# OPTIMIZE

## YOUR SALES & MARKETING FUNNEL

HOW TO FIND

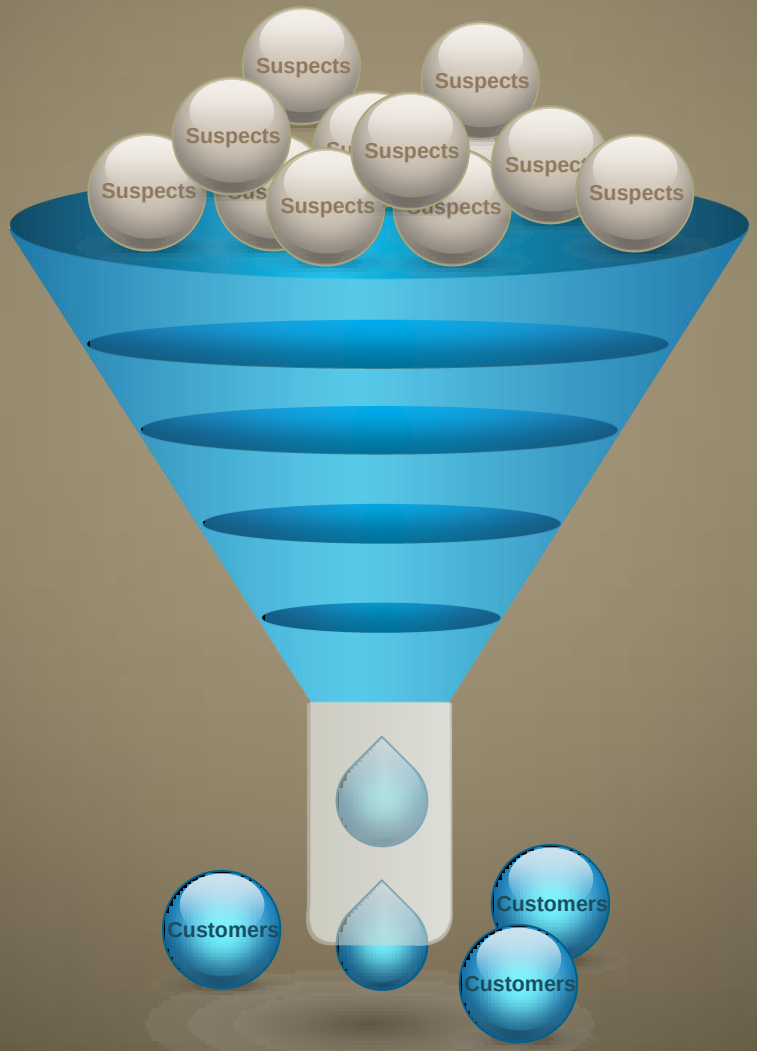
# PROBLEMS…

… AND CREATE

# SOLUTIONS

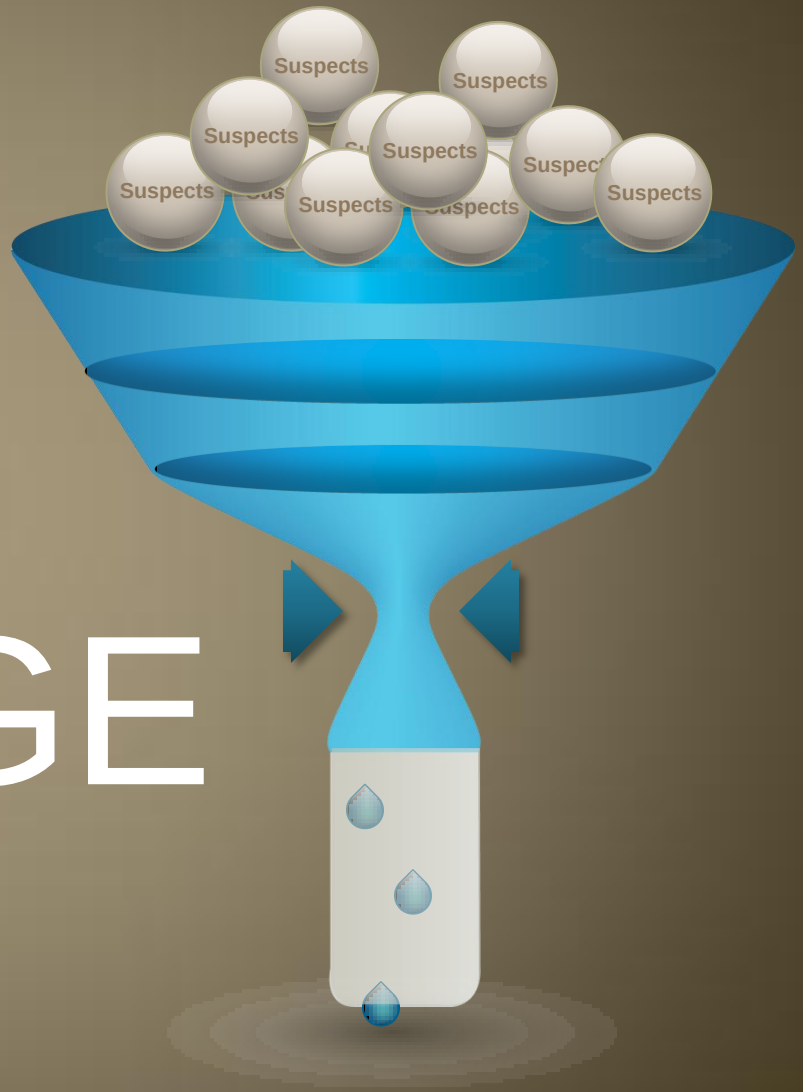
EVERY BUSINESS HAS A

# SALES FUNNEL



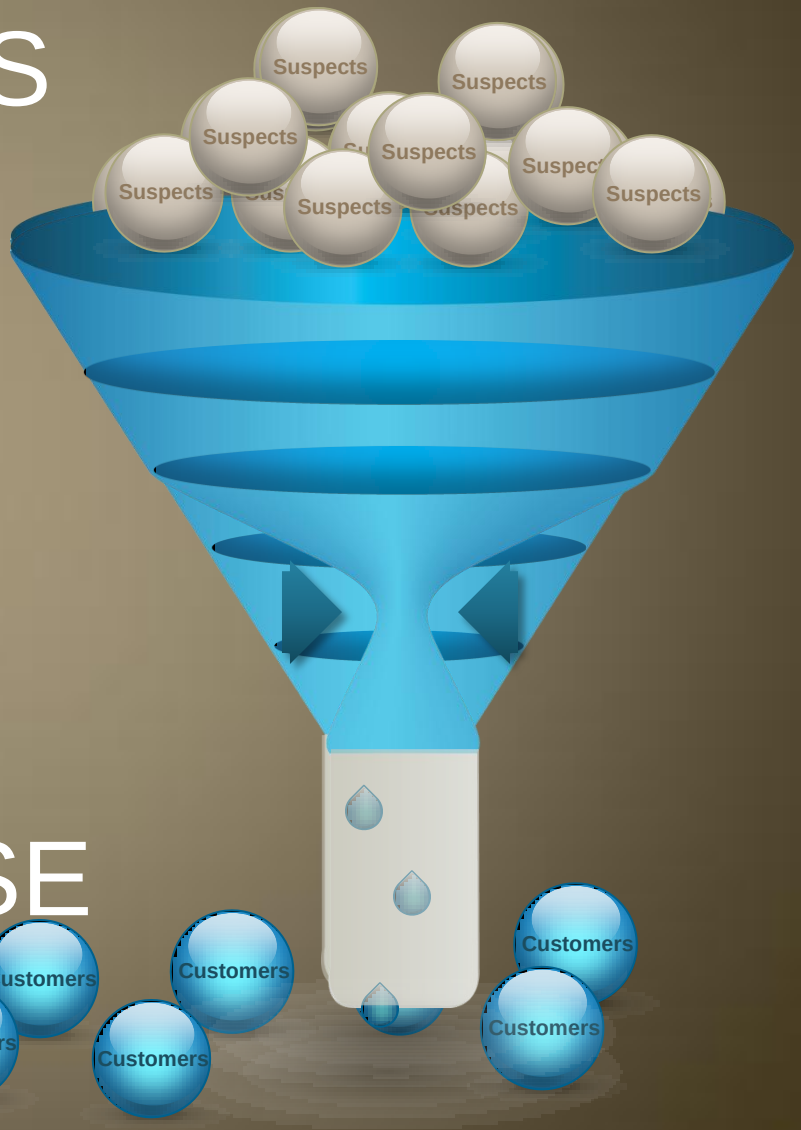
**BUT EVEN IF YOU ARE MICROSOFT, CISCO, ORACLE, OR GOOGLE YOUR FUNNEL WILL HAVE**

# BLOCKAGE POINTS



WE'RE GOING TO LOOK AT HOW TO

# FIND AND ELIMINATE THOSE BLOCKAGE POINTS




AND IN THE IN THE PROCESS, HELP

# GREATLY INCREASE YOUR SALES

BUT FIRST LET'S LOOK AT SOME

# BEST PRACTICES FOR DESIGNING YOUR FUNNEL

I CALL THIS "BUILDING A SALES & MARKETING MACHINE"

WHAT IS A

# “SALES & MARKETING MACHINE”

PREDICTABLE
SCALABLE
AUTOMATED
SALES & MARKETING MACHINE 9
CLEARLY DEFINED LEVERS THAT YOU PULL TO MAKE IT GO FASTER
INSTRUMENTED WITH GREAT METRICS
COST OPTIMIZED

HOW DO YOU GO ABOUT

# BUILDING

ONE OF THOSE?

# STEPS

# WHY 4 FIRST?

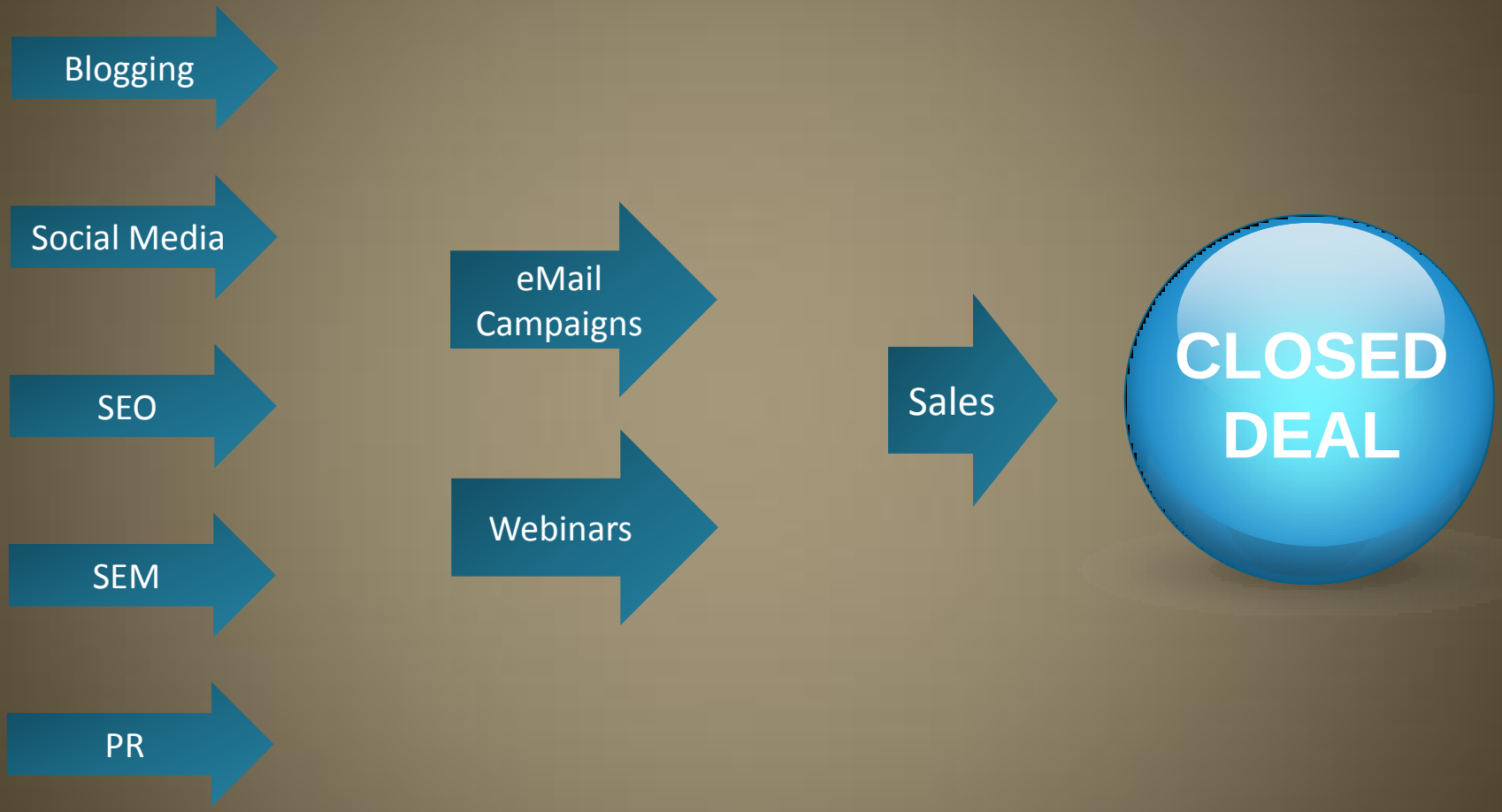
**BECAUSE 1, 2 AND 3 ARE NOT OBVIOUS SO WE WILL COME BACK TO THEM AT THE END AFTER WE HAVE SEEN WHY THEY ARE SO VALUABLE**

# ALIGN

**ALIGN EVERY MARKETING ACTIVITY AROUND ONE GOAL…
CREATING LEADS THAT HELP SALES**

# CLOSE MORE DEALS

Brand Advertising
Email Marketing
Webinars
PR
Sales
CLOSED DEAL
Social Media
Events
Trade shows


Blogging
Social Media
SEO
SEM
PR
eMail Campaigns
Webinars
Sales
CLOSED DEAL

RULE NUMBER 1

If it doesn’t create a lead, or directly contribute towards closing a sale, it doesn’t belong

Email Marketing
Webinars
PR
Sales
CLOSED DEAL
Social Media
Events
Trade shows

**RULE NUMBER 2**

# If the cost per lead is too high, it doesn't belong

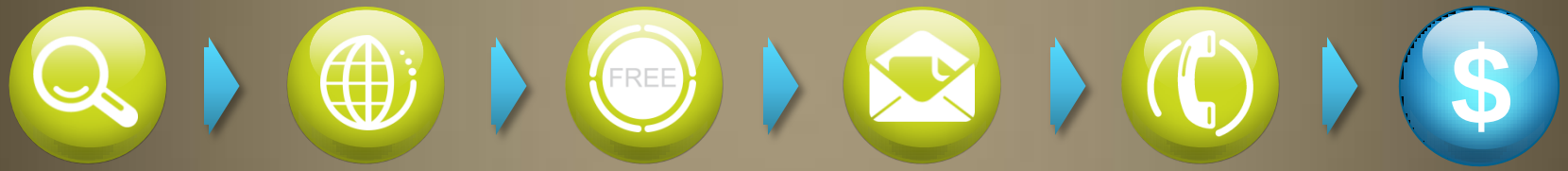
**Exception to this rule: If you can recover cost through:**

- **higher conversion rate to closed deals**
- **higher average deal size**

Email Marketing
Webinars
PR
Sales
CLOSED DEAL
Social Media
Events

# LINK

# CLEARLY LINK FLOWS FROM START TO FINISH

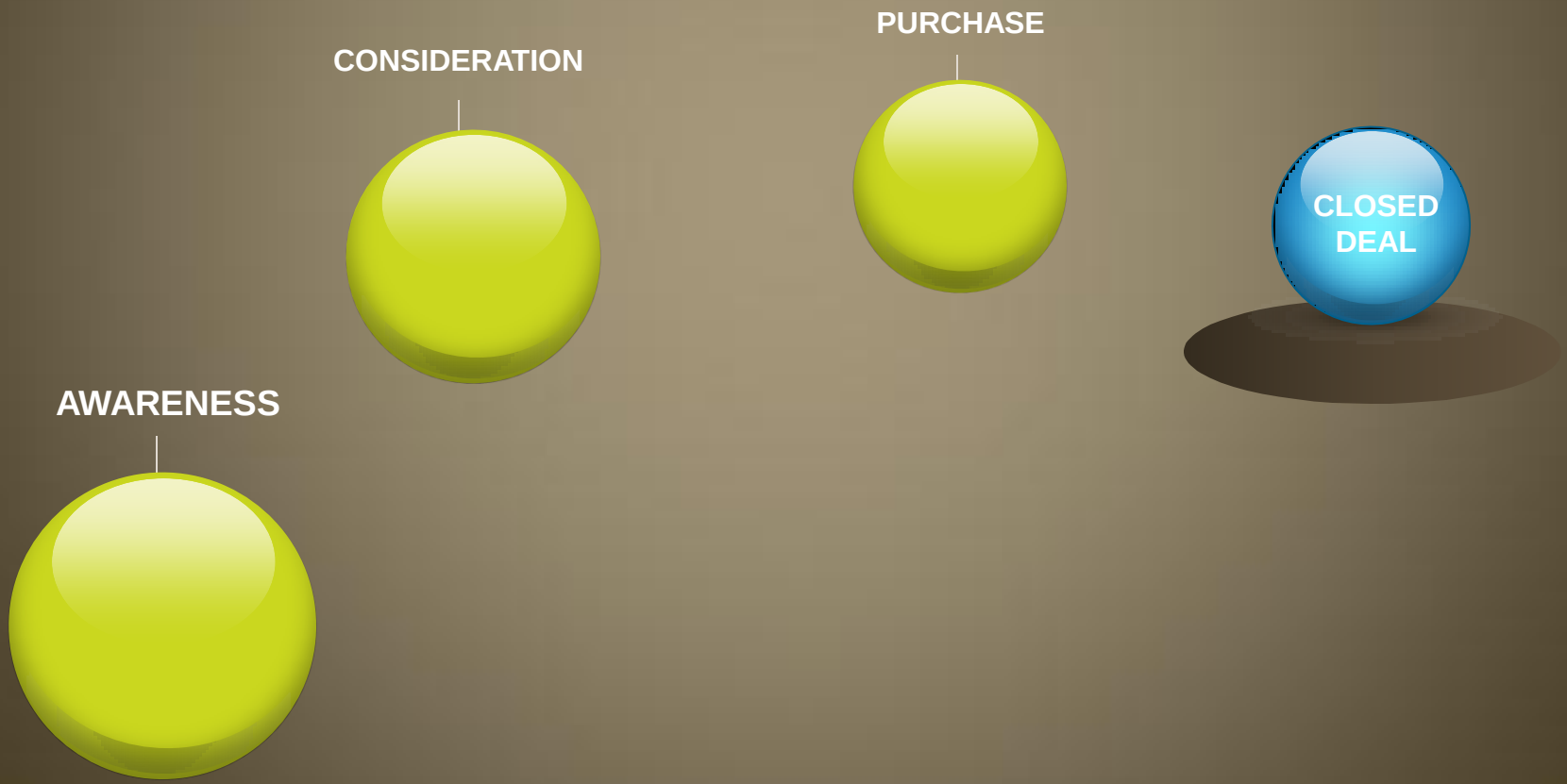



SEO → LANDING PAGE → FREE TRIAL → EMAIL CAMPAIGN → SALES TOUCH → CLOSE

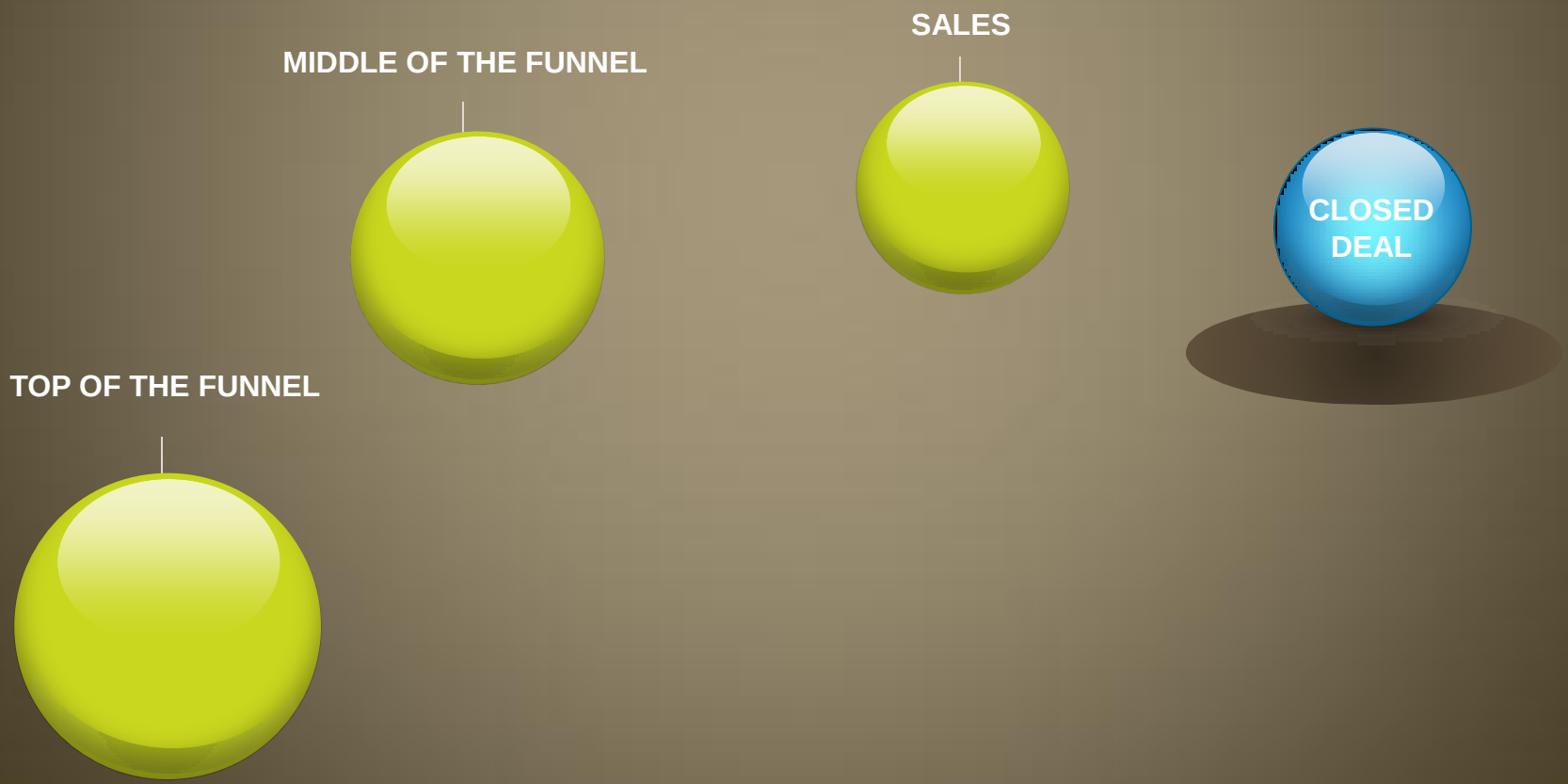
1. **At the end of every action, there should be a clear link to the next action**
2. **The overall flow from start to finish should be carefully designed**
3. **Every action should contribute clearly to moving the lead through the closed deal**

# AN ORGANIZATIONAL STRUCTURE…

# YOUR CUSTOMER'S PURCHASING STAGES



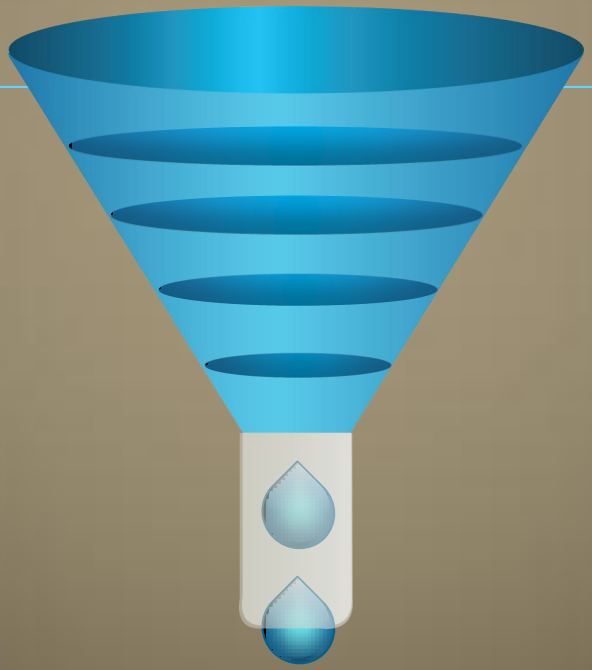
# AN ORGANIZATIONAL METAPHOR FOR THE KEY FUNNEL STAGES



# WHAT IS TOP OF THE FUNNEL?

customer is not aware they have a problem, or that your product category exists

GENERATE AWARENESS



customer has a problem and is looking for a solution

GET FOUND

# WHAT IS TOP OF THE FUNNEL?

GENERATE AWARENESS

WEBSITE

# WHAT IS TOP OF THE FUNNEL?

GENERATE AWARENESS & GET FOUND

WEBSITE

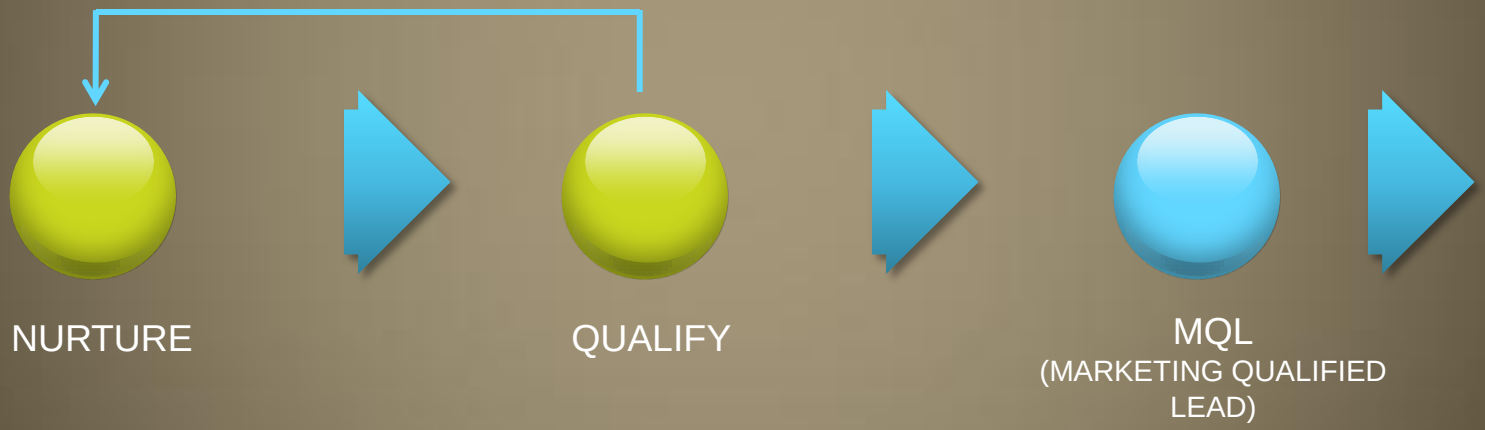
**Inbound marketing**

- Blogging
- SEO/SEM
- Social Media
- Influencer Campaigns
- Blogs, Press & Articles
- etc.

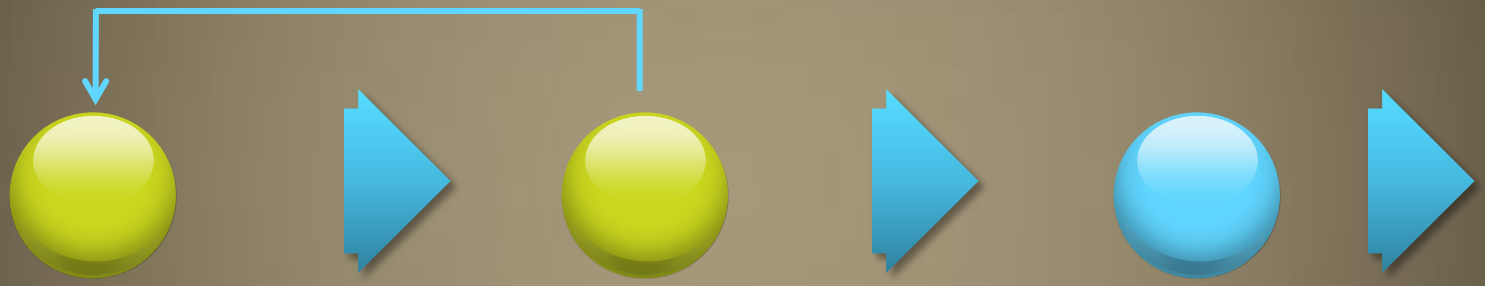
**Outbound marketing**

- Cold Calling
- etc.

# WHAT IS THE MIDDLE OF THE FUNNEL?



# WHAT IS THE MIDDLE OF THE FUNNEL?



NURTURE

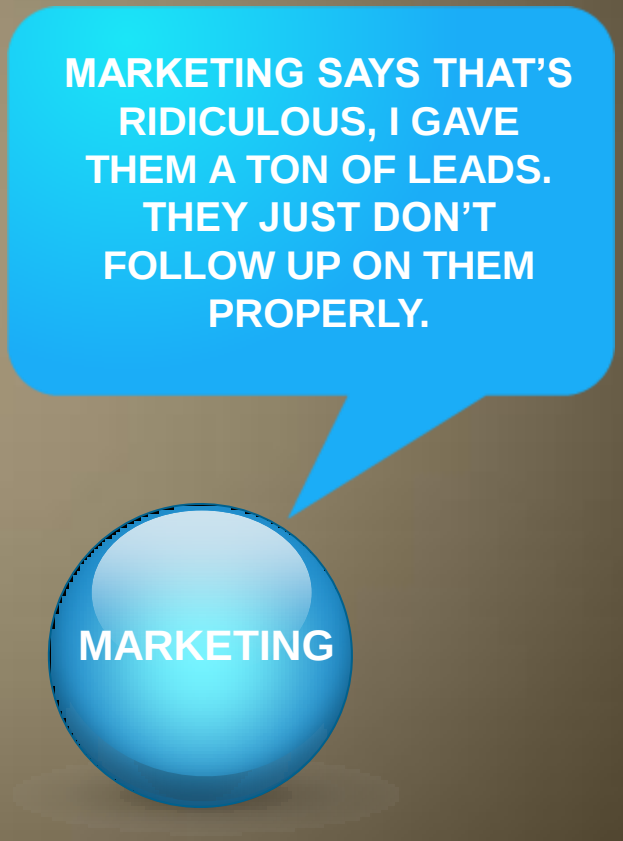
- Webinars
- Free Trials
- eMail Campaigns
- Newsletters
- etc.

QUALIFY

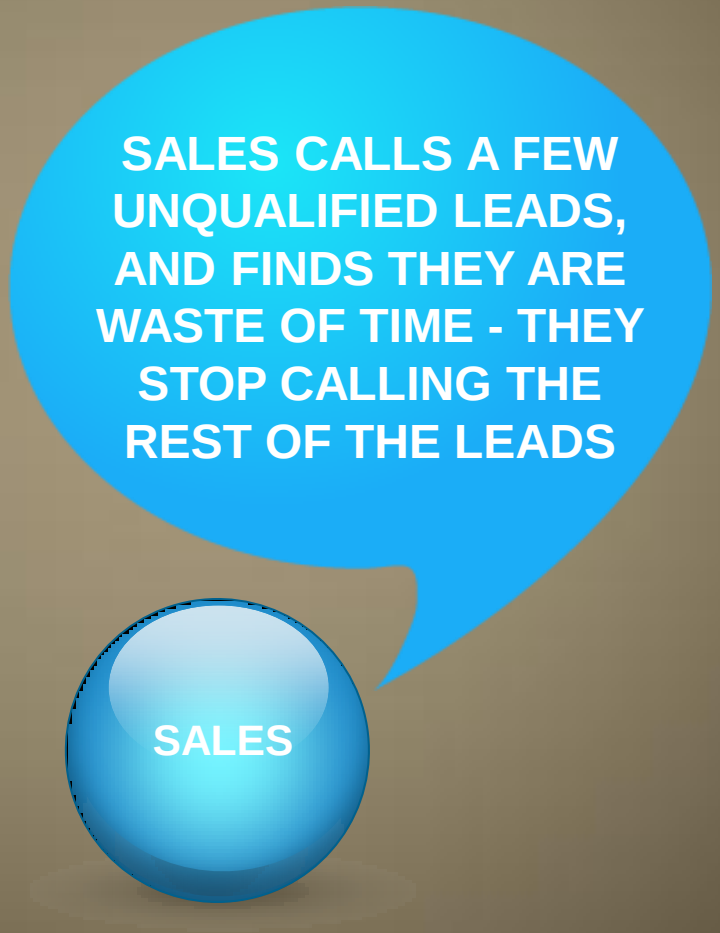
MQL
(MARKETING QUALIFIED LEAD)

# PROBLEM:

SALES SAYS MARKETING ISN'T GIVING THEM ENOUGH LEADS
SALES


MARKETING SAYS THAT'S RIDICULOUS, I GAVE THEM A TON OF LEADS. THEY JUST DON'T FOLLOW UP ON THEM PROPERLY.
MARKETING

# CAUSE:


SALES CALLS A FEW UNQUALIFIED LEADS, AND FINDS THEY ARE WASTE OF TIME - THEY STOP CALLING THE REST OF THE LEADS
SALES

# SOLUTION:

**GET AGREEMENT ON THE QUALIFICATION CRITERIA NEEDED TO BE ABLE TO PASS A LEAD ACROSS TO SALES (MQL)**

SALES FURTHER QUALIFIES THOSE LEADS TO

# FIND OPPORTUNITIES

# USING BANT

**B**UDGET
**A**UTHORITY
**N**EEDS
**T**IMING

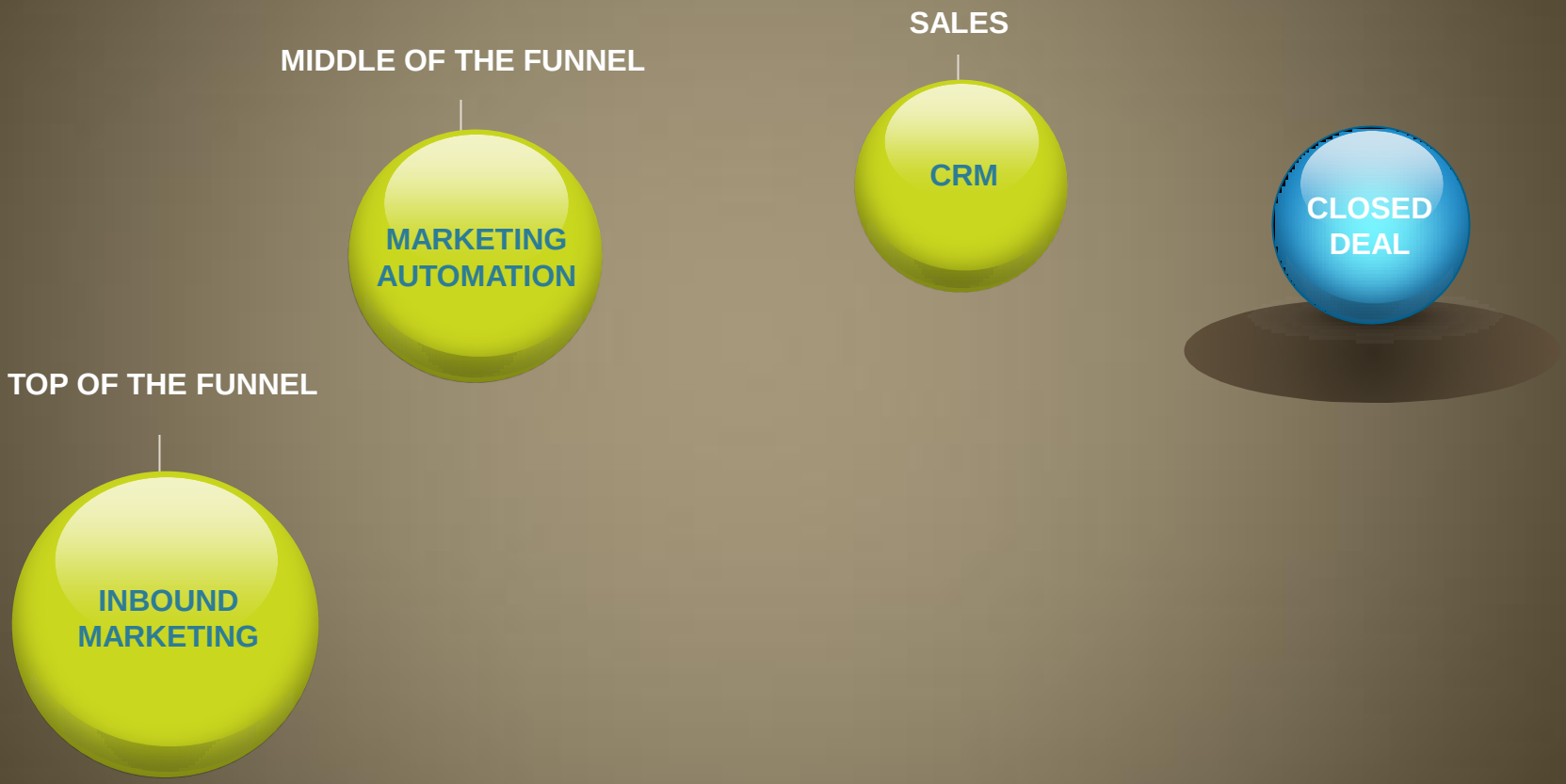
# COMMON LEAD STATES

MQL
(MARKETING QUALIFIED LEAD)

OPPORTUNITY
(SALES QUALIFIED LEAD)

# AUTOMATE

# AUTOMATE THE KEY FUNNEL STAGES


TOP OF THE FUNNEL
INBOUND MARKETING
MIDDLE OF THE FUNNEL
MARKETING AUTOMATION
SALES
CRM
CLOSED DEAL

# Landing Pages

Build and analyze pages with forms

HubSpot

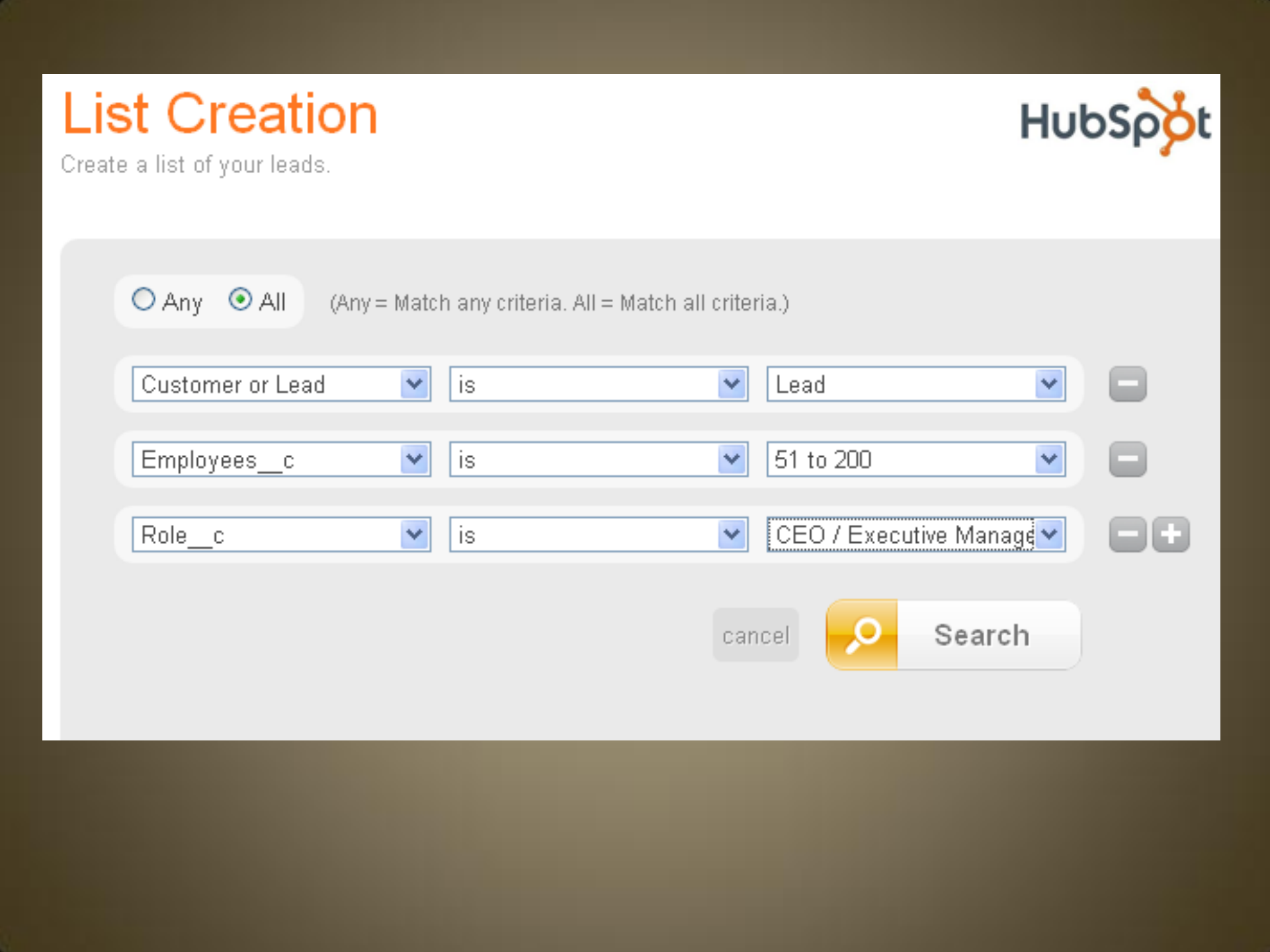
| 498 | 1,834,309 | 527,483 | 28.76% |
|---|---|---|---|
| NUMBER OF LANDING PAGES | TOTAL PAGE VIEWS | TOTAL FORM SUBMISSIONS | TOTAL CONVERSION RATE |

Create New Landing Page | Search | Go To Form Manager »

| PAGE | VIEWS | SUBMISSIONS | CONVERSION RATE | LEAD NURTURING CAMPAIGN |
|---|---|---|---|---|
| [illegible] | 36,274 | 18,241 | 50.29% | Website-Related |
| [illegible] | 47,370 | 17,908 | 37.8% | Website-Related |
| [illegible] | 58,651 | 17,681 | 30.15% | |
| [illegible] | 30,900 | 17,331 | 56.09% | Website-Related |
| [illegible] | 29,917 | 15,118 | 50.53% | Social Media-Related |

# List Creation

Create a list of your leads.



# Lead Nurturing: Create a Campaign

*Choose campaign name and which forms are associated with a campaign*

HubSpot

Step 1: Create Campaign | Step 2: Compose Email | Step 3: Preview and Test

**Campaign name:**

(e.g. Webinar Download, Trial Request, Contact Us)

**Email footer:**

Your company name

Street, City, State 00000

(The email footer will appear at the bottom of every email in this campaign.)

**What form should trigger this campaign?** (optional)

| | FORM NAME | ASSOCIATED WITH CAMPAIGN | APPEARS ON PAGE |
|---|---|---|---|
| ☐ | Marketing Scoop | | 1 page |
| ☐ | SEO in 2010 - Free Marketing Webinar by Mike Volpe \| Contact Form | | 1 page |
| | Contact Mike-Contact Mike Volpe via Email | Welcome | 1 page |

Create New Campaign or cancel

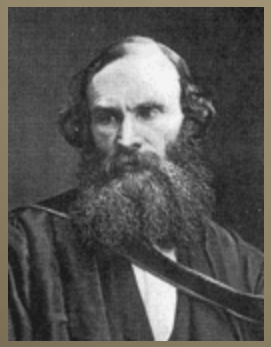
## Campaign: Social Media-Related ( Create new email | Settings | Reports )

| STATUS | SUBJECT LINE | TIMING | |
|---|---|---|---|
| On (Turn off) | 6 Reasons Social Media Helps Grow Business<br>Unique clicks: 2.7% ... more | Day 1 | Edit email<br>Preview<br>Delete |
| On (Turn off) | 7 Twitter Ideas to Improve Your Marketing & PR<br>Unique clicks: 2.04% ... more | Day 3 | Edit email<br>Preview<br>Delete |
| On (Turn off) | Help - My Twitter Handle is Taken<br>Unique clicks: 0.63% ... more | Day 5 | Edit email<br>Preview<br>Delete |
| On (Turn off) | Use Twitter to Monitor, Follow & Engage<br>Unique clicks: 4.41% ... more | Day 10 | Edit email<br>Preview<br>Delete |
| On (Turn off) | 5 Steps to Monitor Social Media on Your Time<br>Unique clicks: 2.86% ... more | Day 15 | Edit email<br>Preview<br>Delete |

## Lead Nurturing: Reports

| CAMPAIGN | UNIQUE CLICKS | % CLICKED | % UNSUB | SENT TOTAL | LAST 3 DAYS | YESTERDAY |
|---|---|---|---|---|---|---|
| Website-Related | 2264 | 1.74% | 0.46% | 130,403 | 3,831 | 1,358 |
| Social Media-Related | 3864 | 2.48% | 0.39% | 155,580 | 1,310 | 479 |

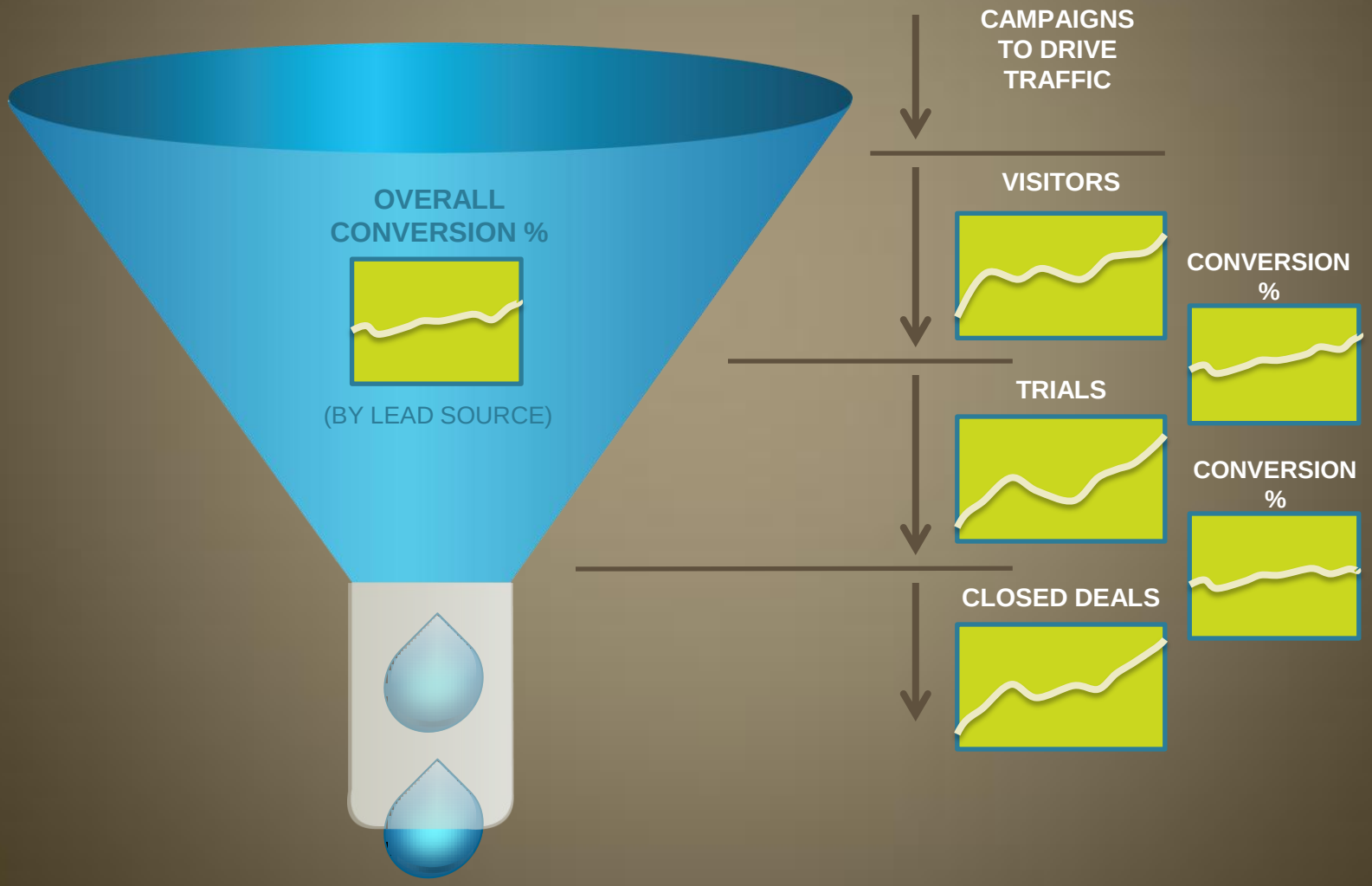
# 7 MEASURE

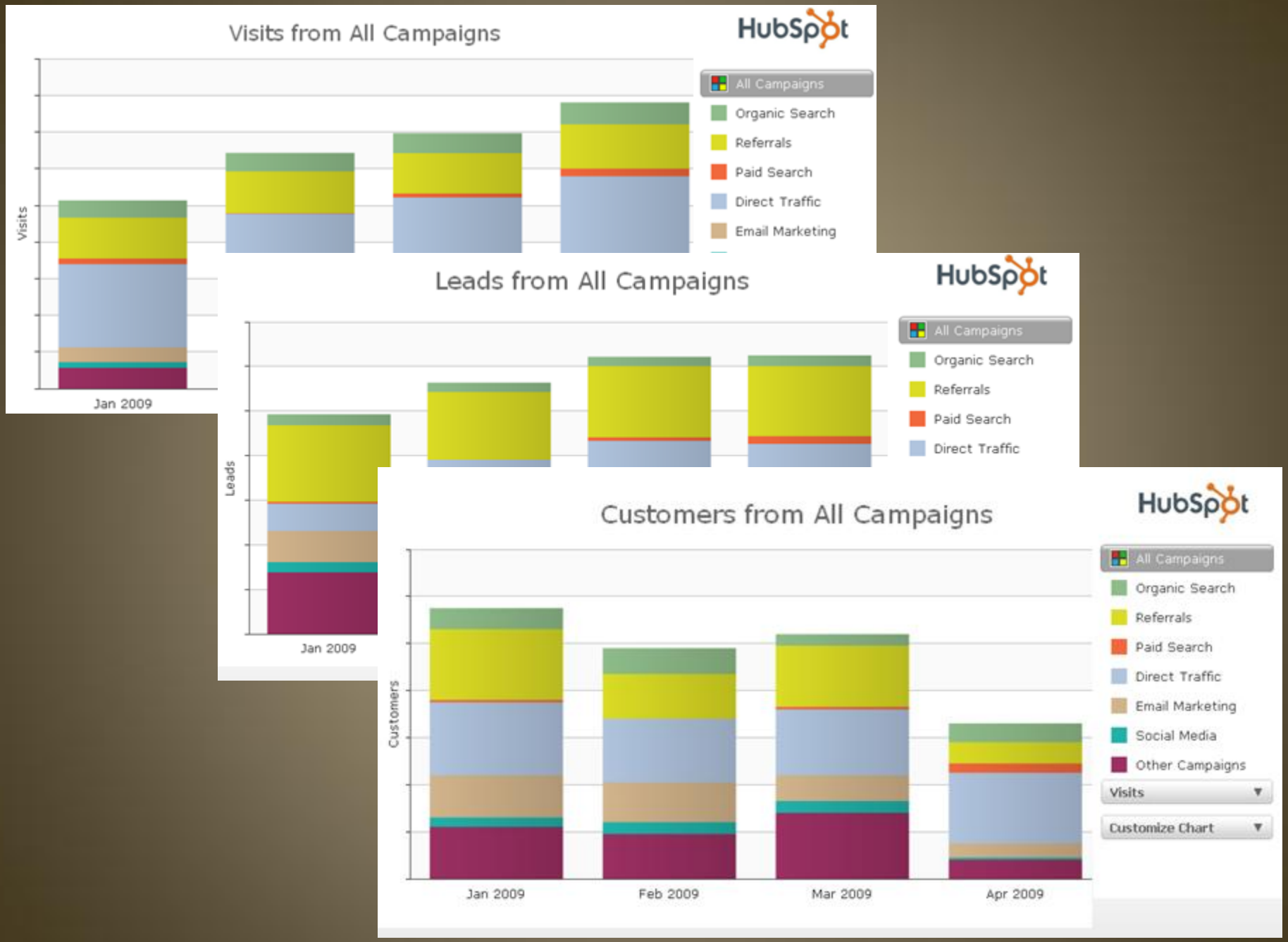


"IF YOU CAN NOT MEASURE IT,
YOU CAN NOT IMPROVE IT."

- LORD KELVIN

# THE KEY METRICS

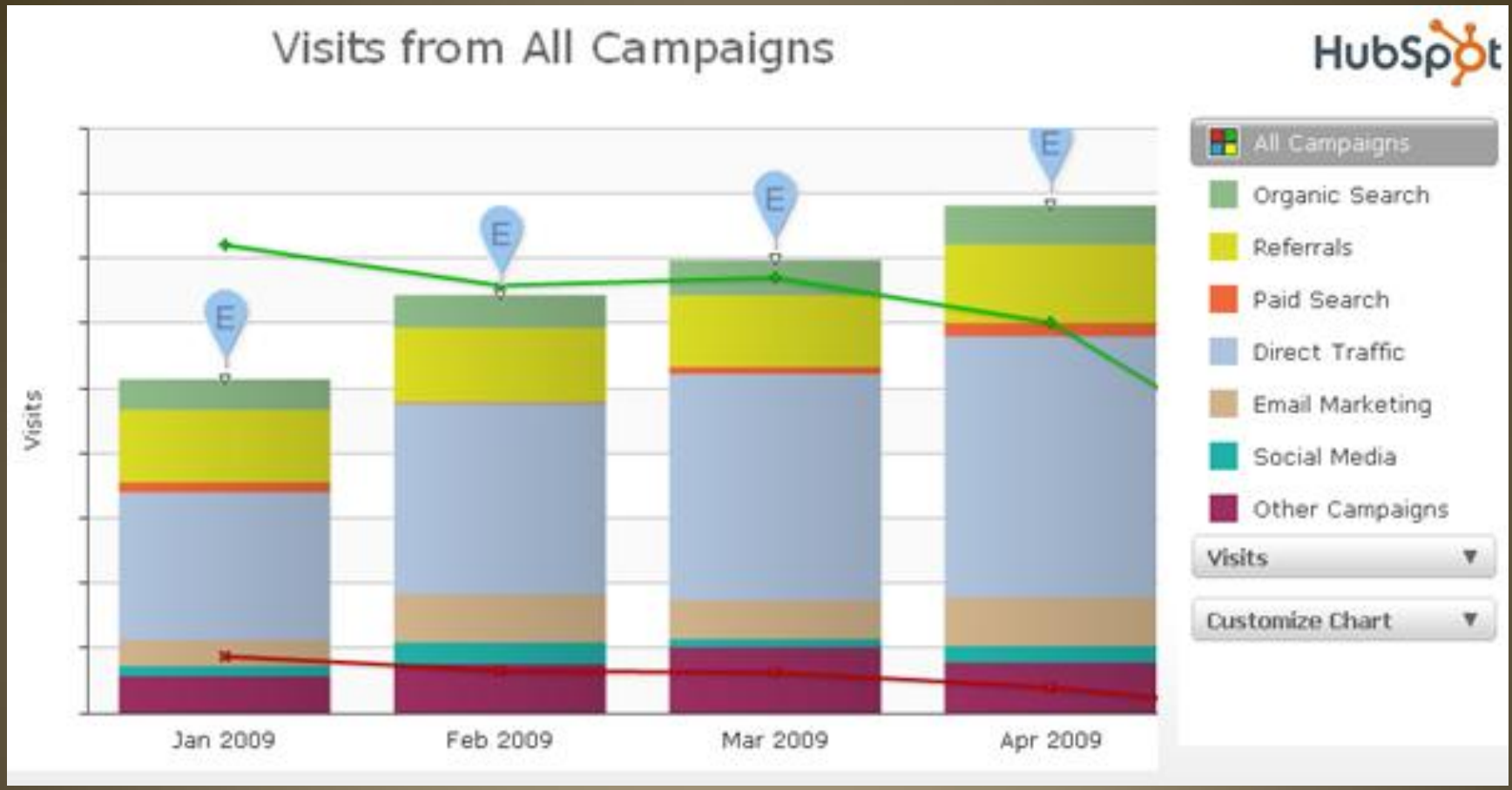



Visits from All Campaigns
HubSpot
Visits
Jan 2009
All Campaigns
Organic Search
Referrals
Paid Search
Direct Traffic
Email Marketing
Leads from All Campaigns
HubSpot
Leads
Jan 2009
All Campaigns
Organic Search
Referrals
Paid Search
Direct Traffic
Customers from All Campaigns
HubSpot
Customers
Jan 2009
Feb 2009
Mar 2009
Apr 2009
All Campaigns
Organic Search
Referrals
Paid Search
Direct Traffic
Email Marketing
Social Media
Other Campaigns
Visits
Customize Chart

Totals for [redacted]

HubSpot

| SOURCES | VISITS | VISIT TO LEAD | LEADS | LEAD TO CUSTOMER | CUSTOMERS | VISIT TO CUSTOMER |
|---|---|---|---|---|---|---|
| Organic Search | 27,857 | 4.5% | 1,264 | 2.7% | 34 | 0.12% |
| Referrals | 58,751 | 11% | 6,513 | 0.74% | 48 | 0.08% |
| Paid Search | 7,966 | 10% | 805 | 1.5% | 12 | 0.15% |
| Direct Traffic | 159,735 | 1.9% | 3,095 | 2.1% | 66 | 0.04% |
| Email Marketing | 32,041 | 18% | 5,767 | 0.59% | 34 | 0.11% |
| Social Media | 11,314 | 6.8% | 773 | 1.9% | 15 | 0.13% |
| Other Campaigns | 35,726 | 27% | 9,679 | 0.69% | 67 | 0.19% |
| Totals | 333,390 | 8.37% | **27,896** | 0.99% | **276** | 0.08% |




## Marketing Events

Should go to pingomatic Mar 31, 2009 7:11:00 PM

Pingomatic usage! Mar 31, 2009 7:15:00 PM

First blog post ever! Mar 19, 2009 6:24:00 AM

Test Article To Be Sent To Facebook Mar 9, 2009 9:25:00 AM

Amy's Test Post Mar 3, 2009 3:37:00 PM

# ANALYZE

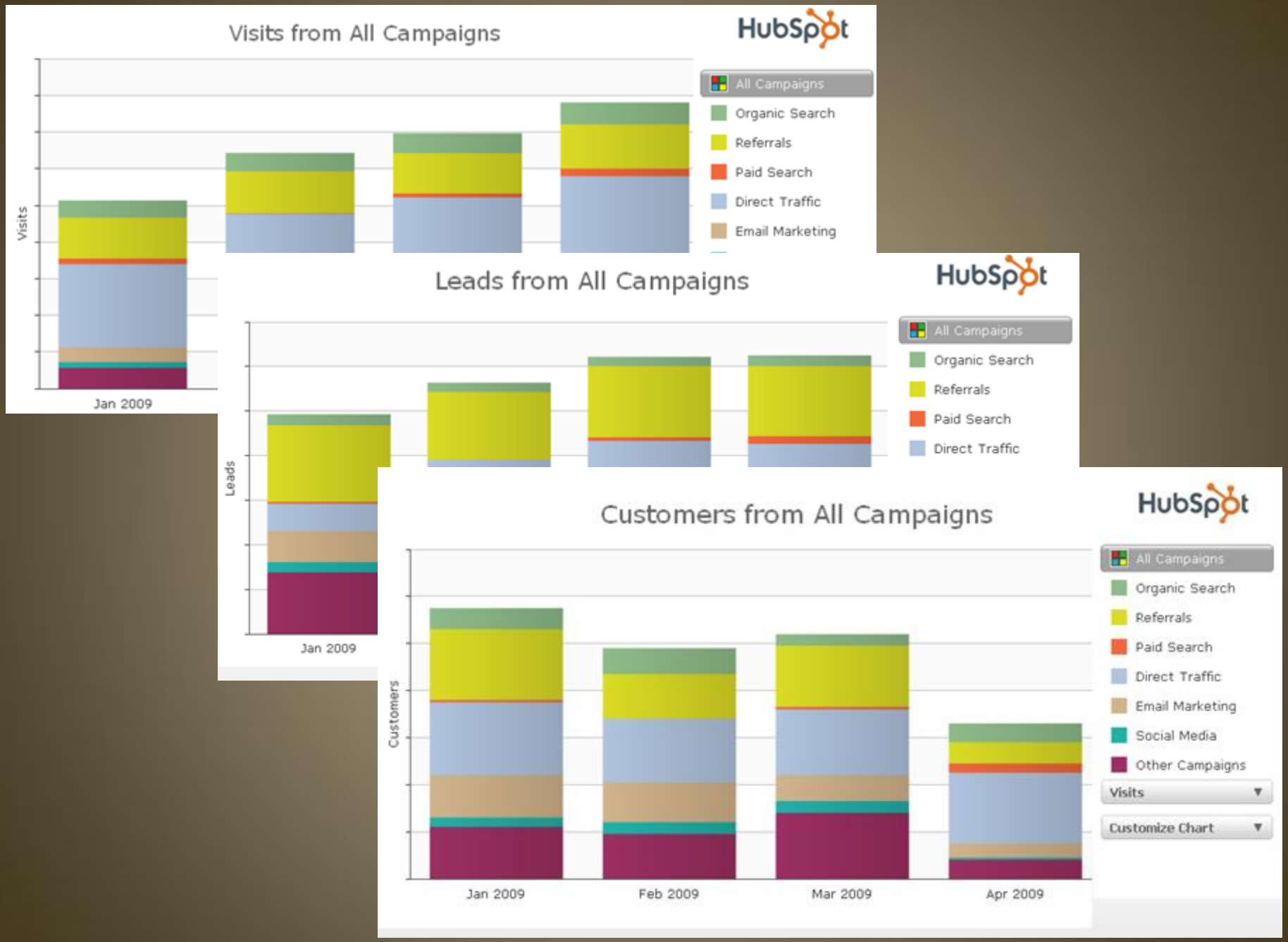
# IDENTIFY

## YOUR BLOCKAGE POINTS

# HOW?

# WHAT IS STOPPING ME

**FROM INCREASING SALES BY 5X ?**


Visits from All Campaigns
HubSpot
Visits
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Organic Search
Referrals
Paid Search
Direct Traffic
Email Marketing
Leads from All Campaigns
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Leads
Jan 2009
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Direct Traffic
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HubSpot
Customers
Jan 2009
Feb 2009
Mar 2009
Apr 2009
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Organic Search
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Direct Traffic
Email Marketing
Social Media
Other Campaigns
Visits
Customize Chart

Totals for [redacted]

HubSpot

| SOURCES | VISITS | VISIT TO LEAD | LEADS | LEAD TO CUSTOMER | CUSTOMERS | VISIT TO CUSTOMER |
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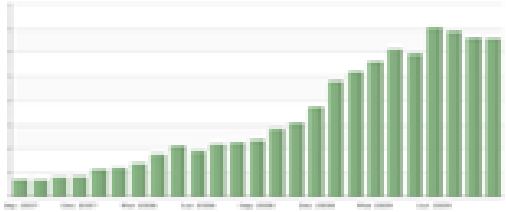
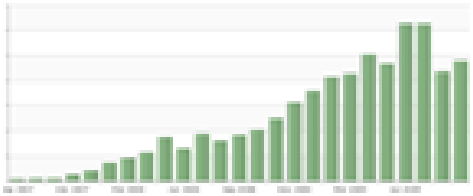
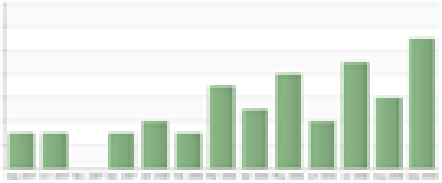
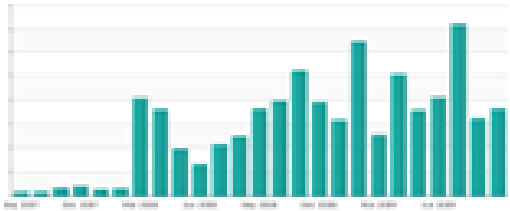
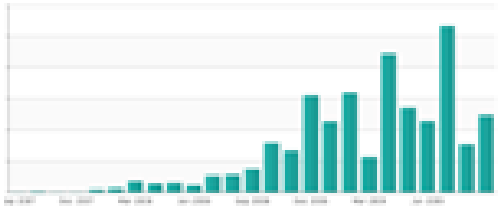
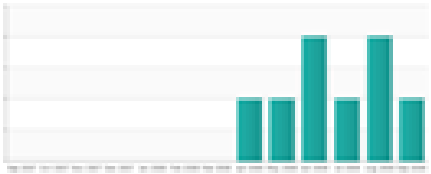
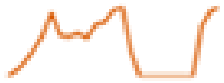
| Totals | 333,390 | 8.37% | **27,896** | 0.99% | **276** | 0.08% |

Leads from Social Media
HubSpot
Leads
Conversion ratio
1.4%
1.2%
1.0%
0.8%
0.6%
0.4%
0.2%
0.0%
Jan 2009
Feb 2009
Mar 2009
Apr 2009
All Campaigns
Organic Search
Referrals
Paid Search
Direct Traffic
Email Marketing
Social Media
Other Campaigns
Leads
Customize Chart

| SITE | VISITS | VISIT TO LEAD | LEADS | LEAD TO CUSTOMER | CUSTOMERS | VISIT TO CUSTOMER |
|---|---|---|---|---|---|---|
| Twitter | 3,964 | 4.2% | 168 | 2.4% | 4 | .1% |
| LinkedIn | 3,162 | 9.6% | 303 | 1.7% | 5 | .16% |
| Facebook | 3,145 | 8.9% | 281 | 1.8% | 5 | .16% |
| StumbleUpon | 355 | .28% | 1 | 0% | 0 | 0% |
| Delicious | 262 | 1.1% | 3 | 0% | 0 | 0% |
| YouTube | 138 | 2.9% | 4 | 0% | 0 | 0% |
| SlideShare | 136 | 4.4% | 6 | 17% | 1 | .74% |
| Wikipedia | 57 | 7% | 4 | 0% | 0 | 0% |
| Ning | 43 | 7% | 3 | 0% | 0 | 0% |

HubSpot

| | Visitors | Leads | Sales |
|---|---|---|---|
| SEO |  |  |  |
| Social Media |  |  |  |

| REFERRER | VISITS | VISIT TO LEAD | LEADS | LEAD TO CUSTOMER | CUSTOMERS | VISIT TO CUSTOMER | VISITS BY MONTH |
|---|---|---|---|---|---|---|---|
| websitegrader.com | [redacted] | 25% | [redacted] | 1.2% | [redacted] | .3% |  |
| blog.hubspot.com | [redacted] | 8.9% | [redacted] | .97% | [redacted] | .087% | |

# IMPROVE

**IN DIAGNOSING MANY FUNNEL BLOCKAGE POINTS,
I HAVE FOUND THAT THERE IS A**

# CLEAR PATTERN…

YOU ARE HOPING YOUR

# CUSTOMERS WILL DO SOMETHING

THAT THEY ARE

# NOT MOTIVATED TO DO

IN OTHER WORDS…

YOU DESIGNED YOUR FUNNEL THE WAY YOU HOPED IT WOULD WORK…

BUT YOU MAY NOT HAVE THOUGHT ENOUGH ABOUT

THE CUSTOMER'S POINT OF VIEW

JBOSS EXAMPLE

# PUT A REGISTRATION FORM ON THEIR WEB SITE BEFORE A FREE DOWNLOAD

IMPACT

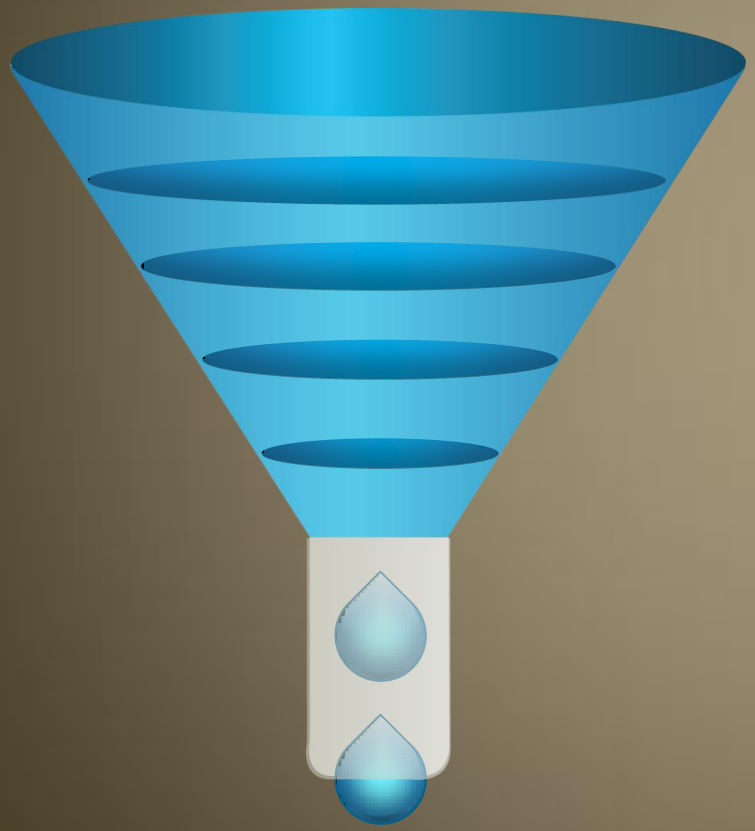
# CUT THE DOWNLOAD RATE BY MORE THAN 10X

# GET INSIDE YOUR CUSTOMER'S HEAD

**CONCERNS**

- Hate being sold to
- Find it offensive to give name and email
- Don't want to get spam sales emails
- Worried that email address will be given to other marketers

# UNDERSTAND WHAT MOTIVATES THEM

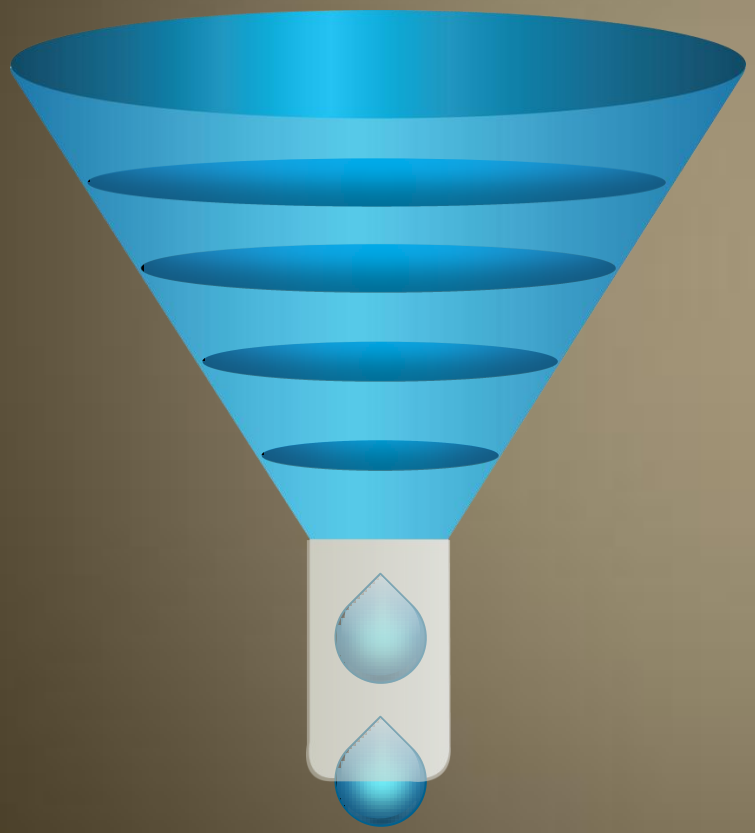


**CONCERNS**

**MOTIVATIONS**

- Want to solve my problem
- Recommendation from a friend
- Education
- Data/ information reports
- Entertainment
- Free stuff
- Meeting other people like me that have insights to share

# CREATE A SOLUTION THAT ENTICES THEM AND ADDRESS THEIR CONCERNS



**CONCERNS**

**ENTICE & ADDRESS CONCERNS**

- Customer testimonials address vendor risk
- Free trials address product viability and fit concerns
- Lowest price guarantees

## JBOSS example

- FREE open source software
- downloaded 5 MILLION times
- selling documentation $27,000 per month

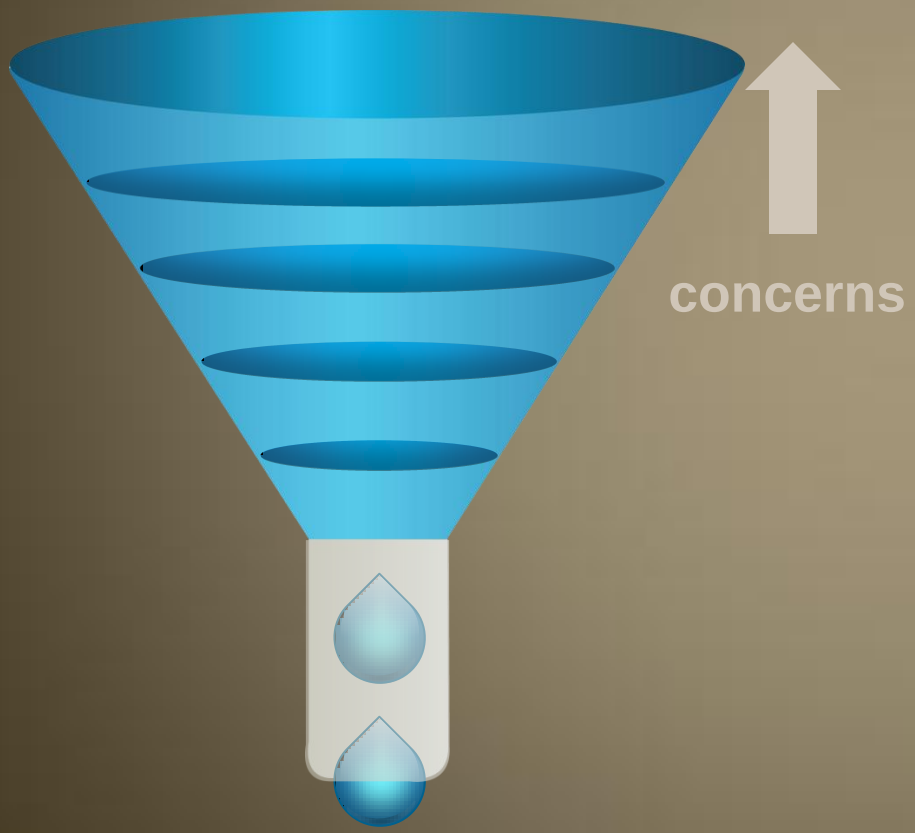
**JBOSS example**

NEEDED: **a carrot to incent them to provide an email address**

SOLUTION: **give away the documentation for free**

RESULT: **10,000 leads per month**

# EXAMPLE: DRIVING TRAFFIC TO YOUR WEB SITE




## GETTING FOUND

Not going to find your site unless:

- On top page of Google search results
- Recommended by a trusted source
- Referred to in social media or blogosphere

Website Grader



Enter URL 1 | Review Report 2 | Improve Your Grade 3

# Website Grader by HubSpot - Marketing Reports for 2,000,000 URLs and Counting...

## Website URL

*Ex: www.yourcompany.com*

## Competing Websites

*(Optional) Enter websites of competitors to include in analysis*

## Your E-Mail

*Enter your e-mail address to receive the final report*

☑ *Send me updates from HubSpot on Internet Marketing and SEO (about 2 emails per month). We won't sell, rent or share your email address.* Privacy policy.

GENERATE REPORT

## Grade Your Website

Website Grader is a free seo tool that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

*View Sample Report*

## Get Social

### Twitter / grader

**grader:** Fixed bug that was keeping people from connecting their twitter accounts after login. Thanks to those that reported it.
01/24/10 2:15 am

**grader:** This is a test tweet. Please ignore.
01/22/10 12:52 am

**grader:** "Give up control." and more three-word marketing tips http://bit.ly/57BNpq #MktgTriplets
01/18/10 2:31 pm

# HubSpot's Website Grader

*Report for www.forentrepreneurs.com*

*February 10, 2010 at 10:06 AM*

Email This | Facebook This | Tweet This | Put this badge on your website »

The website **www.forentrepreneurs.com** ranks **96,774** of the **2,068,415** websites that have been ranked so far.

A website grade of **95.3/100** for **www.forentrepreneurs.com** means that means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than **95.3%** of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over 50 different variables, including search engine data , website structure, approximate traffic, site performance, and others.

## I. Create Content

Every web page has the potential to rank well in search engines and draw traffic from other sources, like social media sites and the blogosphere. Of course, whether a page draws traffic (and links) depends on whether it's optimized and how remarkable (useful, interesting, etc.) it is. But in general, most pages do "ok" and contribute to the cause, so it's both a quality and a quantity game.

### A. Blog Analysis

Blogging is a great way to reach your target audience with your thoughts, opinions, and offerings on relevant topics.

**Blog Found**

Blog URL: http://www.forentrepreneurs.com/ (Last Post: January 31, 2010)

# LESSONS FROM WEBSITE GRADER

- Free tools drive viral spread
- Low customer work required
- High value delivered
- Score leverages competitive urge
- Builds trust through clear demonstration of expertise

# GOOD LINKAGE TO NEXT STEP

Need to Improve Your Website Grade?

HubSpot

**Try our Free Internet Marketing Kit**

HubSpot, the developers of Website Grader, offer a free kit of marketing tips about how to improve your website so you can get found by more prospects and convert more of them to leads and paying customers.

Want Feedback on Your Website Grade?

**Live Website Optimization: Using Website Grader For Marketing Success**

**Join HubSpot Experts for a live session for website review and optimization, providing tips for getting found online.**

**Date and time:** Every Tuesday at 1:00pm ET

Submit your site now for optimization by HubSpot Experts! (2 will be selected)

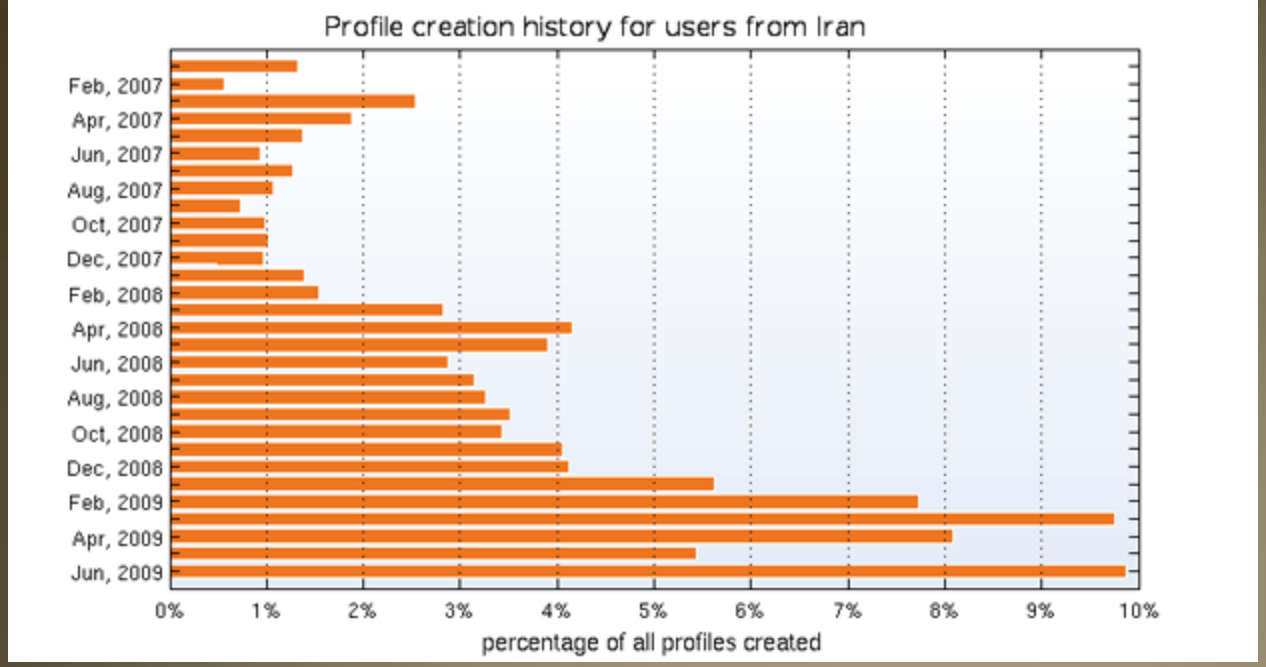
using engineering for marketing

# USING DATA TO DRIVE WEB TRAFFIC

**SYSOMOS: SOCIAL MEDIA MONITORING**

## LEVERAGED THEIR DATABASE TO CREATE BLOG POSTS WITH DATA ON TOPICS OF CURRENT INTEREST:

- **IRAN ELECTION RIOTS**
- **TWITTER'S GROWTH**
- **FACEBOOK USAGE**


Profile creation history for users from Iran
Feb, 2007
Apr, 2007
Jun, 2007
Aug, 2007
Oct, 2007
Dec, 2007
Feb, 2008
Apr, 2008
Jun, 2008
Aug, 2008
Oct, 2008
Dec, 2008
Feb, 2009
Apr, 2009
Jun, 2009
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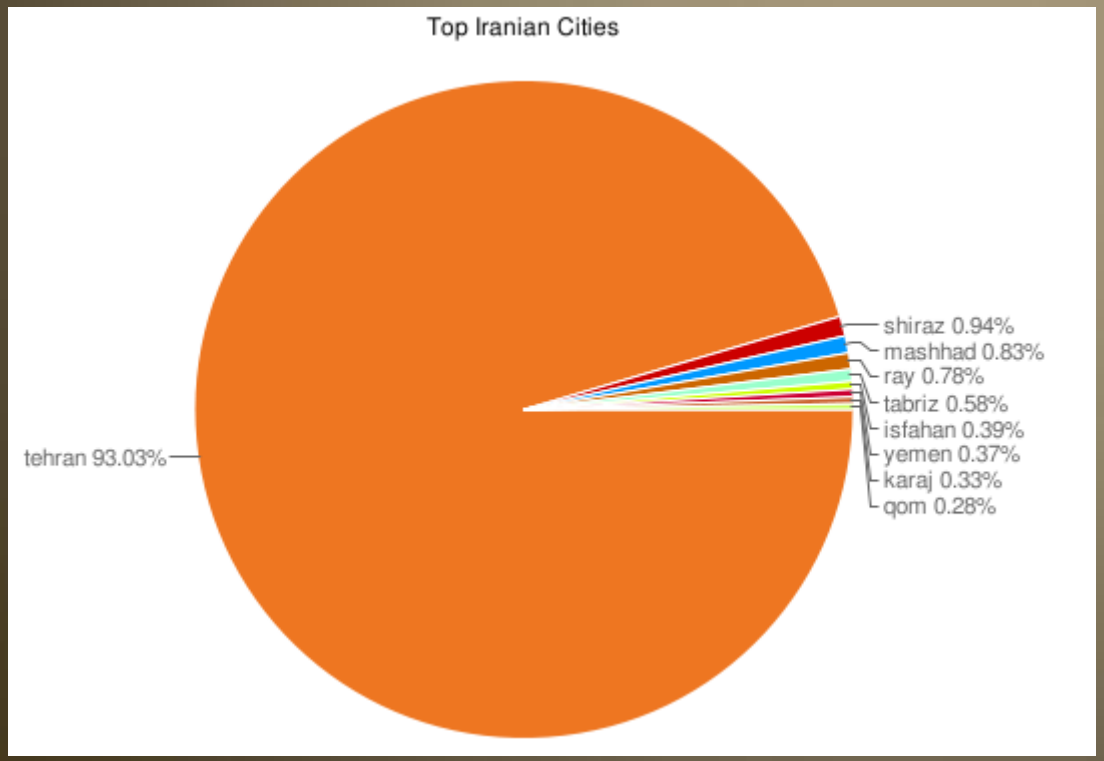
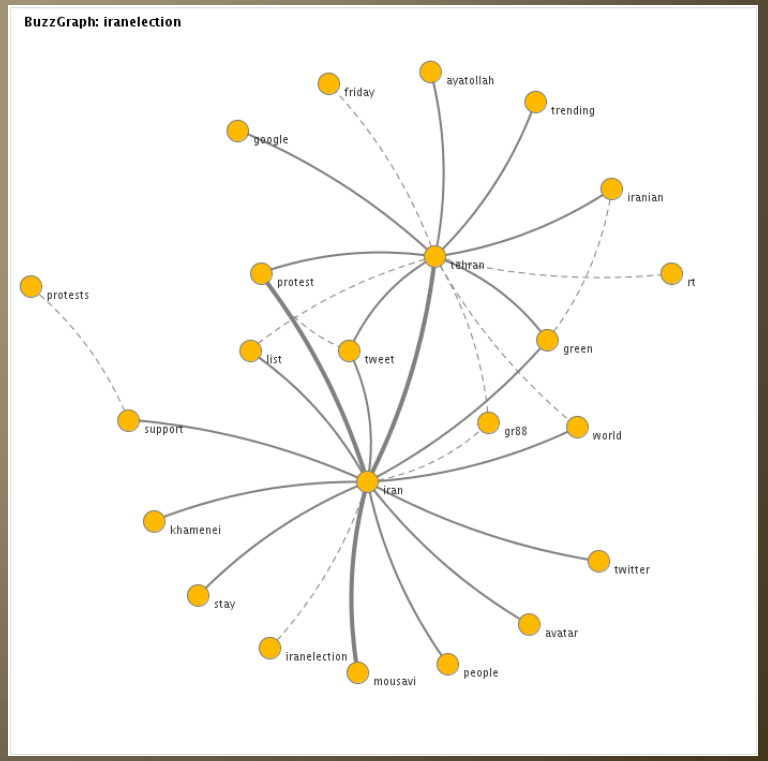
1%
2%
3%
4%
5%
6%
7%
8%
9%
10%
percentage of all profiles created


Top Iranian Cities
tehran 93.03%
shiraz 0.94%
mashhad 0.83%
ray 0.78%
tabriz 0.58%
isfahan 0.39%
yemen 0.37%
karaj 0.33%
qom 0.28%


BuzzGraph: iranelection
ayatollah
friday
trending
google
iranian
tehran
protest
rt
protests
green
list
tweet
gr88
world
support
iran
khamenei
twitter
stay
avatar
iranelection
people
mousavi

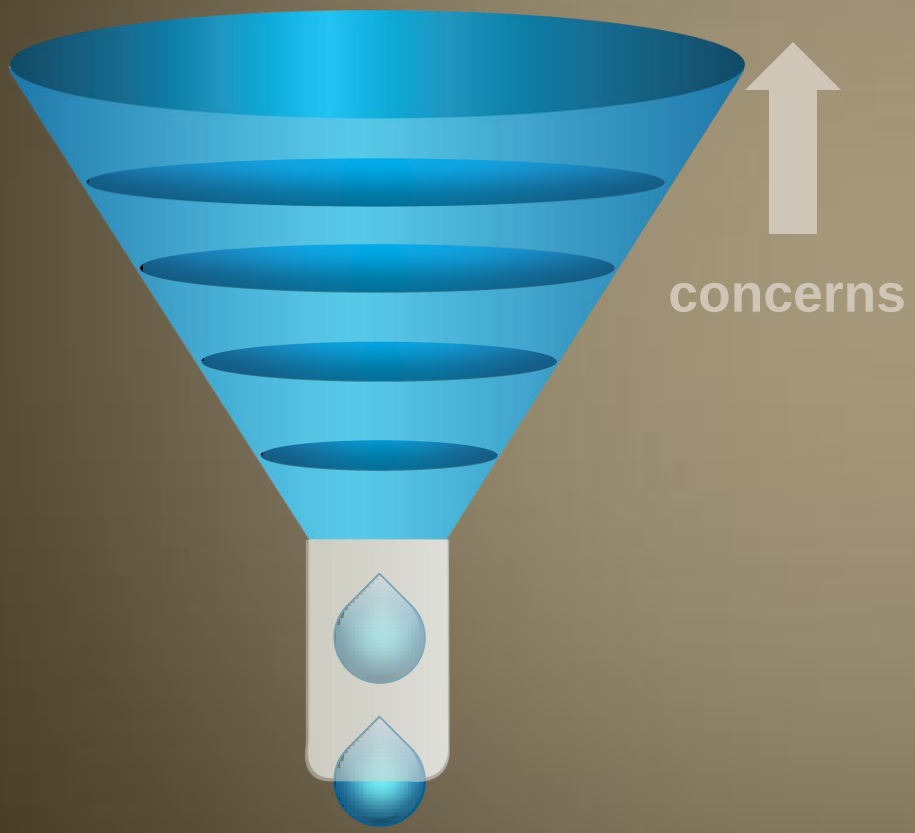
# LED TO:

**SYSOMOS ARTICLES IN ECONOMIST, NY TIMES**

**WEB TRAFFIC TO READ THE FULL REPORT**

**LEADS – IMPRESSED BY THE CAPABILITIES OF THE SOFTWARE**

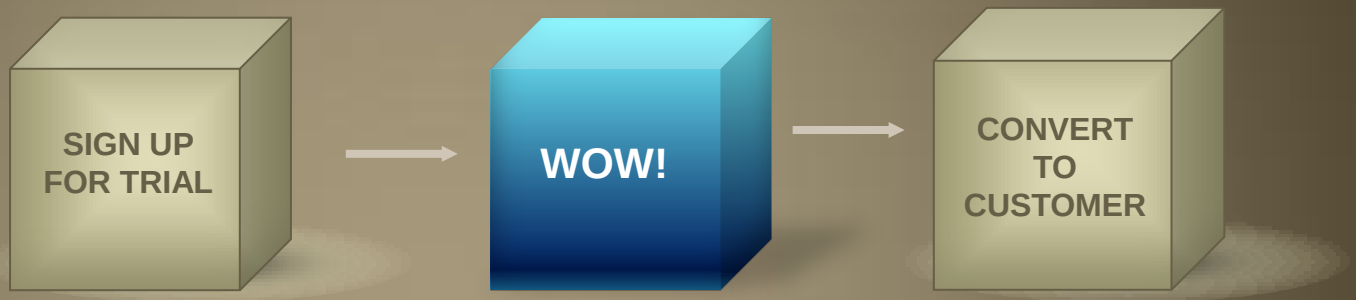
# GETTING CUSTOMERS TO SIGN UP FOR A TRIAL




- I don’t have the time
- I don’t want to get spam email
- Yet another password to remember

# RE-THINK THE PROCESS

**CONVENTIONAL APPROACH**




**WOW! FIRST, REGISTER LATER**

Source: Josh Porter – Designing for Social Traction

Returning user? Login

# posterous™ is the dead simple place to post everything. just email us.

step 1 | ~~Create an account~~
Skip it! No setup or signup

step 2 | **Email anything to post@posterous.com**
Attach photos, video, MP3's, and files

step 3 | **See the site you made**
We reply instantly with your new posterous at http://yourname.posterous.com

"It's just so simple." –Leo Laporte, Net@Night podcast

**Who's it for?**

- First timers
- Casual bloggers
- Social media pros
- Families and groups

## Try it now by emailing post@posterous.com from

Gmail | Windows Live Hotmail | YAHOO! MAIL | AOL mail

...or any other mail program. Posterous works wherever you have email.

Email post@posterous.com »

## Or see what others are posting...

The Airbnb Blog

baratunde's internet scratch pad

The Official Posterous Posterous

garry's posterous

Mixpanel - Analytics for startups

Gov. Arnold Schwarzenegger

Explore thousands more »

Returning user? Login

# posterous™ is the dead simple place to post everything. just email us.

1

step 1 ~~Create an account~~
Skip it! No setup or signup

step 2 **Email anything to post@posterous.com**
Attach photos, video, MP3's, and files

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We reply instantly with your new posterous at
http://yourname.posterous.com

2

"It's just so simple." –Leo Laporte, Net@Night podcast

4

**Who's it for?**

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- Social media pros
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Gmail · Windows Live Hotmail · YAHOO! MAIL · AOL mail

...or any other mail program. Posterous works wherever you have email.

Email post@posterous.com »

3

## Or see what others are posting...

The Airbnb Blog

baratunde's internet scratch pad

The Official Posterous Posterous

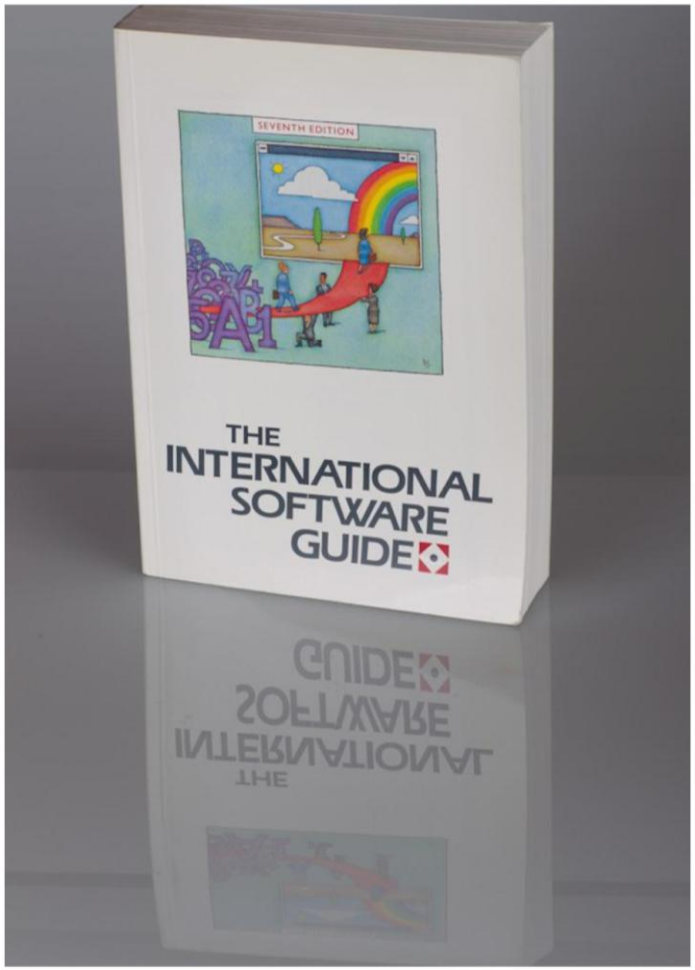
garry's posterous

Mixpanel - Analytics for startups

Gov. Arnold Schwarzenegger

Explore thousands more »

# PROBLEM:
# GETTING A MEETING




roject Management

- ❑ tracks resource costs as forecasted, actual, and variance by resource and activity
- ❑ compares planned versus actual schedules
- ❑ calculates percent complete
- ❑ custom reporting allows unlimited report formats that can be reused
- ❑ supports plotters
- ❑ prints sideways
- ❑ includes on-line, context-sensitive help and a tutorial

**ject Scheduler 4**

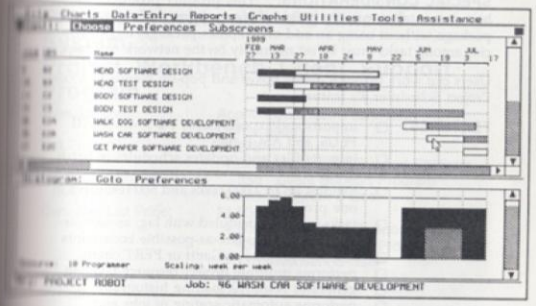
| | |
|---|---|
| acturer: | Scitor Corporation |
| ice: | $685 |
| ian List Price: | $835 |
| ements: | 512K; mouse recommended |
| n: | 2.0 |

're looking for a capable project management tool that es excellent presentation-quality graphics, consider Project uler 4. This program supports multiple projects so that gers can access pooled information about scheduling, ce and cost information from simultaneous projects.

a graphical interface, this product lets you use a mouse to ulate data on screen. It produces graphs, charts, and s of superior quality that are ideal for conveying project nation to others. You can create graphics ranging from wall-diagrams detailing all project information to top-view dency networks displayed on a single page.

t Scheduler 4 uses Gantt charts, histograms, cost curves, etwork diagrams to enter and display jobs and their dencies. The Gantt charts let you see the actual scheduling ming of your entire project, while the network diagrams let xamine the relationships among your smaller, independent






*An example of Project Scheduler 4 Gantt/Histogram.*

The Gantt/Histogram chart allows you to look at a Gantt chart and a resource histogram on the same screen so you can quickly identify where you have scheduled your resources. For example, if you are interested in a given resource, the histogram at the bottom of the screen displays information on tasks that are assigned to that resource, and the Gantt chart at the top of the screen shows the jobs to which that resource has been assigned. You can then print a list of all the jobs that have been assigned to that resource.

A Work Breakdown Structure summary provides you with the ability to summarize jobs at various levels. Project Scheduler 4 is also good for those who are interested in breaking down and summarizing multiple projects. Project Scheduler 4 will do resource leveling but not across multiple projects.

Project Scheduler 4 lets you create a project description report that contains general information about resource totals and a variance report that details cost and schedule variance per task.

If you prefer not to use a mouse, you can install a driver that allows you to use your keyboard, although a mouse is recommended.

# GETTING TO EXECUTIVE DECISION MAKERS

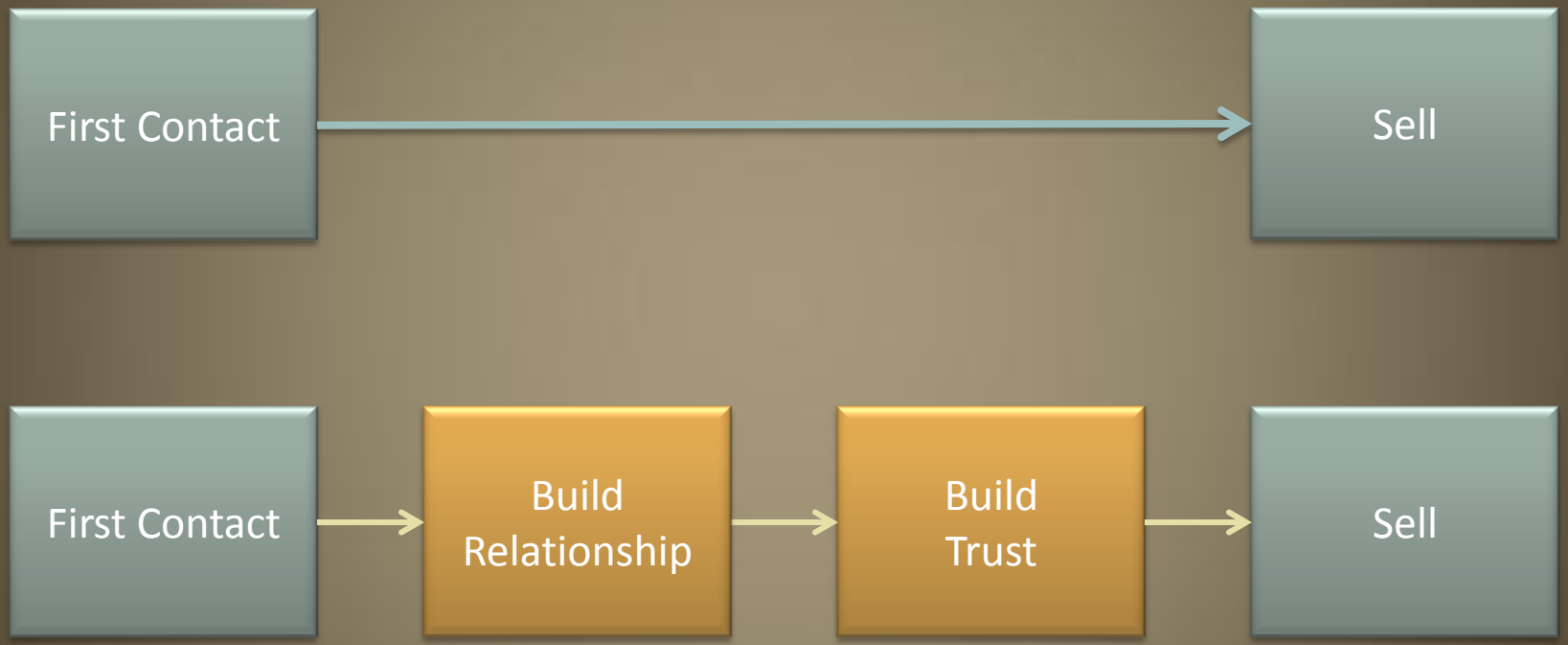
**TECHCRUNCH FOR INSURANCE CLAIMS**

# USING FREEMIUM

## DROPBOX: SIMPLE FILE SHARING SOFTWARE

- Get you hooked for free
- Storage slowly increases to the point where you need to pay
- But by then they have established trust
  - And it is hard to move your data that is shared with others

## THE PRODUCT PULLS THE CUSTOMER THROUGH THE FUNNEL STEPS


First Contact
Sell
First Contact
Build Relationship
Build Trust
Sell

SELLING IS 10X EASIER…

ONCE YOU HAVE ESTABLISHED TRUST

YOUR BLOG CAN ESTABLISH TRUST…

# HOW?

VALUABLE CONTENT

# EDUCATION
# INFORMATION
# ENTERTAINMENT

WITH **ZERO** SELLING

# THE KEYS TO SUCCESS

**DEEP UNDERSTANDING OF YOUR CUSTOMER**

- What don’t they like?
- What do they like/need?
- What motivates them?
- What are their problems?
- What does their boss expect of them?
- etc.

Combined with

## OUT-OF-THE-BOX THINKING

# APOLOGIES

**MY EXAMPLES ARE ALL SOFTWARE COMPANIES**

**THIS APPLIES EQUALLY WELL IN OTHER BUSINESSES**

# FINALLY…

**LET'S GO BACK TO THE BEGINNING…**

…AND INTRODUCE THREE NEW STEPS AT THE BEGINNING OF THE FUNNEL DESIGN PROCESS…

# IDENTIFY

**IDENTIFY ALL THE PEOPLE INVOLVED IN THE PURCHASE DECISION**

# UNDERSTAND

**SKETCH OUT THEIR BUYING PROCESS AND CONCERNS AT EACH STAGE**

# ENTICE

**ADD THE STEPS TO ADDRESS THEIR BUYING PROCESS**

**AND:**
**ADDRESS THEIR CONCERNS**
**ENTICE THEM**

# SUMMARY

# WE WENT FROM THIS:

1. Align
2. Link
3. Automate
4. Measure
5. Analyze
6. Improve

# TO THIS…

1. **IDENTIFY**
2. **UNDERSTAND**
3. **ENTICE**
4. Align
5. Link
6. Automate
7. Measure
8. Analyze
9. Improve

# THE NINE STEPS

| | |
|---|---|
| **1. IDENTIFY** | Identify people in purchase decision |
| **2. UNDERSTAND** | Address their buying process and concerns |
| **3. ENTICE** | Design actions to pull them through buying process & address concerns |
| **4. ALIGN** | Ensure funnel actions lead directly to sales |
| **5. LINK** | Link every funnel action to the next step |
| **6. AUTOMATE** | Use software to automate |
| **7. MEASURE** | Measure key funnel metrics |
| **8. ANALYZE** | Identify blockage points |
| **9. IMPROVE** | Brainstorm better enticements and ways to address concerns |

# SALES-DRIVEN FUNNEL DESIGN

TO A

# CUSTOMER-CENTRIC FUNNEL DESIGN