

The Relationship Between Social Media Marketing and Sales Funnels with Rebecca Wise

Frances: [00:00:00] Sales funnels, marketing funnels, business funnels. It's enough to make your head absolutely spin, isn't it? So today I've invited, , my friend, Rebecca Wise Funnels to talk through the basics and the relationship between, , funnels and your social media marketing as well. For those of you who don't know me, my name is Frances.

I am the Head Brain from The Social Brain, and I help businesses get more visible across social media, through their social media marketing. And there are a few ways that I do that. And we talk a lot about marketing funnels, so the brand awareness, the nurturing, the decision making, and the sales.

But Becky is going to be talking about something a little bit different.

Oh, there, shes, hello Becky, how are you today?. Yeah, I'm but how are you doing today? How is everything going? How is the school holidays?

Rebecca: It's good actually. Although I must admit, I'm finding task switching really

Frances: hard. Yeah, I can [00:01:00] completely appreciate that.

So my son is still nursery, so he's still got childcare, so I'm like, lets go. But I totally really, really sympathize for those with kids at home. , but welcome, thank you so much for joining me live. If you wouldn't mind just introducing yourself just so that my followers can get to know you a little bit more and what you do and how you help.

Yeah,

Rebecca: so certainly. So I'm Becky. , I help, , mainly course creators, coaches and service providers with funnels and ads. , so really helping them to create customer journeys, , that take their, , potential clients from stranger to super fan, , and really work with kind of people from those that are just.

I suppose I was gonna say just getting started with funnels, but it's just getting started with funnels all the way through to those that look into to create kind of consistent, , monthly revenue from kind of evergreen funnels or application funnels, which are specific types of funnels, but that can help you really free up your time and do a lot of the business stuff and the selling on autopilot.

Frances: Amazing, [00:02:00] amazing. So like, just for the complete and utter I have no idea what a funnel is. Can you just sum up in like maybe a sentence or a couple of sentences what a, a funnel really means? Because obviously on my content we talk a lot about marketing funnels, but what you do is slightly different.

So if you wanna kind of explain what what funnels really means

Rebecca: to you. Yeah, so a funnel really is just a series of steps that your prospective, buyer takes in that process to buy from you. So traditionally it was kind of a four stage thing, so it's like awareness, consideration, decision, and then the action.

It's changed a lot actually. , but it's that way of kind of those steps, that journey that you create for your client and it's about putting the right step in the right place at the right time. So I say what we want to do is kind of take our client on this journey where there's never a stage where we're leaving them at a cliff edge.

Where there's just too big a leap for them to make, to continue the journey with us, or where we are kind of taking them to a brick wall and there's nowhere for them to go. So it's really [00:03:00] thinking, it's getting to know your clients, thinking about the journey that they take, thinking about the journey you would take them on if you were there in person guiding them through, and then how we can start to automate that.

So that happens every single day in your business.

Frances: Absolutely. And, and one of the key things when I've spoken to you before and you've kindly done a guest spot at my Brainiacs membership, and you talked about this idea of making money while you sleep and having those prospects just join your community while you are not necessarily focusing massively on on your business.

You know, it is something that can just automate in the background, which is really, really exciting and interesting to, to keep that business momentum going.

I love that explanation of, of those different steps and people joining and not leading them to a brick wall or a cliff edge.

So what, what are the ways in people can, can do that in terms of automating their sales funnels and, and obviously social media marketing are gonna get onto the relationship with social media marketing, but are there any other ways that you can think of or that you [00:04:00] recommend your clients to get started with, to, to start the process?

Rebecca: I think really there's a couple of things. It's going back to what is working well in your business at the moment, because what you don't wanna do is create and funnel for something that's completely new. It needs to be for an offer, a product or service that you've got. That is validated in the sense, you know, people want it and you know it's selling.

And then look, actually look at that customer journey and start to map up those steps and then look at, wait, which funnel would be best to put in place for that particular journey so that you can then start to take yourself out of that and free yourself up to, hmm. to. Sorry, I was thinking about the next part of the question.

So yeah, free yourself up to focus on other things, whether that be business or like personal life. so start with something that's working well at the moment and it is really tuning into that customer journey. So I will say like, and it's the same if you're doing anything to do with funnels, whether you're writing an email nurture sequence, whether you are trying to map out your funnel, [00:05:00] start with a blank piece of paper and rather than trying to map out the steps, start with how you want your person to feel, how you want that human being. And remember, it is a human being, but it's really easy to lose sight of that when we get fixated on the numbers and the stats, and they're really important. But at the end of the day, this is one human being that is going through that funnel.

So think about them and start to map out how you want them feel what sorts of things they're going to need to see. the more data you've got about kind of how people come into your world, how long they stay in your world, and what triggers them to take action will help you on this, and then start to plot that out, and then you can look at how you can turn that into a funnel.

And which bits you automate. And it might be actually for the product or service you are selling, you need a bit of you in there. So look at where you can bring you personally in, in the form of something like a little video you send them or a DM or something just to personalize that experience more.

Frances: Yeah, absolutely. And I think, you know, since the. The P word, the C word, the CP word[00:06:00] . We are seeing a lot more personality out there that people are really craving that in person sort of connection, even if it is virtual. , so I think that that's a really, really important point to try and inject your personality in there.

So it makes that decision process a lot easier. It's a lot easier to buy from someone you like than from someone that you don't like. , so yeah, that's, that's, that's really. Like good piece of advice. , and I've worked with you personally, so you've helped me with some of my very, very holey funnels.

And we worked a lot on what, what the client, what my ideal client or my ideal buyer really wants from me and really needs from me. And kind of working backwards from that was really, really helpful as well. So, absolutely.

, Obviously now we know completely and utterly what sales funnels are, so where do, where does social media marketing fit into the sales funnel process?

Rebecca: So I think really it's a case of that it's a brilliant traffic piece for your funnel. And it is also, there's two aspects. There's traffic and getting people into the [00:07:00] funnel in the first place because the best funnel in the world is not going to work if you haven't got people coming in. So it's about using all the skills and the tips that you teach people to actually get new people into your world and to get those people that are hovering in your world to actually take that step and kind of come and, and give you the email list however you trigger the start of your funnel, but also actually then during their funnel journey is it's delivering the content that is going to help them to make the decision to take those steps. And really the more, , we can do that in different formats and in different places the more likely people are to move forward and the quicker in a way people are likely to move forward.

And I mean, I don't know what the number of times somebody needs to interact with your brand is now. I know when I first started in the marketing world, it was seven and then it shot up to like 21 and you might have heard me say this before, but Google have done like studies now, they refer to it as the messy middle.

Yeah. , and I think one of their studies was it was like 80 or 90 interactions for buying washing [00:08:00] powder. So something that I personally would consider quite an easy decision , they found that there was massive, so your social media can help layer on that extra layer of information, those

testimonials, those reviews, social proof, but also kind of that, the value depending on what you're selling.

So you're not just seeing it in an email sequence, you're not just seeing it on the sales pages. You are kind of layering that information.

Frances: Yeah, absolutely. And I think that that what you've said there, like we've, you've already touched on email lists and, and nurturing sequence within your email list is the fact, and we, we spoke to another Rebecca, Rebecca Hawkes last week about diversifying your marketing so you're not completely dependent on social media because we don't have any control over the algorithms. We don't know how many people are realistically going to see our posts because of something that we've said or that we haven't done or that the, the content isn't eye capturing enough and, and that sort of stuff.

So it is a lot about kind of diversifying that and, you know, the brand awareness piece is key on social [00:09:00] media which is why social media marketers and strategists can't necessarily say, yeah, we're gonna be earning this amount. There's no ROI on social media because it's too, it is too dependable, too variable on, on too many dependents.

, so I think, yeah, I think that's a really, really, , important point to make. So it's, it is just about that brand awareness piece, but get them off the platform to, to move on to somewhere else right?

Rebecca: And also the advantage you've got with the funnel as opposed to social media is that you can really segment the journey.

Like you can segment your list. So with social media, you have to, by nature, put all of your content in front of everybody at just particular times that you choose. Whereas with the funnel, what you can do is you can start to get, use the information you know about that person to work out what they need to see for the products and services they're interested in, but also where they are in the buying journey.

Mm. And that's something you can't do with social media, unfortunately. Yeah. , so it is about using the strengths of both together [00:10:00] and I mean, I, I've heard a lot of people social media bashing recently. It seems more so since you said we've come out of the pandemic, but I think people overlook, it is still an amazing place where you have got all of your client base for free that you can target. And yes, it feels sometimes like the algorithms are against you and you're not perhaps getting the reach that you might have done three years ago, but it's

still a hugely valuable tool. And when used in the right way, it can really help to grow and nurture your, your audience.

So it is a case of picking the strengths of both and using both together.

Frances: Absolutely. And it is putting your brand on somebody's mobile phone for free. Yeah, exactly. Regardless, you know, and, that's why when I talk to clients or my, my content specifically is very much value led.

So here are some top tips on, I'm doing a series on Reels at the moment, which is things you didn't know about Instagram and what the video that I did this week about saved replies is one of my highest views, highest saved videos because it's so [00:11:00] high in value that it saves people time, it gives people a reason to keep watching and that means that the algorithm is gonna be like, hey, this person needs to see more of that because they love that so much.

So it is you know algorithm hacking is completely the wrong term cause there's no hacking the algorithm, but working along with the algorithm. Yes. And, and, and very much looking at the data like we do with your, with the, the funnel maps, with you, looking at that data to see what lands properly is really, really important, is really vital to your marketing strategy, to your, your funnel strategy to every single moving part of your business as well.

So Yeah, absolutely. I think you are right. There is a lot of social media bashing, especially this summer. I feel like people are, are really against social media this summer. But yes, it is a free tool and it is designed to, to put you in front of the, the right well the people and it's down to you to make that content relevant to the right person to then [00:12:00] move them off of social media and into buying, potentially buying from you. So what, what would you say is kind of like the, and I know you, you'll be like, there's no average, but what is like the average sales funnel journey?

Because I know that we've worked on this as well with regards to kind of my offers and getting people into my world. So is there kind of a step by step, this is the order of things, or does it just vary on, on business to business?

Rebecca: It does tend to vary. It depends on a few things. So it depends on your, your customer.

So how actually used to buying that way they are. If a customer is not used to buying online that particular product or service, or it might, it might be the customer or the product or service, then that buying journey will look different

and might need to be slightly longer and we'll need more kind of trust stuff in there because they're not used to buying this way depends on the cost of your offer as well. So typically higher costing need more high touch. It might not necessarily be longer, but they need, [00:13:00] they need to feel you more in that funnel than if it's a lower cost offer traditionally.

Type of funnel as well because it's really a case of, and I think with anything like regardless whether you are choosing a funnel or even if you've got an idea of something, the product or service you want to offer, a lot of people come to me saying, I want a membership, or I want this, or I want that.

And actually when you take it back to right who's the person this is for and what do they need? And then look at actually, is a membership or is a program the best way to package this? Again, it might not be so it's about going back to those core things of like who the person is, what you are offering, and then what's the best way to deliver this?

Frances: Oh, cool. Amazing. Well, thank you so much. Like I've already taken so much away from our little chat, and I feel like we can talk about this all, all day, but I don't wanna take up too much of your time. Where can people find you? How do people work with you? What's the best way to get in touch?

Rebecca: So instagram's probably the easiest way to find me. I do free funnel mapping calls. So if you have either got a funnel [00:14:00] already or you are thinking of delving into the world of funnels and just want some support, then drop me a message. I'll send you a link to book in a call and we can kind of, it's quite brief, but we can kind of get under the skin of things and start to point you in the right direction.

Find out if you're ready to go down that route. If you think you are ready for a funnel or you've got a funnel in place that is a bit leaky, then we do a funnel accelerator where we kind of have a real deep dive into the funnels to come up with a solid plan and steps of action. Again, drop me a dm and depending on where you are, I can kind of suggest suitable next steps.

Frances: Amazing. And I really highly recommend working with Becky for the Funnel Accelerator. I did a call with Becky, a few weeks ago, and there are some things working in the background, that I probably didn't think of before but sometimes it takes a fresh pair of eyes to really look at your business and see where you need to go to, to push your business forward and to start gathering those prospects potentially while you are sleeping.

So thank you so, so much, Becky, that was so super informative and I've, I've [00:15:00] learned so much even though I've worked with you. So thank you so much for your time today.

Rebecca: You're welcome. Thank for having me

Frances: My next live is a frequently asked questions live.

It's just gonna be me on my own.

Thank you so much to the fantastic Becky Wise for coming and sharing all of her amazing knowledge, and I will see you guys very soon. Thank you so much. Bye. Okay, bye.