<input checked="" type="checkbox"/>

[+ Add another Step](#)

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Create Goal](#) [Cancel](#)

CREATING FUNNLE IN GOOGLE ANALYTICS

Finally, you can select “Create Goal” to finish. Now you’ll be able to measure conversion rates at each stage of your funnel in order to analyze the patterns behind customer drop off — this will better equip you to patch those “holes” and ultimately boost your bottom line.

ANALYZE YOUR LANDING PAGES

Once the funnel is set up and you've started collecting data on some of the pages in your funnel, it's time to start tweaking different parts of your page to see how you can boost conversions.

Here are a few factors that make a high-converting landing page, according to KISSmetrics.

- **Clear and concise headlines**
- **Social proof**
- **Strong CTAs**
- **Limit the number of links**

CLEAR CONCISE HEADLINES

Headlines that address a specific point that's related to the page's content will attract the attention of the right type of reader, while vague headlines cause higher bounce rates.

Here are some article headlines that helped Income Diary get 10 million readers:

- 6 Instant Confidence Boosters
- 10 Steps to Successfully Outsourcing Your Online Business
- 21 Ways to Dominate YouTube: The Ultimate Guide

SOCIAL PROOF

One of the best ways to boost conversions is through social proof. There are a few different social proof tactics you can use on your landing pages to boost conversions, including:

- Testimonials, ratings or reviews
- Influencer endorsements
- Customer logos
- Trust badges



Security certifications or trust badges are very important: the eye glasses company ACLens saw a 41% increase in conversions after they added VeriSign as well as a 58% increase in revenue per transaction

STRONG CTA'S

It should be obvious to your prospects what you want them to do next once they land on your page.

Mozilla Firefox saw a 3.6% boost in conversions when they changed their CTA from “Try Firefox 3” to “Download Now — Free.” Small changes to your copy can have a massive impact on your business.

LIMIT THE NUMBER OF LINKS

- The more options people have, the less likely it is that they will choose any of them. On your landing page, limiting the number of links will make it easier for users to take action on the few links that you do have.
- For example, notice how KISS metrics makes it extremely obvious what they want visitors to do once they land on their site



Delhi Institute Of[®]
Digital Marketing

THANK YOU

WWW.REALLYGREATSITE.COM

didm.in