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... **LUNCH WITH HALEY** will be served shortly.



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How to use automation to CRUSH your revenue goals.

Better strategies to reach and convert your target clients.

What is a MARKETING FUNNEL?

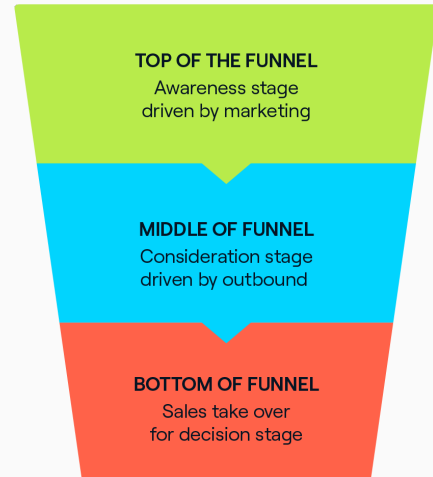
It's how your client actually becomes a client!



What is a MARKETING FUNNEL?

DEFINITION

- A marketing funnel describes your customer's journey with you.
- From the initial stages, when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond.



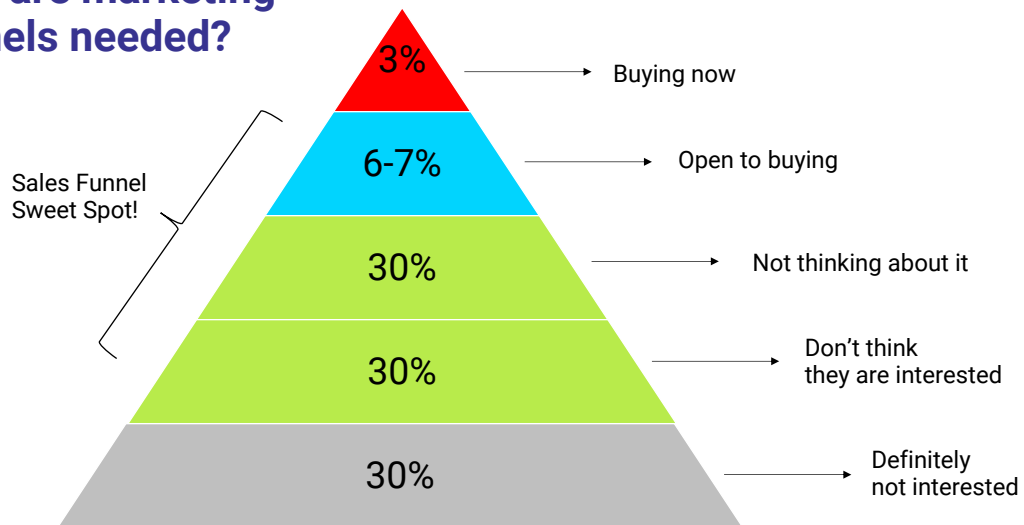
Marketing Funnel vs. Sales Pipeline



The Staffing Marketing Funnel



Why are marketing funnels needed?



Creating Your Marketing Funnel

A step-by-step guide



How to Create Marketing Funnels That Work

STEPS

1. Identify your ideal client.
2. Use your ideal client profile to target potential buyers.
3. Map your buying process and create enablement content for each stage.
4. Build flows for nurture.
5. Track sales engagements.
6. Use sales signals to send qualified prospects to your sales team.



How to Create Marketing Funnels That Work

Identify Your Ideal Clients & Target Potential Buyers

- What characteristics do your ideal clients share?
 - Location
 - Company size
 - Job titles
 - Industry
- Think about their pain points
- Put yourself in the prospect's shoes
- Remember, this about THEM not YOU



How to Create Marketing Funnels That Work

Map Your Buying Process, Create Enablement Content for Each Stage, and Nurture

- Content, content, content
- Show your expertise through education
- Drive contacts to your website
- Include several touchpoints (like 12-16 of them)
- Craft an offer
- Integrate with your existing sales process



How to Create Marketing Funnels That Work

Track Sales Engagements and Use Them to Send Ready-to-Buy Contacts to Sales

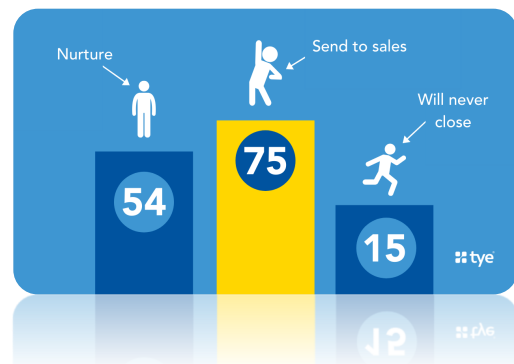
- Track email opens and clicks
- Track (and retarget) website visitors
- Monitor repeat actions
- Recognize themes



Automating Your Marketing Funnel

Use Automation to Track Those Who Are Ready To Buy and Nurture Those Who Aren't

- Monitor engagements for lead scoring
- Track website visits and pages visited
- Check trends in email engagement
- Tie it all together with sales notifications
 - Flagging interested prospects
 - Follow-up reminders



Automation in Action

Putting it all together

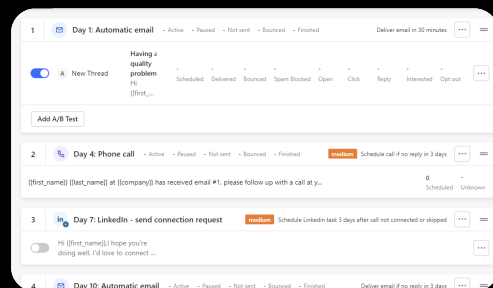


KICKSTART YOUR SALES

Sales Funnel Automation

Service includes:

- Prospect list building (up to 1,000 leads per month)
- Custom direct marketing campaign
- Signature content & landing page
- Automated email & LinkedIn outreach
- Monthly campaign management



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Questions? Need help building your marketing funnel?

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