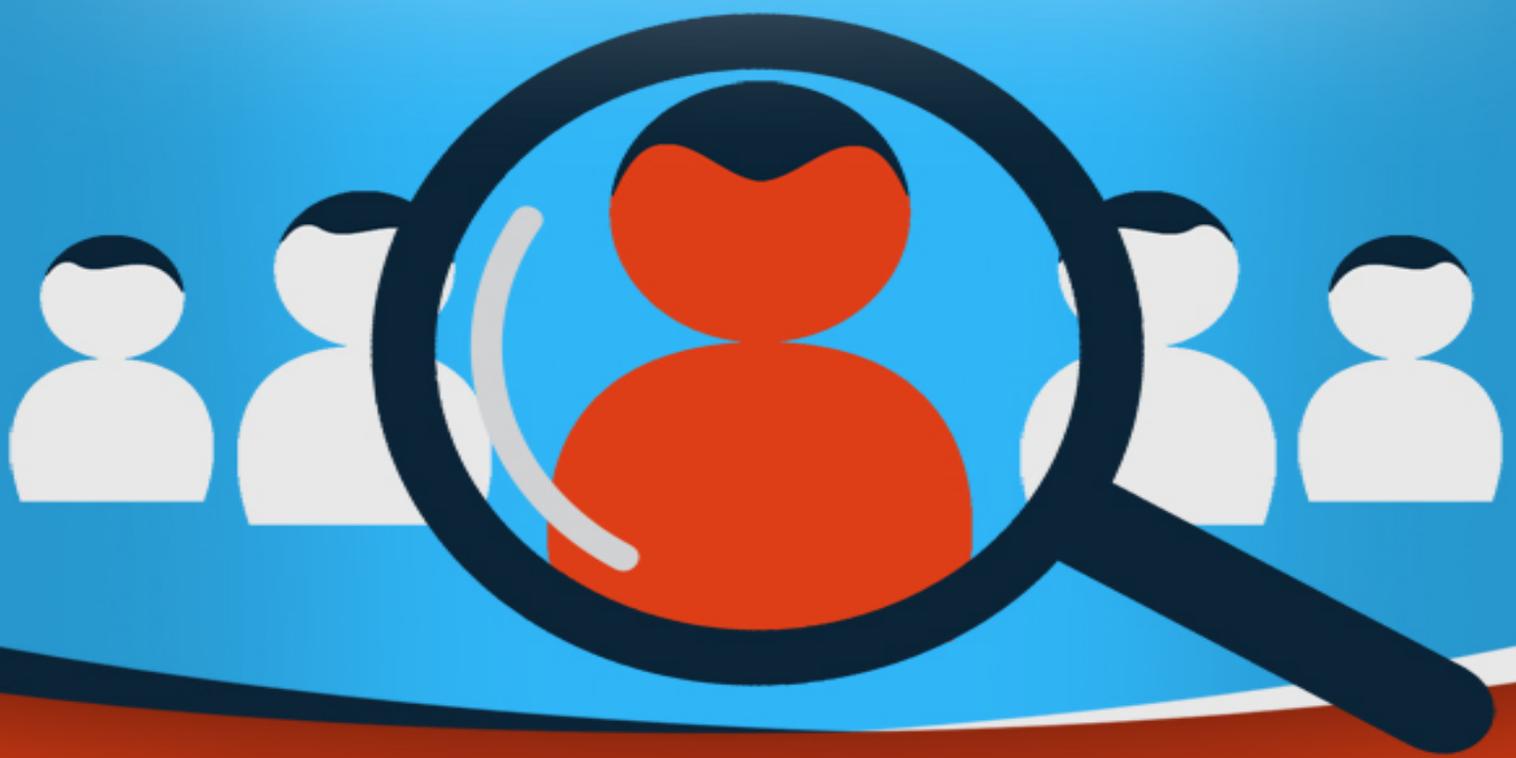


# CUSTOMER FINDING



ONLINE LEAD GENERATION  
TECHNIQUES AND STRATEGIES TO  
GROW YOUR BUSINESS

H U E Y L E E

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**Chapter 5 – Get Traffic into Your Marketing Funnel**

In the last chapter, I used the analogy of laying a trail of breadcrumbs to describe the process of attracting traffic to your website. In this chapter, I want to build on that idea.

It is very rare for a customer to land on a website and make a purchase on his first visit. As a matter of fact, research shows that most customers require as many as seven interactions with a company or brand before they make a purchase. That might sound like a lot, but it explains why you need a marketing funnel.

**What Is a Marketing Funnel?**

If you're new to marketing your product or services online, you might not be familiar with the concept of a marketing funnel. This chapter will cover the subject in depth, but let's start with a basic definition.

A marketing funnel is a term that describes the road a potential customer travels. It takes him from being a lead to being a paying customer.

Below is a diagram depicting the marketing funnel, along with the traffic sources your potential leads may be coming from.



**Leads**



**Landing Page**



**INCREASED REVENUES**

This marketing funnel consists of four basic steps:

1. **Prospects.** When an internet user clicks on your ad (or a piece of content) they become a lead, or prospect. This is the first stage of the marketing funnel, and it's essential if you want to succeed. It might be helpful to think of your ad as bait, and the opening of the funnel as the opening of a trap. (Obviously you're not looking to trap your customers, but you are looking to capture their attention.) So the first step in the funnel starts with your traffic sources (social media ads, search ads, online listings, etc.) and ends up on your landing page – the page a click brings your potential customer to. As soon as someone clicks your ad, they become a targeted lead – someone who is interested in your product and may be willing to buy it. In other words, a lead becomes a prospect:

- a. The webpage your lead lands on is called the *landing page*. Any page on your website is a potential landing page, but when you place an ad you get to choose the landing page. Typically, the landing page should provide an answer to the question your prospect asked with his keyword. A landing page includes an opt-in form (a form that entices the lead to give you his email address.)
- b. Another key component of a landing page is a *lead magnet*. The lead magnet is usually something free that you offer prospects as an incentive in return for their contact information. It may be any one of the following:

- i. A report with information valuable to potential customers
- ii. A short eBook
- iii. A cheat-sheet or list of resources
- iv. A video course
- v. A free trial of your software or service
- vi. A series of emails
- vii. A free assessment or test
- viii. A product catalog

In general, you want to choose a lead magnet that will deliver instant results. Some companies offer an email course, but if you do this make sure it's a short one. A 20-week course means that your customer has to wait 20 weeks for a full payoff. That's not a good deal for them, and it's not cost-effective for you, either.

- c. Your lead enters their email address and other requested information and officially becomes a prospect. Understanding the difference is crucial. A lead is any person who has the potential to be interested in your product. A prospect is someone who has a demonstrated interest in your product, meaning that they have clicked on an ad or link, landed on your site, read your landing page, and responded to your lead magnet by providing their contact information. A prospect is a sales-ready lead, and as such, is a very valuable commodity.

Once a lead becomes a prospect, they move into the next section of the marketing funnel.

**2. Prospect Cultivation Process.** The process of cultivating a prospect is not an easy one. It is not reasonable to expect that a prospect will pull out his credit card the first time he comes into contact with your product or service. You need to woo him, and that involves a basic process that breaks down as follows:

- a. **The First Date.** It might sound silly to refer to a business prospect as a first date, but think about it. When you are in a date with someone, your goal is to impress them. You want to communicate well, set some expectations, and make your date want to know more about you. If you do a good job communicating who you are, your date will have questions – and that’s a good thing.
- b. **Value Add.** The next step is to add value to the relationship. The best relationships happen because both partners get something positive as a result. In the case of a marketing relationship, your job is to add quantifiable value. Usually this comes in the form of a lead magnet – something that will entice your prospect to give you their email address, and then prove to them that it was worthwhile to do so. Your lead magnet might be an eBook, a series of articles, or even a short video webinar. When you add value, you are letting your leads get to know you and to see what you can offer them.

- c. Build the four pillars. When you add value to your relationship with a lead, you build what I like to call the *Four Pillars of Respect*. That means that you:
  - i. Establish authority – you prove to the prospect that you understand your industry, niche, or topic specialty
  - ii. Build credibility – you provide information that is verifiable, letting the prospect know they can believe what you say
  - iii. Create trust – you earn the prospect’s trust by being both authoritative and credible
  - iv. Build rapport – you create a sense of camaraderie with the prospect, and have them like or appreciate you

You build these four pillars by consistently providing value. You need to have a great lead magnet, but the value can’t stop there. When a prospect signs up to your list, you have to show them – with every email you send – that you can be relied upon to give them valuable insights and information. That’s the key to building the pillars.

When you build all four pillars, your prospects know what you have to offer, what you can do for them, and how they will benefit from an ongoing relationship with you. In other words, they like you – and once they like you, you can move them into the next step of your sales funnel.

3. **Get Your Offers in Front of Your Prospects.** After you have created the Four Pillars of Respect, it's time to put your offer – whatever it is you are selling – in front of your prospects. Depending on your industry, this part of the sales funnel may or may not include money changing hands. For example, if your goal is to get a prospect to call and set up a consultation or one-on-one meeting, then you would not actually make a sale here.

The goal in this part of the sales funnel is to build upon what you have done already. Your prospects know at this point that they can trust you to deliver value to them. You have already given them something of value for free in the form of your lead magnet and follow-up emails. Now it's time to show them that you have a valuable product or service – something they should consider buying.

It's important to note that, if you are marketing affiliate products, you can also use this part of the funnel to market other people's products. Just don't overdo it.

4. **The Sales Process.** The final stage of the sales funnel is the sales process. The specifics of this stage may vary depending on the product or service you are selling, but it is at this point that you will reap the benefits of having established the *Four Pillars of Respect*. You will have earned your potential customer's trust, and they'll be receptive to your offers. In other words, if you've done a good job in

the marketing section of the funnel – the first two steps – then the sales process will be relatively easy. Your prospect is primed and ready to make a purchase.

The sales process breaks down into several steps. First, you may need to remind them of your credentials. Even if you have established yourself as an authority, it's not a bad idea to refresh their memories. It sets you up for success. Second, you make the actual sale (or set up the consultation, if that's the end-goal of your sales funnel) so much easier because you don't have to spend more time telling them who you are and what you can do. That's already done.

If you're thinking that the sale is the end of the cultivation process, stop right there. That's where a lot of marketers make a mistake. Yes, your customer has purchased a product – and that's a good thing. However, it costs a lot more time and money to obtain a new customer than it does to keep an existing one. Even if you have only one product to sell now, that won't always be the case. It's your job to stay in touch with your customers using whatever method makes the most sense. One of the benefits of using email as a way of keeping in touch is that you can segment your list. That means that once a customer makes a purchase, you can add them to a special list for customers who have bought a particular product. By sending follow-up emails that add value, you will be starting the priming process for any additional products you may want them to buy in the future. For

this part of the process, it's essential to remember two things: WHAT the customer bought from you, and WHY they bought it. That way, you can continue to provide valuable information that shows your customer that you care.

Ongoing cultivation of your customers leads to the final phase of the sales funnel – one that can repeat many times. I'm talking about selling the customer additional products. This is sometimes referred to as “upselling” or “backend” – for example, you sell a client a product and then you sell them additional related products. If you sold a client an eBook about weight loss, you might then sell a related cookbook or fitness videos. The idea is to keep building on what you have already sold them. Once a customer feels that their initial purchase was a worthwhile one, they are far more likely to make additional purchases from you. If you don't have backend products to sell, think about things that would complement your primary product.

If you really want to increase your revenues this year, make sure that at least one of your backend products is a “high ticket” price point product or service (i.e. coaching or consultation).

It's important to think of your interaction with customers as a relationship. That means that you need to stay in touch with them, whether you're doing it via email, phone, or social media posts. The majority of your contact with them should be about adding value, not about selling. Again, selling is

much easier if you do your marketing (adding value) work first. In the next chapter, we will talk about the specifics of staying in touch with customers using email and social media.

---END CHAPTER---

If you are interested in finding out about how to setup a marketing funnel for your business, or how to optimize one for your business or website, I'd like to offer you a bonus private consultation absolutely free!

Simply head over to my website here and apply for a consultation with me. Be sure to ask me about my Done-For-You funnels!

>>> <http://www.hueylee.net/apply>

Best,

Huey Lee