Effective Sales Funnels

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How to Structure Your Landing Page:

Buyers get paralyzed by having to make decisions- the purpose of a sales funnel is to narrow their focus and bring them through a journey to make a decision!

#1- Your offer

#2- Your CTA inside button

#3- Trigger words and benefits

Fold

#4- The "why" and social proof

#5- Repeat offer with CTA

#1: Your offer needs to match ad! Congruency is most important!

#2: This is your 'call to action' button! The button **must** be above the fold. Green or red are the most effective colors.

#3: Pain converts 80% of the time over pleasure. Your trigger words speak to the customer's pain points. List the benefits using 'so that' statements.
If you can't get #3 above the fold, at least make sure your button is above the fold!

#4: Include video, quotes from Facebook or Yelp reviews and pictures.

#5: Repeat your offer again so they won't forget!

Mobile vs. desktop: What is the percentage of online traffic?

Mobile is 85-90% of all online traffic! Make sure your call-to-action on your mobile landing page is very clear.

Anatomy of a Sales Funnel:

- When creating a sales funnel, you always think about the journey you want to take your potential client through.
- While your website is all about you and your brand, a landing page is all about the customer. It speaks to them and their pains. It also shows why the grass is greener with your company/product.
- Also think about getting your images below 1MB- you don't want your customers waiting for the image to load (tinypng.com can help you shrink the image down)
- When choosing colors for the landing page, you can use brand colors. For buttons, use green and red for best conversion rates.
- In order to have an effective CTA from your landing page, have a simple call to action (asking for email and name) and then take them to another page with an application asking for more information.
- One way to increase traffic to your ads to lookalike audiences, upload your mailing list to FB ads manager and create a custom audience. Use that to create a lookalike audience at 10% lookalike.

Retargeting:

- 80% of sales happen with retargeting- after 5 clicks/visits.
- Make sure you're always retargeting your audience.
- Focus heavily on retargeting the people who have shown some engagement. Typically they have had a favorable experience if they're (at least) partially engaged.
- You are in a competition with similar companies in your industry who are also paying for ads on Facebook- it's an auction to see who gets better engagement with customers!

ROI Calculator:

The key to all sales funnels is to track your numbers. Corbitt has shared his personal KPI calculator so that you can figure out how much you should be spending on ads!

WHAT CONTENT IS RESONATING THE BEST WITH YOUR AUDIENCE?

APEX CURRENT

Get in touch with Corbitt:

Email him at corbitt@apexcurrent.com

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