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

ltem	Feature	Criteria
	Webseller Virtual Storefront	Check your website for the following: Mobile Friendly Accurate Content Lead Generation Forms Online Payments
	Automator Business System	 Your automation system should include: Data Entry Automation Project Management Automation Customer Management Automation Staffing Recruitment & Training Automation
	Buyer Personas	You should have the following customer insight: Demographics Lifestyle/Psychological Challenges/Pain Points Buying Behavior
	Sales Funnel Workflow	 You should map out your entire sales process: Prospecting/Awareness Outreach/Consideration Sales Process/Decision Closing and Post Sale / Retention
	Digital Targeting Strategy	 Have a plan to reach your target audience: Audience Segmentation Channel Selection Data Analytics/Metrics Ad Personalization
	Account Management	Your campaign needs monitoring for the following: Planning & Goals A/B Split Testing Data Analysis Campaign Optimization



ltem	Feature	Criteria
	Pay-Per-Click	 When planning a PPC campaign, consider the following: Keyword Research Ad Creation Landing Page Optimization Performance Tracking & Optimization
	Online Video Advertising	 When planning a Video Ad campaign, consider the following: Audience Targeting Video Content & Creative Landing Page Optimization Performance Tracking & Optimization
	Social Media Marketing	 When planning a SMM campaign, consider the following: Audience Targeting Content Calendar Creation Engagement & Community Management Performance Tracking & Optimization
	Search Engine Optimization	When planning a SEO campaign, consider the following: Keyword Research Technical SEO Content Optimization Off-Page & Link Building



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.

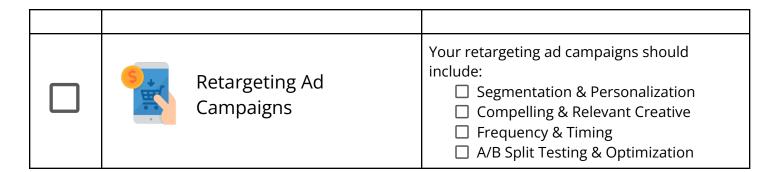
Read More about the Lead Magnet Addon

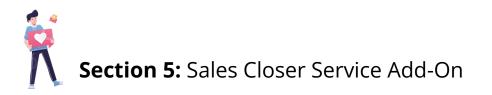
ltem	Feature	Criteria
	Magnetic Offer	 Your FREE Magnetic Offer should: Solve a problem Demonstrate expertise Align with core offer Be unique & engaging Have a call to action
	Landing Page	 Your Lead Magnet landing page should: Have clear & compelling content Be simple & user friendly Show trust & social proof Be optimized for conversion



Section 4: Lead Nurturer Add-On

ltem	Feature	Criteria
	Tripwire Campaigns	Your tripwires should: Be irresistible & priced to move Align with your Core Offers Have a compelling presentation Include upsell & follow up strategy
	Drip Email Campaigns	Your drip email series should include: Segmentation & Personalization Well Defined Workflow Compelling Copy & Design A/B Split Testing & Optimization





ltem	Feature	Criteria
	Video Sales Letters	Your Video Sales Letters should be: Compelling Visually & Auditorily Entertaining Emotionally appealing Persuasive with Calls-to-Action
	Proposal-to-Payments	Your Proposal-to-Payment System should have: Clear scope/workflow Robust security Seamless integration Easy-to-follow process

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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.



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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