

4 Key Elements of a **Successful** Sales Funnel

1. ONE-LINER

Do you have multiple one-liners on your website and social media? This can confuse your audience. Create a clear and memorable one-liner so people can quickly understand what you do and how you can solve their problem.

You could also call this an elevator pitch and good ones have 3 parts:

- 1. The problem**
- 2. The solution**
- 3. The result**

When you implement your one-liner, business will begin to transform.

- Have your entire team memorize it.
- Make it your email signature.
- Make it your bio on social media.
- Put it on your website.
- Put it on your business cards.
- Run ads with it.
- Paint it in your office.

2. LEAD GENERATION PDF

A compelling lead generator allows you to grow a list of highly qualified leads, and you want it to do these five things:

- 1.** Position your company as a thought leader in your industry.
- 2.** Qualify your audience, or make sure your leads are a good fit.
- 3.** Create trust and reciprocity.
- 4.** Get an email address.
- 5.** Hook your audience with a compelling and relevant message.

Where your lead generator can live:

- On your website and in a pop-up ad.
- On social media as an organic post.
- In an email campaign.
- As part of your Facebook or LinkedIn ad campaign.
- In a digital ad campaign.

3. NURTURE EMAIL CAMPAIGN

Nurture emails keep your business top of mind and help build the relationship you want to foster with your clients.

These emails should focus on:

1. Solving a problem.
2. Offering value.
3. Positioning your brand as the guide (how your product provides a solution to the client or prospect's problem).
4. Reminding the customer you have a solution.

Examples of emails that can work:

- Weekly announcements.
- Tips to help your audience solve problems.
- Weekly or monthly notifications regarding inventory, events or offers.
- Repurposing blog articles or curated content.

4. SALES CAMPAIGN

While nurture campaigns are focused on adding value and building trust, sales campaigns are focused on closing the deal.

A great sales campaign should:

1. Focus on selling a single product.
2. Identify the problem the product solves.
3. Include strong CTAs in every email.
4. Include a time-sensitive offer that creates a sense of urgency.
5. Connect the campaign to an online trigger from your website.

Examples of emails that could work:

- Lead generator asset delivery.
- Problem + Solution.
- Testimonial.
- Overcome an objection.
- Paradigm shift.
- Letter with bold ask for sale.

Implementing Your 90-Day Nurture Campaign

Create a 90-day calendar and decide:

- Who is responsible for sending the emails?
- What cadence will you establish for the campaign? (We recommend weekly or bi-weekly.)

The goal: Have several 90-day campaigns built in your content hub with a variety of themes.

Integrating a Sales Funnel into Your Website

- Connect your forms to email marketing via your Springboard.
- When someone makes a purchase, signs up for emails or submits any form on your website, that person's name and email address can be added to an audience group or segment.
- When customers order online, segment according to their purchases, then cross-sell or upsell by promoting related products.
- Automate email campaigns to promote new products or encourage repeat buyers to repurchase supplies.

ACTION STEPS TOWARD CREATING A SALES FUNNEL

- ☐ Identify which problems you solve and how you provide a solution to your buyer.
- ☐ Create a one-liner you can infuse into all your marketing materials.
- ☐ Create a lead generation PDF you can use as a lead magnet to engage potential buyers.
- ☐ Set up automated nurture and sales funnels with integrated email marketing.

If all this seems overwhelming, don't worry! You don't have to do this alone. Let's create a sales funnel together that gets you the results you're looking for.

First step: Reach out to Nina at 855.437.0049 or nina.reinick@firespring.com to get started.