

17 POINT SALES FUNNEL SYSTEM







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LEARN WHAT IT TAKES TO
Build a Successful Online Sales Funnel




Salesdroider™ 17 Point Sales Funnel Checklist

Section 1: Core Features

Item	Feature	Criteria
<input type="checkbox"/>	 <p>Webseller Virtual Storefront</p>	<p>Check your website for the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mobile Friendly <input type="checkbox"/> Accurate Content <input type="checkbox"/> Lead Generation Forms <input type="checkbox"/> Online Payments
<input type="checkbox"/>	 <p>Automator Business System</p>	<p>Your automation system should include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Data Entry Automation <input type="checkbox"/> Project Management Automation <input type="checkbox"/> Customer Management Automation <input type="checkbox"/> Staffing Recruitment & Training Automation
<input type="checkbox"/>	 <p>Buyer Personas</p>	<p>You should have the following customer insight:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Demographics <input type="checkbox"/> Lifestyle/Psychological <input type="checkbox"/> Challenges/Pain Points <input type="checkbox"/> Buying Behavior
<input type="checkbox"/>	 <p>Sales Funnel Workflow</p>	<p>You should map out your entire sales process:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospecting/Awareness <input type="checkbox"/> Outreach/Consideration <input type="checkbox"/> Sales Process/Decision <input type="checkbox"/> Closing and Post Sale / Retention
<input type="checkbox"/>	 <p>Digital Targeting Strategy</p>	<p>Have a plan to reach your target audience:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Audience Segmentation <input type="checkbox"/> Channel Selection <input type="checkbox"/> Data Analytics/Metrics <input type="checkbox"/> Ad Personalization
<input type="checkbox"/>	 <p>Account Management</p>	<p>Your campaign needs monitoring for the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Planning & Goals <input type="checkbox"/> A/B Split Testing <input type="checkbox"/> Data Analysis <input type="checkbox"/> Campaign Optimization



Section 2: Traffic Sourcer Add-On



Item	Feature	Criteria
<input type="checkbox"/>	 Pay-Per-Click	When planning a PPC campaign, consider the following: <ul style="list-style-type: none"><input type="checkbox"/> Keyword Research<input type="checkbox"/> Ad Creation<input type="checkbox"/> Landing Page Optimization<input type="checkbox"/> Performance Tracking & Optimization
<input type="checkbox"/>	 Online Video Advertising	When planning a Video Ad campaign, consider the following: <ul style="list-style-type: none"><input type="checkbox"/> Audience Targeting<input type="checkbox"/> Video Content & Creative<input type="checkbox"/> Landing Page Optimization<input type="checkbox"/> Performance Tracking & Optimization
<input type="checkbox"/>	 Social Media Marketing	When planning a SMM campaign, consider the following: <ul style="list-style-type: none"><input type="checkbox"/> Audience Targeting<input type="checkbox"/> Content Calendar Creation<input type="checkbox"/> Engagement & Community Management<input type="checkbox"/> Performance Tracking & Optimization
<input type="checkbox"/>	 Search Engine Optimization	When planning a SEO campaign, consider the following: <ul style="list-style-type: none"><input type="checkbox"/> Keyword Research<input type="checkbox"/> Technical SEO<input type="checkbox"/> Content Optimization<input type="checkbox"/> Off-Page & Link Building



Section 3: Lead Magnet Add-On



The purpose of the Lead Magnet Team Member Add-On is to attract and capture leads by offering valuable content in exchange for their contact information.



[Read More about the Lead Magnet Addon](#)

Item	Feature	Criteria
<input type="checkbox"/>	 Magnetic Offer	Your FREE Magnetic Offer should: <ul style="list-style-type: none"><input type="checkbox"/> Solve a problem<input type="checkbox"/> Demonstrate expertise<input type="checkbox"/> Align with core offer<input type="checkbox"/> Be unique & engaging<input type="checkbox"/> Have a call to action
<input type="checkbox"/>	 Landing Page	Your Lead Magnet landing page should: <ul style="list-style-type: none"><input type="checkbox"/> Have clear & compelling content<input type="checkbox"/> Be simple & user friendly<input type="checkbox"/> Show trust & social proof<input type="checkbox"/> Be optimized for conversion







Section 4: Lead Nurturer Add-On

Item	Feature	Criteria
<input type="checkbox"/>	 Tripwire Campaigns	Your tripwires should: <ul style="list-style-type: none"><input type="checkbox"/> Be irresistible & priced to move<input type="checkbox"/> Align with your Core Offers<input type="checkbox"/> Have a compelling presentation<input type="checkbox"/> Include upsell & follow up strategy
<input type="checkbox"/>	 Drip Email Campaigns	Your drip email series should include: <ul style="list-style-type: none"><input type="checkbox"/> Segmentation & Personalization<input type="checkbox"/> Well Defined Workflow<input type="checkbox"/> Compelling Copy & Design<input type="checkbox"/> A/B Split Testing & Optimization

	 <p>Retargeting Ad Campaigns</p>	<p>Your retargeting ad campaigns should include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Segmentation & Personalization <input type="checkbox"/> Compelling & Relevant Creative <input type="checkbox"/> Frequency & Timing <input type="checkbox"/> A/B Split Testing & Optimization



Section 5: Sales Closer Service Add-On

Item	Feature	Criteria
	 <p>Video Sales Letters</p>	<p>Your Video Sales Letters should be:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Compelling <input type="checkbox"/> Visually & Auditorily Entertaining <input type="checkbox"/> Emotionally appealing <input type="checkbox"/> Persuasive with Calls-to-Action
	 <p>Proposal-to-Payments</p>	<p>Your Proposal-to-Payment System should have:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clear scope/workflow <input type="checkbox"/> Robust security <input type="checkbox"/> Seamless integration <input type="checkbox"/> Easy-to-follow process

RK Answers

Helping Business Owners Reach Financial Freedom.

RK Answers is a digital marketing agency that helps businesses better serve their customers online so they can reach financial freedom. RK Answers has played an integral role in helping several of its clients significantly grow and expand their businesses over the years.

15
Years in Business



15
Mergers & Acquisitions



5.0
Star Google Rating



Helping Our Clients Reach Mergers and Acquisitions

Involvement in mergers and acquisitions signals a thriving business. We've had the privilege of helping our top clients reach this milestone. Whether they are selling to retire or expanding their portfolio and market share. Our marketing systems have supported them every step of the way.



Client Success Story

Let us tell you about our client, Richard. He built his business before the internet, relying on traditional methods. As times changed, it became harder for him to grow using the same approach.

Though hesitant at first, Richard eventually shifted to online campaigns. By leveraging his years of old-school networking, we quickly doubled his sales. By December 2021, Richard sold one of his businesses and secured a comfortable retirement.

Now, he enjoys his freedom, traveling with his wife to places like Portugal, Spain, and the Bahamas. Richard is a great example of how embracing change can lead to achieving your dreams.

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