

# Conversion Funnels

Like a Sales Funnel, only better!

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# WHAT IS A SALES FUNNEL?

- A sales funnel refers to the buying process which companies lead customers through, when purchasing products or services
- It is divided into several steps, which differ depending on your particular sales model
- There can also be any number of steps – usually around 4-8

In the next module, we'll look at the difference between Sales Funnels & Conversion Funnels



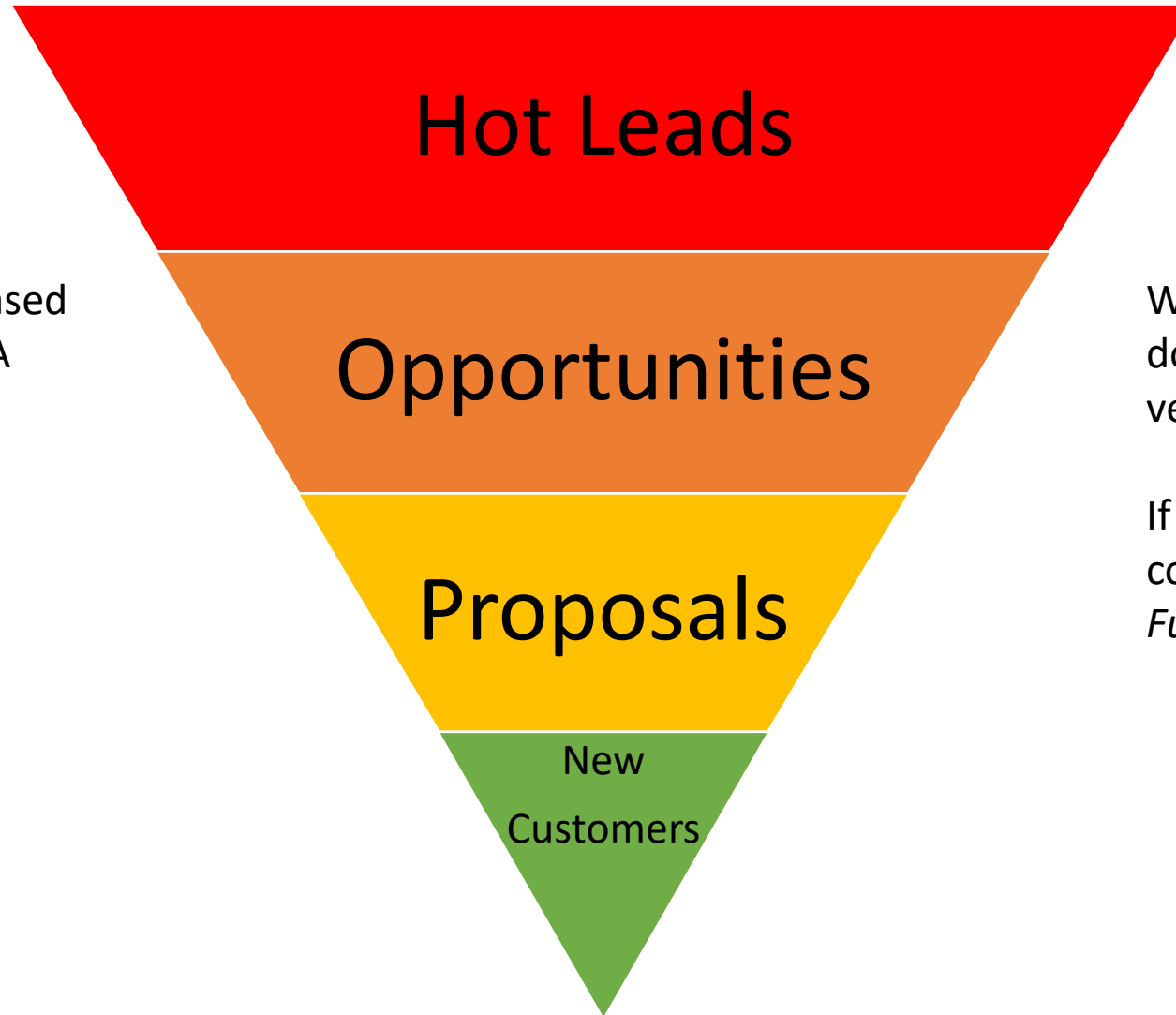
# MODULE 2

## Sales Funnels verses Conversion Funnels

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# TRADITIONAL SALES FUNNEL



Most sales funnels are based on a variation of the AIDA method:

- Attraction
- Interest
- Desire
- Action

Which makes sense – if you don't want to be in business very long!

If you do, you should consider using a *Conversion Funnel* instead!



# THE DIFFERENCE

So, what's the difference between a *Sales Funnel* and a *Conversion Funnel*?

A *Sales Funnel* is designed to do one thing only – make a sale to an already interested prospect.

- Note it's aimed towards already interested prospects (or 'hot leads'), so you still must do the work to gain those new leads initially. And then do it all over again, and again, and again!



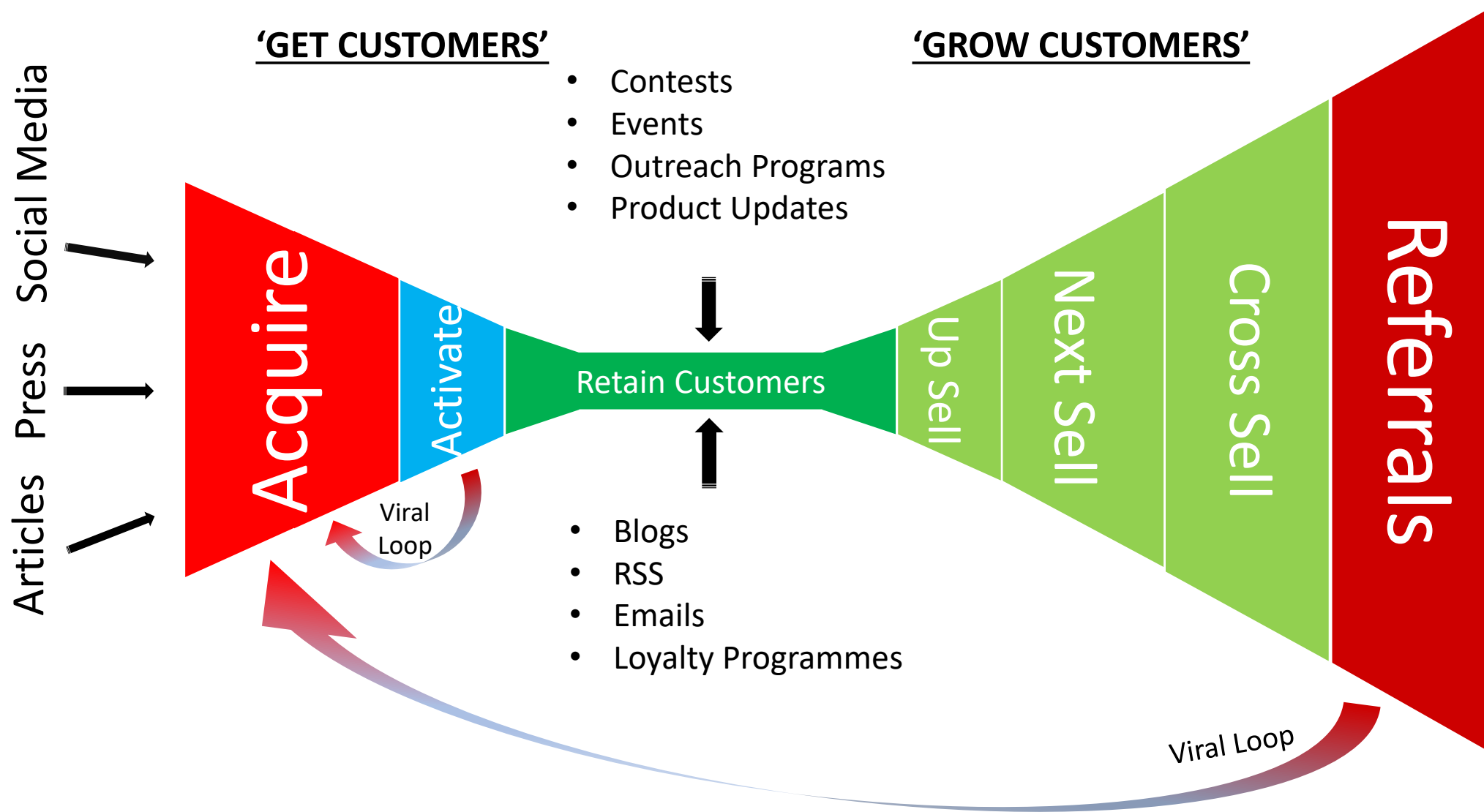
A *Conversion* Funnel is designed to attract, engage, entice, nurture, sell, reward and refill your funnel.

Once you have a Conversion Funnel set up, tested and proven to work, your funnel will refill itself, doing most of the hard work for you!

Let's look closer at a conversion funnel



# CONVERSION FUNNELS



A Conversion Funnel is open ended and has a continuous viral loop, so it doesn't just end at the checkout stage.

It's mission is to gain, retain and expand (aka get, keep & grow!) your ideal customer base.

It nurtures your leads, has behavioural targeting, retention and referral systems all in one marketing tool.

It's not as complicated or overwhelming as you might think!

Let's break it down, and take it step by step...





# THE 5 PRIMARY STAGES

Conversional funnels have many connected parts that make them work so well, but there are 5 primary stages:

1. Attracting Customers
2. Encouraging Action
3. Creating a Content Plan
4. Selling
5. Refer & Refill



# MODULE 3

Top of the Funnel

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# 1. ATTRACTING CUSTOMERS

Acquire

This is where you are attracting your new customers with a [Lead Magnet](#).

To create a successful funnel, you need to ensure only your target market come through your funnel.

In order to do this, it's important to understand what your target audience wants:

- What are your competitors doing? You don't want to copy them – there is no point, but doing some research can give you some ideas to work from
- What needs are being unmet? Are they missing something that you can provide instead?
- Where can you do better than them? If they have a checklist of 10 Smoothie Recipes, can you provide a eBook of 30? or 50?
- Is there an area that you can work with and dominate?
- Look at your [Client Avatar Workbook](#), and refine some ideas that your target market wants and needs



# 1. ATTRACTING CUSTOMERS

Acquire

Here are just some of the ways you can attract new customers into your funnel:

Word of Mouth

Leaflets & Fliers

Social Media

Website

Blogging

Competitions

Charity Work

Podcasts

Free Gifts

Discounts

Paid Advertising

Collaborations

Quizzes

Networking



## 2. ENCOURAGING ACTION

Activate

Stage 2 is about activating your customers – i.e. gently persuading them to take action.

At this stage of the funnel, your potential customer will be on your [Landing Page](#).

A great landing page should compel the person viewing it to take an action.

Every business is different, and there is no quick fix, but there are a few tips that can help:

- Show you understand your customer
- Create an emotional connection
- Use social proof

A point to note: please ensure that you deliver what you promise – exactly, if not more!



# MODULE 4

## Middle of the Funnel

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## 3. CREATE A CONTENT PLAN

### Retain Customers

Now that you have your potential customer closer to you (i.e. in your email list, or you have booked a phone consultation with them), you need to nurture them to keep them with you!

Again, this is where the work you did in your Client Avatar Workbook will come in handy.

You need to know precisely what they want and need at every stage in the conversion funnel.

Your content plan actually starts before your funnel is even created with your blog posts, press, PR and email to attract your leads in to your funnel.



# MODULE 5

End of the Funnel

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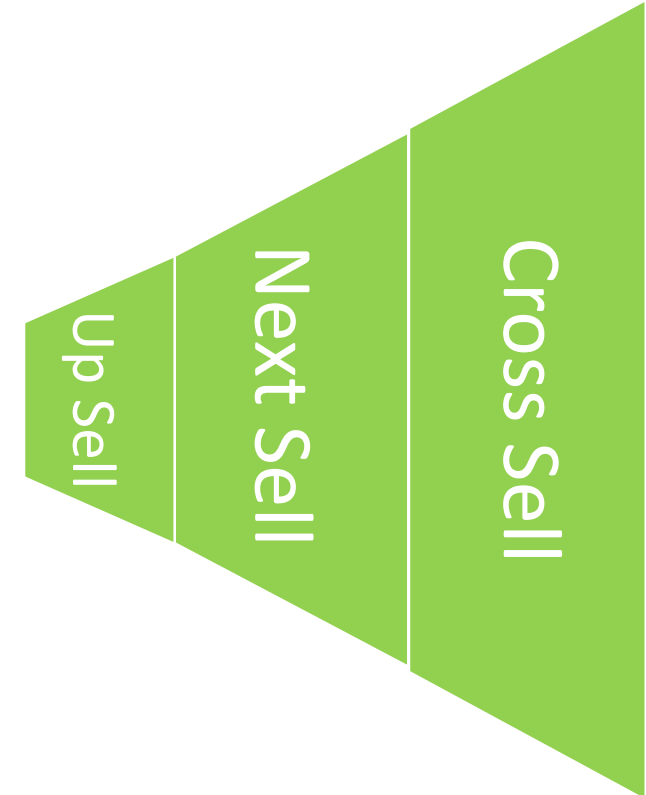




# 4. SELLING

Once you have them there, you need to keep them, which is where things like outreach programs, contests, events and product updates come in.

Product upgrades, related products or services or offering brand new products or services can provide a great option for up-sells and cross-sells.



## 5. REFER & REFILL

Loyalty plans are like the icing on the cake!

They make a fabulous foundation for repeat business and referrals in the same industry.

A great loyalty or referral plan give benefit to both the *referrer* and the person *referred*.

Referrals



# CONVERSION FUNNELS

