

**What is a marketing funnel and
why do you need one?**

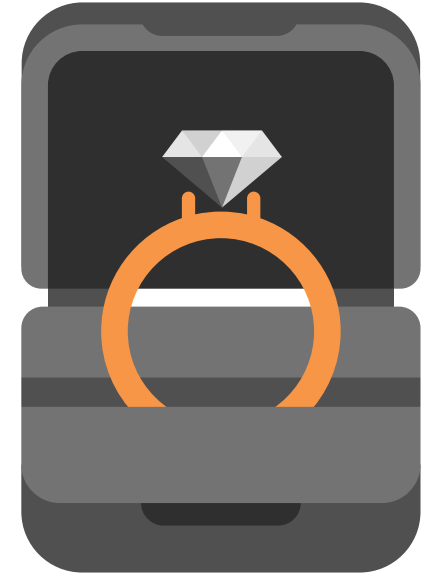
Introduction to marketing funnels

- Imagine this...

A marketing funnel guides prospects through the customer journey.

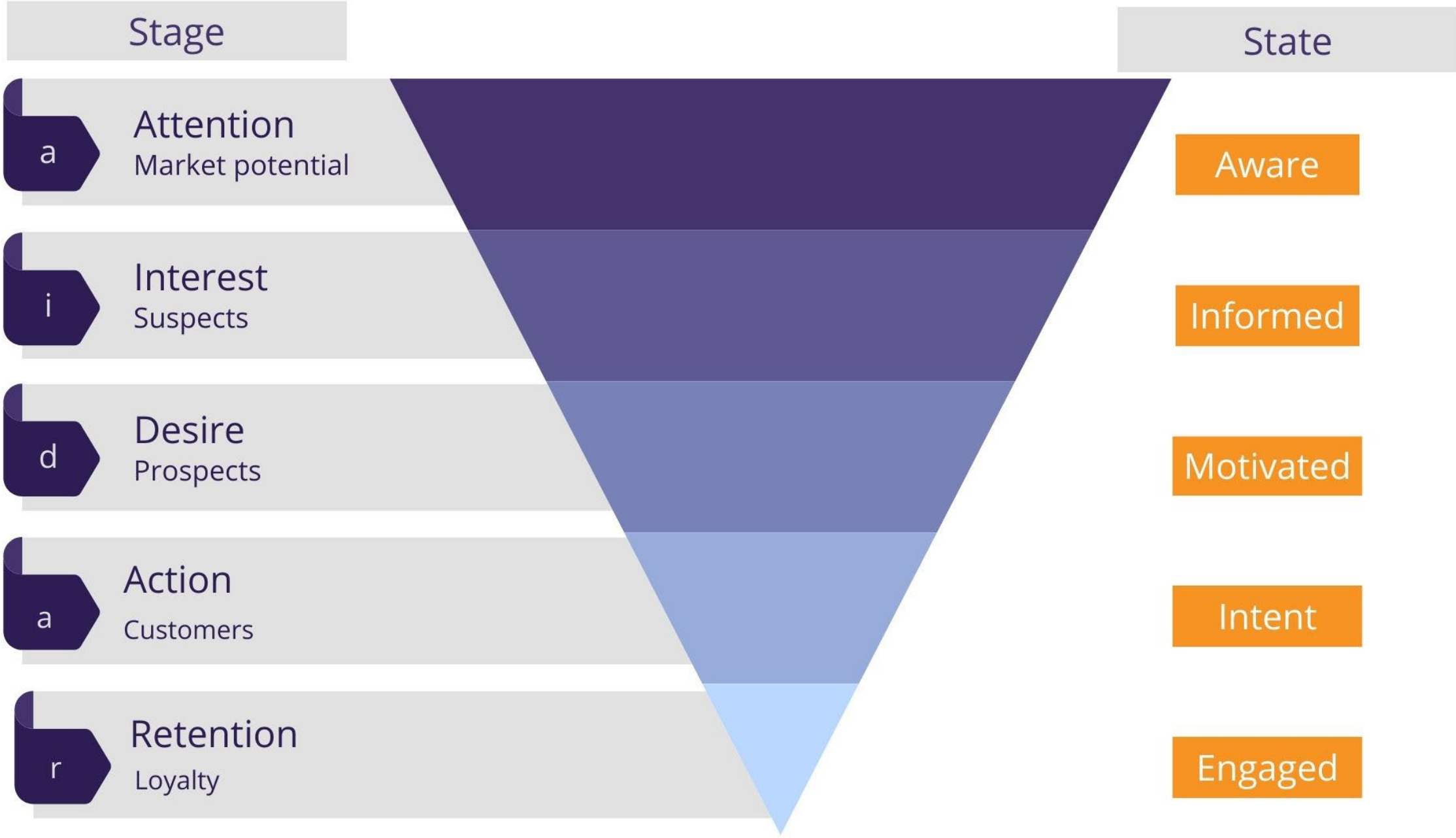
Through compelling content, enticing landing pages, and impactful ads, the marketing funnel empowers businesses to showcase value and drive conversions.

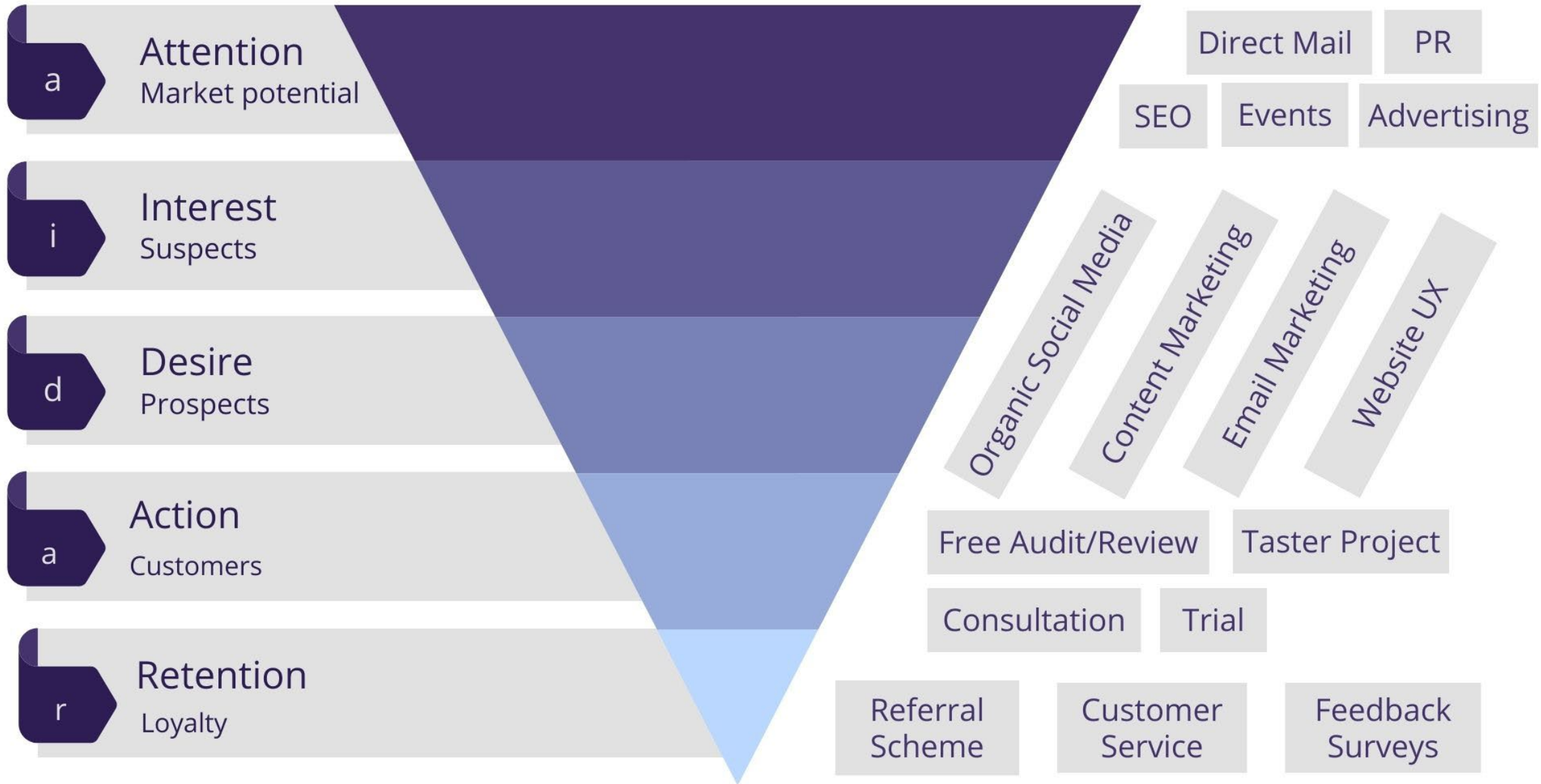
By utilising the funnel, marketing teams can plan, measure, and optimize efforts to attract, engage, and convert prospects.



Why use a marketing funnel

- The difference a marketing funnel can make:
 - Manage the customer journey
 - Automate
 - Optimise
 - Scale
- Do I already have one?
- Measurement matters
- Example scenarios





a Attention
Market potential

i Interest
Suspects

d Desire
Prospects

a Action
Customers

r Retention
Loyalty

Direct Mail PR

SEO Events Advertising

Organic Social Media
Content Marketing
Email Marketing
Website UX

Free Audit/Review Taster Project

Consultation Trial

Referral Scheme Customer Service Feedback Surveys

“Content marketing is like a first date. If you only talk about yourself, there won’t be a second one.”

David Beebe, branded content producer

*“...**all things being equal**, people will do business with and refer business to those people they **know, like, and trust.**”*

Bob Burg – co-author of “The Go-Giver”

How to implement a marketing funnel

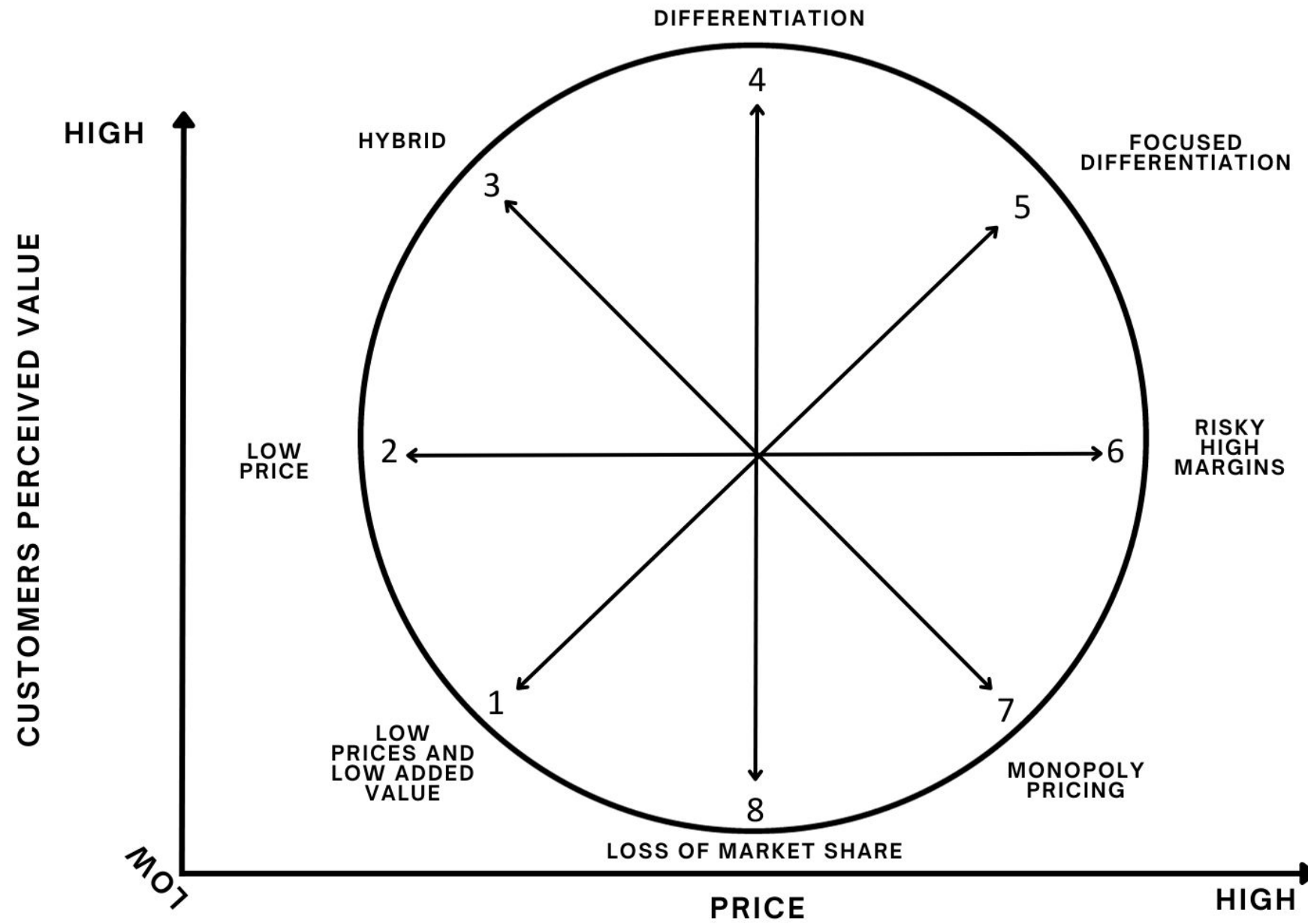
1. Review your current activities and where they fall in AIDAR
2. Identify leaks and opportunities – consider your customer journeys
3. Plan your marketing materials and resources
4. Add measurements to provide feedback
5. Review measurements and improve

What's best for YOUR business

- Dependent on a few things:
 - B2B vs B2C
 - Services vs product
 - Cost
 - Commitment
 - Repeat or one off
 - Your market position

Keys to success

- Know your customer:
 - Segmentation
 - Targeting
 - Positioning



The tools

- A good CRM (that is used)
- An email marketing tool
- A reason to interact with you
- A content plan and content designed to build trust

Assess your marketing funnel



idealmarketingcompany.co.uk/funnel-assessment

- 5 minutes or less to fill out
- 21 questions multiple-choice questions
- Free
- Get a tailored report and recommendations
- Assesses the following areas of your marketing:
 - ✓ Brand Awareness
 - ✓ Engagement
 - ✓ Conversion
 - ✓ Measurements



Resources

- The Marketing Funnel Assessment
idealmarketingcompany.co.uk/funnel-assessment
- Our marketing resources
idealmarketingcompany.co.uk/marketing-resources
- Join the Ideal Marketing Minute weekly email
idealmarketingcompany.co.uk/ideal-marketing-minute-email
- Email me at jess@idealmarketingcompany.com or connect on LinkedIn – Jessica Shailes

