

# HOW TO BUILD A CONVERSION FUNNEL



**DOUBLE  
YOUR SALES**

# Introduction

Hello! Thank you for taking the time to read RK Answers' eBook *How to Build a Conversion Funnel*. In this eBook you will learn the 7-step strategy we use to increase our clients' sales capabilities. Before we go into the seven steps, it is important you understand a few concepts.



## Your website's primary goal is to increase sales!

Customers prefer shop online, even if they are going to buy in-store. Before going to the store, most consumers have already searched online, to make a decision and be informed when they visit the store.

## Website Visitors



*Website visitors are anonymous online "window shoppers."*

Vs.

## Potential Customers



*Potential customers are visitors who engage with your business either by calling, emailing or signing up.*

**The more time visitors spend on your website, the more likely they are to become customers.**

## Website Conversion Rates

$$\text{Conversion Rate} = \frac{\text{\# of visitors that complete a desired action}}{\text{\# of people that visited the website}}$$

The Website's overall conversion rate refers to the rate at which visitors become customers, but there are several other conversion metrics to track at each step of the funnel.

What is considered a good conversion rate can vary based on your industry and the behavior of your target audience. First time visit conversion rates are generally lower than second and third time visits.



Our 7-Step strategy delivers results for our clients. Incorporating our strategy will increase your sales and help you achieve the results you are looking for. Before you redesign your website, though, review our seven steps.

**Are you ready to learn how to increase sales with your website?**

# Step 1 - Identify your Target Audience



When creating a sales funnel, the first thing you need to consider is your target audience. We recommend targeting audiences that are likely to buy your products and hire your services, as well as make repeat purchases.

## Your Target Audience's Demographics

Knowing your target audience well provides the information needed to plan an effective sales strategy. For business to consumer sales, the information to consider in order to understand your target audience includes:



### Consumer Demographic (B2C Sales)

- Age range
- Gender
- Marital status
- Nationality or Ethnicity
- Income level
- Location
- Interests
- Groups or Preferences

### Company Demographic (B2B Sales)

- Industry
- Specialization
- Product or Service
- Company Size
- Company Age
- Company Needs
- Location
- Own or Renting Office

## Your Target Audience's Buying Factors

Once you have selected your target audience, now it's time to determine their buying factors. **Buying factors** are the things that motivate a person to buy. These are based on specific wants and needs. You can use the following questions to narrow down your target's buying factors which, ultimately, you want your conversion funnel offers to satisfy.



What are their common cultural values?

What are the trends within their social group?

Which of these values and trends are most important?

Know your target audience, and select your specialization based on their buying factors.

# Step 2 - Select your Specialization



## The Evolution of Business Specialization

Before the release of the automobile in 1910, the market was dominated by general stores. By the 1950s specialized stores started replacing the general store model across the nation. Automobiles gave people the option of traveling farther to find the exact product or price they were looking for, creating a demand for specialized businesses.

## The Internet Effect on Business Specialization

The Internet has given consumers access to millions of stores at the click of a button. Businesses that specialize for a targeted demographic tend to sell more.



*With the birth of the internet, the need to specialize has increased*

### **Do you already have specialized products or services for your niche?**

*Identifying the needs your products or services address will help you develop your marketing.*

### **Do you run a business but have not determined your niche?**

*Evaluate the products or services that generate less profit, and consider eliminating them. Increase your focus on the products or services that your business benefits from the most.*

## Determine Your Specialization to Select Your Niche

Answer the following questions within your industry:



**What problems does your target audience face?**

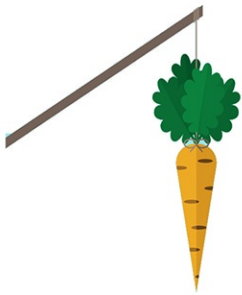
**What are the solutions you provide and their benefits?**

**How is your solution unique?**

# Step 3 - Develop Your Conversion Funnel Offers

Now that you have determined your specialization and target audience, it is time to develop your sales funnel offers. Your sales funnel offers are built around the key issue you can solve for your target audience. The offers are used to qualify potential customers at each stage of conversion, leading to the sale of your core offer.

Your sales funnel offers are created to convert visitors into VIP customers.



## Free Offer

Converting visitors into warm leads is one of the most difficult tasks in the process. Fortunately, using a free offer as an incentive makes this task much easier. The free offer can be anything from an eBook or webinar to a consultation or introductory membership. Visitors must provide their contact information to claim the free offer, and in doing so they become potential customers.

*Online shoppers love free offers, because it shows them you care.*



## Trial Offer

A trial offer is used to convert potential customers into actual customers and fund your sales funnel. The idea is to create a reduced-price, low-commitment offer that makes it easier for consumers to try your products and services. It should be crafted to give customers a taste of what you offer that will influence them to purchase your comprehensive offer.

*Research indicates that consumers who purchase a trial offer are more willing to buy a comprehensive offer.*



## Core Offer

Your core offer is a combination of your flagship products or services that solve a major issue your target customers face. It should be comprehensive, detailed, and value packed. We recommend pricing it at 10 to 20 times more than your trial offer. We suggest presenting variations of this offer to yield more sales.

*Your ideal core offer has the ability to generate repeat business, add-ons or a follow-up package.*

An optimized sales funnel will fund itself through the low-cost trial offer.

# Step 4 - Make Your Website a Conversion Funnel

With a majority of shoppers searching their options online and the immense competition, you need your website built to convert visitors into customers, instead of losing them. There are multitudes of features you can add to enhance your website, but in regard to increasing conversion there are three main points to consider: design, content and calls to action.

An elegant website will yield higher quality leads and customers.



## Captivating Design

*"A picture is worth a thousand words."*

First impressions are everything. A website with a captivating design will retain visitors and generate more and higher quality customers. A well designed, beautiful website is a worthy investment. The fact is people do judge a book by its cover.

## Enchanting Content

*"It's not what you say but how you say it."*

In marketing, content is king! A beautiful look will help keep visitors engaged, but in the end it is the content that moves visitors through the funnel. Keep it concise and to the point. To keep your visitors' attention your content must:

- Be easy to speed read
- Highlight your audience's problems and how you solve them
- Let the reader know what is special about your products or services



## Engaging Calls to Action

*"The finer the bait, the shorter the wait!"*

Many website visitors prefer to retain their anonymity. If you want to convert them into customers, your call to action must provide incentive for them to give you their contact information.

Examples include:

Free Quote, Free Strategy Session, Free eBook, Free 15-Day Trial. These calls to action engage the customer with an incentive.

Your website can become your best sales representative.

# Do I need a mobile-friendly website?



Yes, mobile devices account for 67% of internet usage.

A 2018 study found that for every hour spent on the internet through a desktop computer, two are spent on mobile devices. Mobile Internet usage keeps increasing year by year. More and more people are using their smart devices to surf the web for window shopping and purchasing.

Researchers have found that:

- Desktop shoppers make a purchase 54% of the time
- Mobile device shoppers make purchases 74% of the time

Mobile shoppers also spend more than desktop shoppers.



## Why do mobile shoppers spend more?

Mobile shoppers are ready to buy. This has to do with the instant gratification and impulsive nature smart devices tend to create. Typically, if a customer is shopping on a smaller device, it means they want it now and will follow through to finalize the purchase.

## Optimize Your Site for the Best Mobile Experience

With a majority of your consumers spending more on mobile devices, making your website just mobile friendly is not enough for best results. Your web development team should optimize your site for the best possible mobile experience.



The mobile environment is different than the computer environment. Your mobile site should:

- Have links in thumb-sized clickable buttons
- Use a minimalist approach
- Display the same elegant layout across all devices

If your website is not optimized for mobile, you are missing out!

# Step 5 - Create Landing Pages



A landing page is a page within the website used to generate leads and obtain visitors' information with a lead-capturing form.

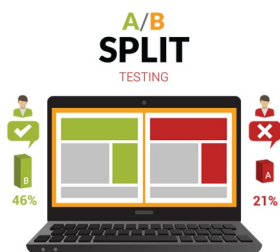
*Landing pages are an important part of a well-developed website.*

## Essential elements of a landing page include:

- A compelling headline
- A short description of the offer
- Bullet points to highlight the benefits of the offer
- An image or video that captures the attention of the visitor
- Testimonials and brand logos to instill trust
- A contact form to obtain visitors' information.
- A call-to-action button that encourages visitors to click

## How many landing pages should you have?

You will need to create minimally one landing page for each offer you present. Then you should double it to cover split testing.



## Split Testing Landing Pages

Split testing is done to test two different landing pages for the same keyword phrase and determine which one converts better. This allows you to determine which pages elicit the most activity. Try different designs, layouts, titles, buttons, and content to determine what performs best.

If your landing page has a low conversions rate, then you must split test.

## Remember a Thank You Page

Your landing page series should have a follow-up, "thank you" page to let subscribers know you received their request for the free offer, and that they will be receiving an email with instructions shortly. Also, immediately in the "thank you" page include the next offer. Doing this will help prospects become familiar with what is the next actions, prepare them to opt-in or buy it, and even get some to move forward instantly.

**Your landing pages are where visitors become potential customers!**



# Step 6 - Automate Your Sales Funnel

Automation is no longer a concept of the future. You can save your company time and money by automating your sales funnel to convert leads. This automation filters cold leads, leaving you with a list of warm leads which allows your sales team to focus their time more effectively. Depending on your sales process, some sales funnels can even automate the sale of the core offer.

## Benefits of Sales Automation:

- Establishes your connection with new leads
- Boosts customer loyalty
- Increases sales to new and existing customers

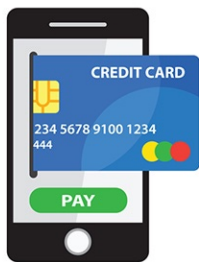


## Automation Tools

There are several online tools you can use for automation. The most important tool you will need is an email management tool to set up automated email campaigns. The second most important tool is one that allows customers to purchase their trial offer and schedule it. With these two tools you can convert potential customers into paying customers.

## Email Automation

You can set up an automated series of emails to be sent to website visitors who sign up for your free offer. This automated series is used to promote your trial offer and link to its purchase page. You can set up as many emails as you want in this series and send them at specific dates after the customer has signed up.



## Automated Purchasing

Allowing customers to sign up and schedule their trial offer online is the final step to automated sales. This process involves creating a page on your site with a purchase or sign up button connected to a service that allows visitors to pay and schedule their trial offer. Once set up, it is online and available to close sales 24 hours a day, 7 days a week.

## Types of Automation Series

- New visitor to customer conversion
- Reconnect with existing customers
- Follow-up visit reminders
- Customer birthday messages
- Promotion and sale announcements

Step into the NOW with sales automation.

# Step 7 - Setup Your Traffic Source

Once your sales funnel is built, the last step is to setup your traffic source. Your traffic source brings visitors to your site. There are several different options for your traffic source. Some find their customers best with organic search engine optimization (SEO), others with Google Adwords, and others by advertising on various social media platforms.



## Organic SEO

SEO refers to the process of getting your website to naturally rank on page one of search engine results. Ranking on page one can increase your sales significantly. Additionally, ranking on page one increases brand recognition.

Keep in mind, maintaining page one ranking requires regular updates to your website. However, depending on the search volume of your keywords, SEO can be well worth the investment.

## Google Adwords

Google Adwords allows you to rank on the first page of search results instantly, based on a pay-per-click bid. With an Adwords campaign you set a daily budget, as well as a pay-per-click budget. Therefore, you can control how much you spend. It is a great way to start building traffic while optimizing your conversion rate.



## Social Media Advertising

Social media advertising is a great way to target very specific demographics. Each social media platform has a different audience, and each platform offers different options to target various demographics.



Some of the demographics you can target include:

- Age
- Location
- Income level
- Gender
- Industry
- Job position
- Interests

Social media advertising typically charges by impression or total views, not per-click. Therefore, if you can get a very high click-through rate, you will get better results with social media advertising versus using a Google Adwords pay-per-click campaign.

Once your sales funnel is ready, it's time to start marketing!

# Start Increasing Your Sales

I hope you enjoyed our eBook. The World Wide Web holds exciting opportunities for sales that face-to-face marketing cannot offer. I am sure you have gained new insights for your online marketing strategy. Having the right focus and strategy makes all the difference in Internet sales.

## Digital Marketing Specialists

Increasing the conversion rate of visitors, to leads, and to sales involves a well-planned strategy. Working with a digital marketing specialist, you will save time and money. At RK Answers, we have been through the trials and tribulations and understand what works and



*As specialists in Internet marketing, we understand the psychology of online shoppers.*



## Sales Conversion Strategy

Our process is centered around the sales conversion strategy. To develop your personalized sales conversion strategy, we sit down with you and learn about your business and long-term goals by:

- Identify your specialization
- Determine your target audience
- Perform website analysis
- Develop your sales conversion strategy

## Our Web Design Team

One of our greatest strengths lies in the diversity of our team. Having diverse perspectives gives us insights on the buying factors of a larger demographic base.

Our web designers will build you a beautiful, well-written, and expertly coded website. We understand what makes a right, first, and lasting impression to online shoppers.



## Hiring RK Answers

Once you hire RK Answers, we will begin with our Introductory Digital Marketing Success Plan. This plan will guide us to our ultimate goal of increasing your website conversion rating and incoming leads so you can increase your sales

*Thank you for giving us the opportunity to share this knowledge with you. Whether you decide to hire us or not, all of us at RK Answers hope this eBook has helped you and wish you great success!*