# **17 POINT** SALES FUNNEL SYSTEM

BY RAJ NARAYAN



# LEARN WHAT IT TAKES TO Build a Successful Online Sales Funnel

## Salesdroider<sup>™</sup> 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	<ul> <li>Your automation system should include:</li> <li>Data Entry Automation</li> <li>Project Management Automation</li> <li>Customer Management Automation</li> <li>Staffing Recruitment &amp; Training Automation</li> </ul>
	Buyer Personas	You should have the following customer insight: Demographics Lifestyle/Psychological Challenges/Pain Points Buying Behavior
	Sales Funnel Workflow	<ul> <li>You should map out your entire sales process:</li> <li>Prospecting/Awareness</li> <li>Outreach/Consideration</li> <li>Sales Process/Decision</li> <li>Closing and Post Sale / Retention</li> </ul>
	Digital Targeting Strategy	<ul> <li>Have a plan to reach your target audience:</li> <li>Audience Segmentation</li> <li>Channel Selection</li> <li>Data Analytics/Metrics</li> <li>Ad Personalization</li> </ul>
	Account Management	Your campaign needs monitoring for the following: <ul> <li>Planning &amp; Goals</li> <li>A/B Split Testing</li> <li>Data Analysis</li> <li>Campaign Optimization</li> </ul>



ltem	Feature	Criteria
	Pay-Per-Click	<ul> <li>When planning a PPC campaign, consider the following:</li> <li>Keyword Research</li> <li>Ad Creation</li> <li>Landing Page Optimization</li> <li>Performance Tracking &amp; Optimization</li> </ul>
	Online Video Advertising	<ul> <li>When planning a Video Ad campaign, consider the following:</li> <li>Audience Targeting</li> <li>Video Content &amp; Creative</li> <li>Landing Page Optimization</li> <li>Performance Tracking &amp; Optimization</li> </ul>
	Social Media Marketing	<ul> <li>When planning a SMM campaign, consider the following:</li> <li>Audience Targeting</li> <li>Content Calendar Creation</li> <li>Engagement &amp; Community Management</li> <li>Performance Tracking &amp; Optimization</li> </ul>
	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.

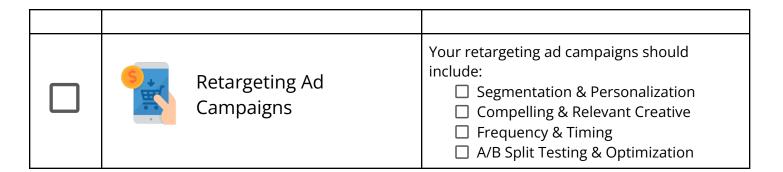
#### Read More about the Lead Magnet Addon

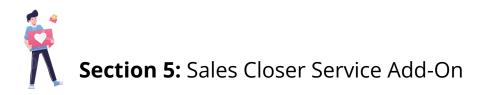
ltem	Feature	Criteria
	Magnetic Offer	<ul> <li>Your FREE Magnetic Offer should:</li> <li>Solve a problem</li> <li>Demonstrate expertise</li> <li>Align with core offer</li> <li>Be unique &amp; engaging</li> <li>Have a call to action</li> </ul>
	Landing Page	<ul> <li>Your Lead Magnet landing page should: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



### 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

# **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.



#### **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.

#### **Click Here to Watch Testimonial**

# **Your Next Steps to Success**

Are You Ready to Reach Financial Freedom?

# FREE STRATEGY SESSION

For a Limited Time Only!

#### Let's Work Together and Take Your Business to the Next Level!

Find out what your business is missing, give your customers the experience they deserve, and grow in ways you didn't think possible. In this 30-minute call, we'll review your website, discuss your goals, and provide you with a customized solution for your business to help turbocharge your online sales.

Act now to avoid missing out on this great opportunity.

Click the link below and follow the steps to schedule your Free Strategy Session.



**Schedule FREE Strategy Session** 

## **RK Answers Digital Marketing Agency**

www.RKAnswers.com