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Introduction

The software should be of low cost (*a few thousand dollars in lifetime*).

Understand the audience and where they are in their journey related to your offering and what is their biggest challenge.

Instead of conducting online surveys we can also interview people or send survey links to known people in our contacts.

Creating surveys - <https://www.typeform.com/surveys/question-types/>

Segregate contacts into segments based on their journey and current situation. For example someone could be starting a business, someone could be looking for a new accounting software, someone might have a problem with Tally on a daily basis.

Based on this information they can be sent emails of related content and accordingly directed to respective web pages for purchase or further detailed information.

Personalised email related to their problem is the key for success in email campaigns.

What points should people need to believe before buying your product?

For example, in terms of a saas, it can be data privacy, data security, product addresses the problem, it's a legitimate company, good customer support, genuine testimonials etc.

Now the above mentioned points should be mapped to the stage in which the lead is and personalised emails should be sent to address the lead situation.

For example if a lead is in Tally and is thinking of moving out of Tally then we should send him an email on how easy it is to migrate data out of Tally to Geebooks.

In another example if the customer is considering migrating out of Tally then we should send him details about Geebooks and how it addresses and resolved certain pain points in Tally.

Read here for details email series - <https://bloggingwizard.com/your-first-welcome-email-series/>

Have multiple emails to target the lead in this situation and not just one email. The same message can be framed in multiple ways to create multiple emails. In each email have a link which takes the customer to buy the software.

Email marketing 101 - <https://bloggingwizard.com/email-marketing-101/>

Increasing email subscribers case study - <https://bloggingwizard.com/list-building-case-study/>

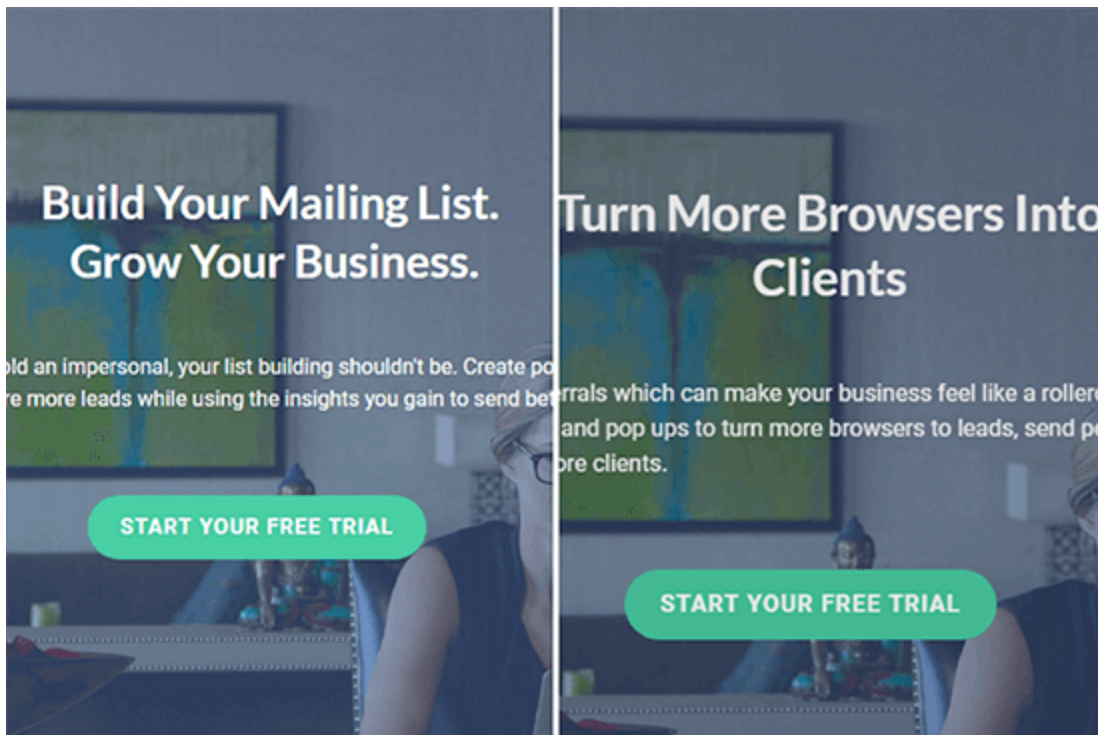
The buying page that they land on should again be customized to exactly answer their requirement. Now this means that a single page that can change content, heading and testimonials dynamically based on certain tags on the url or one can have separate links for every type of email.

In this website or web page the following items should be customised to the segment of the visitor (lead)

- Headline
- Testimonials/examples
- Benefits of the features

Headline

This is the most important section and should be relevant to the users that are visiting the web page from the link in the targeted email sent.



On the left is the generic headline everyone sees if we don't have any information about them. On the right is a headline that's generated for a specific group we target. The one on the left works. The one on the right works better. When they continue to browse the website, other pages change in response to their segment.

Things to keep in mind when building your headline:

- It should match the message that brought them to your website
- It should address a need or interest
- When possible, make it specific
- Clear
- Credible (don't promise the world when you can only deliver Venezuela).

Benefits of the features

No need to build multiple products for every segment. The same software or product can be targeted to multiple customers or segments.

For example Apple has the same products for both personal and business users but they position the same product differently for different people. They highlight one feature benefit mix for business users. With personal users, they highlight a different feature benefit mix.

With respect to Geebooks if the target person is a bootstrapped entrepreneur, then he might be finding it difficult to get payments from the customer and enough cash to file gst returns. Or he might not be sure how to get reports on how much money is spent on what items in a month etc. So we need to pitch to him the features that address that pain point.

For a medium sized business data safety or viewing important reports or anywhere anytime access or simultaneous multiple users can be a critical requirement. Hence the web page should target accordingly.

Testimonials and examples

Testimonials and case studies are important as they create social proof to the product or service offered. But the testimonials should be mapped and should relate to the target audience or visitor.

For example, If you were trying to get in shape, what kind of testimonial would you respond better to? Is it the one from a bodybuilder or the one from a normal person like you who lost 20 pounds? It would for sure be the normal person.

So if a startup founder is visiting the web page then he should be able to see testimonials of other similar startup founders. If a wholesale dealer is visiting the web page then we need to display testimonials of customers who are wholesale distributors.

Your goal when tweaking testimonials is to show people who're similar to the group who'll view the page. If they're beginners then show them to beginners. If they're experts then show them to experts. If they're coaches then show them to coaches.

Conclusion

- Set up a survey that'll allow you to divide your audience into three or four groups.

- Analyze the data and pull out the most important groups and understand how your audience talks about their problems.
- Set up a survey or quiz to segment people at the point of lead capture.
- Develop an email series that instills the necessary buying beliefs into your audience and send them to the next step in the process.
- Personalize the pages they land on based on the information you have about them. Customize the headlines, the benefits, and the testimonials you use.

The 5 Stages Of The Blog Sales Funnel And How To Use Them



This sales funnel with content marketing has changed and now it's like this can happen every month or every year.

For example a customer who pays on a monthly basis has to renew or purchase every month and likewise for a yearly customer. This can be described as below.



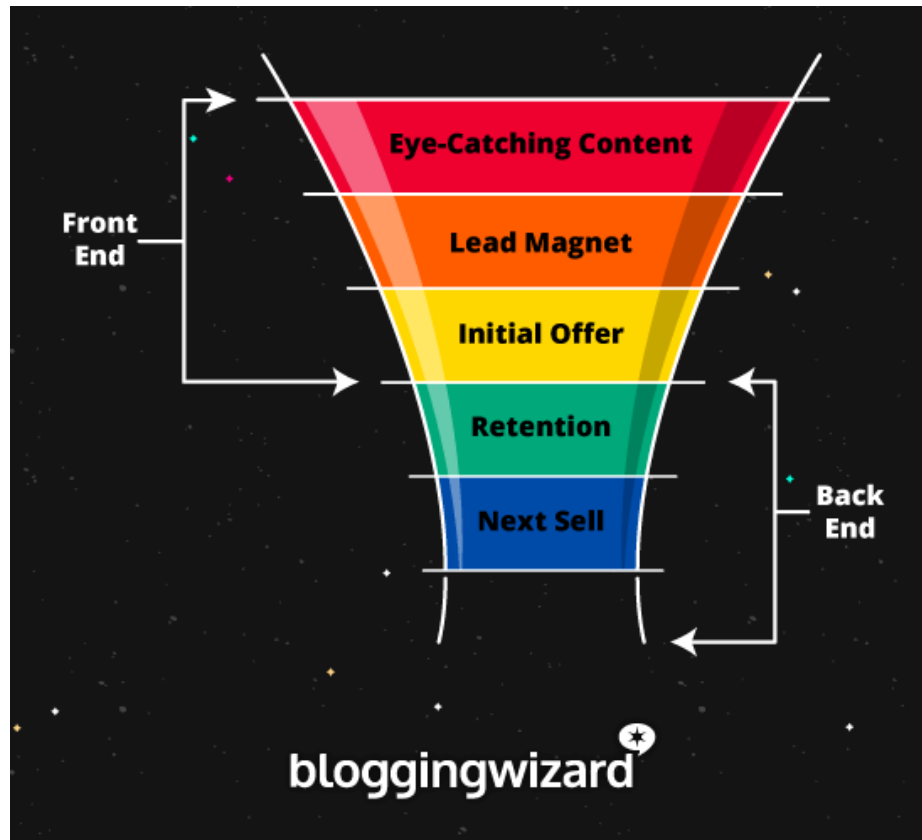
In addition to that this type of new sales funnel can also be used to upsell new subscriptions. So now businesses can keep selling services and modules and product upgrades to their customers.

Content Marketing 3.0

Content marketing has undergone a massive transformation recently. As per current trend there has to be contents for each and every level of the sales funnel.

That means making sure that for every stage of the funnel you have something to present a customer or lead- at any given time. This is done in order to continuously provide value to the customer, further establish your authority, and prime them for the next purchase.

The basic blogging funnel will look like the below image.



Content marketing these days has shifted from having to aim for wide appeal in order to generate as much awareness as possible, to becoming as personalized as possible. Content marketing no longer ends with one piece of content, with many marketers using a multi-channel approach.

Multi-channel approach refers to using multiple mediums. For example a blog and a Youtube channel or LinkedIn articles and Youtube channel and a Blog etc.

Content marketing 3.0 is all about being hyper-focused on the customer and leveraging all the technology available to achieve that goal.

The 5 stages of the blog sales funnel

Stage 1 – The eye-catcher

When it comes to creating content for the top of the sales funnel you have to assume that your audience knows very little about you or your brand. Chances are they might not

even be completely aware that they're experiencing a pain point, let alone that there is a service out there designed to help them.

Goal of the content in this stage:

Establish awareness of your brand

Establish yourself as an authority

Content produced should be as wide of an appeal as possible, while simultaneously being filled with useful information

Also promote content on social media channels.

You have to assume that people who are interested in this type of content are completely unaware of how to solve their problem, **so the information should be as basic and introductory as possible.**

Possible types of content:

- Blog articles
- Short videos covering the topic
 - https://www.youtube.com/watch?v=JW37_wlsWFg
 - <https://www.youtube.com/watch?v=kRphpiquZrM>
- Infographics like “Did you know a huge amount of entrepreneurs make mistakes while filing tax returns?”

These contents will help in drawing visitors to the website and know about the product but there is no guarantee that they will buy from us. This is just to make them aware that we exist.

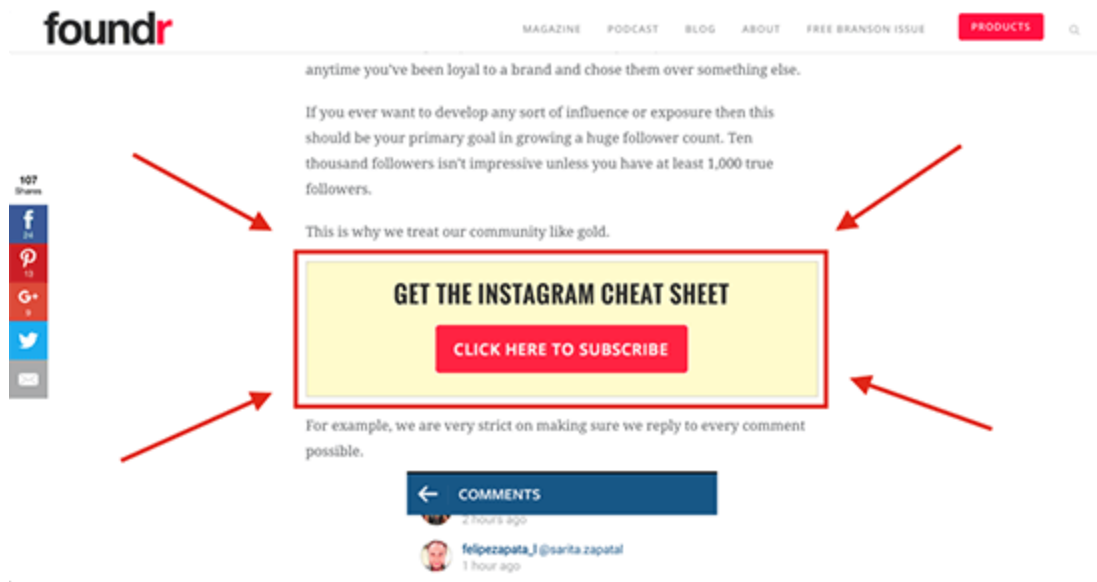
Now that you have their attention, it's time to move them into the next stage of the funnel.

Stage 2 – The lead magnet

The next stage is to collect the email address of the contact via a lead magnet. A lead magnet can be an eBook, a webinar, or even a mini-training course.

Keep in mind that people in this stage of the blogging sales funnel are looking for information that is specific and actionable. They've identified their pain point and are actively looking for solutions.

This also works wonders and increases email collection if the link to the lead magnet is embedded in an article as shown below.



This also comes as a pop up when the visitor is viewing a specific web page or blog article.

- Use multiple pieces of content or as long as there is enough information on moving the lead to the next level.
- If not continue nurturing the visitor or lead with more lead magnets.

Guide to lead magnets - <https://bloggingwizard.com/lead-magnets/>

Lead magnet ideas - <https://funneloverload.com/lead-magnet-ideas/>

Stage 3 – The initial offering

This is the time that the customer or the lead will be interested in buying the product or service.

However the company should meet the following criteria.

- Your initial offer should have a lower price point, but would ideally cover the cost of acquisition
- Packed with value and actually offers the ability to solve a genuine pain point
- Provides opportunities for further engagement

This stage to convert the lead into a customer as quickly as possible to sign up for a trial or buy a lower end product. The real money is when the customer starts the billing or upgrades to a higher end plan.

“While it is important to make sure you get the front-end product right, don’t spend too long on it as the real money is made in the next stage.”

Stage 4 – The follow-up

This is done to existing customers or the trial customers to make more purchases or higher upgrades.

This can include things like,

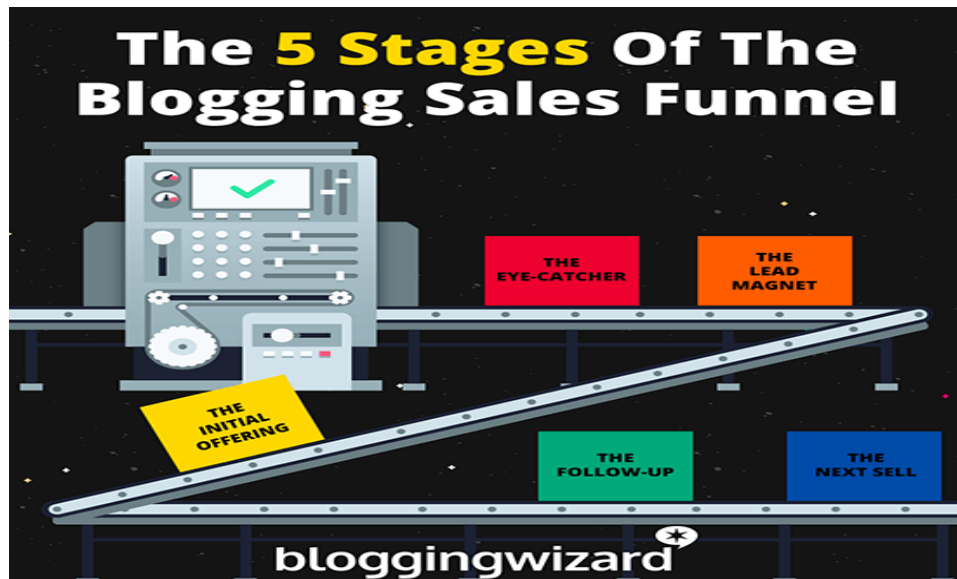
- Product emails of new features available only for a specific plan
- Or some other services like accounting services or buying partner services like booking an accountant for bookkeeping etc.

The content for this stage can be customer webinars, video tutorials and training, eBooks or product guide etc.

Stage 5 – The next sell

This can be mostly higher plan upgrades, customer given references etc.

Sales funnel graphical representation



Conclusion

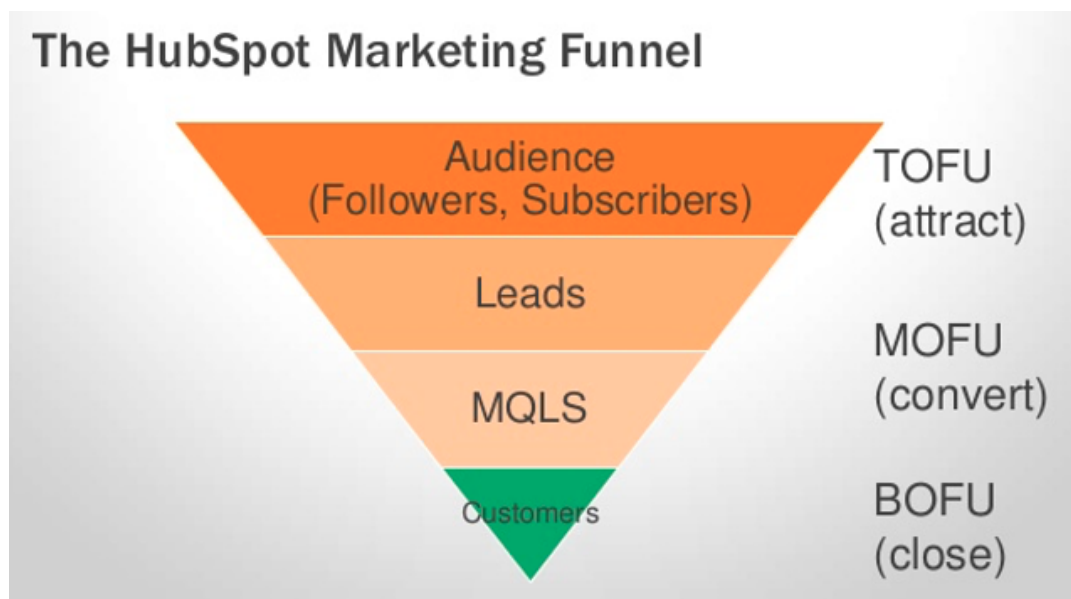
Setting up this sales funnel and channel will take time and effort however once set in place it will continue to give revenue and allow us to focus on other aspects of the business.

This is also sustainable and will ensure that we need not hire a ton of cold calling people and marketing people. The technical people can answer most of the questions.

References

- <https://bloggingwizard.com/low-touch-sales-funnel/>
- <https://bloggingwizard.com/the-blog-sales-funnel/>
 - Growing your blog (<https://bloggingwizard.com/how-to-promote-your-blog/>)
 - Increasing sales online (<https://bloggingwizard.com/fill-your-sales-funnel-with-potential-buyers/>)
- <https://bloggingwizard.com/social-proof/>

Blog Effectively for Each Stage in the Sale Funnel



- TOFU - Top of the funnel

- MOFU - Middle of the funnel
- BOFU - Bottom of the funnel

Blogging for Top of the Funnel (TOFU)

- The content in this stage should create awareness by providing solution to their problems
- Or make them aware of their problems and give solution
- Or it should be educational content like how to file IT returns or GST returns etc
- There is a lot of “How to,” “Improve,” and “Prevent” content in this stage
 - How to Plan a Corporate Retreat That Everyone Will Love
- The focus is to educate and inform
- The call to action (CTA) at the bottom can be a lead magnet page or links to similar content

Blogging for Middle of the Funnel (MOFU)

- This is a consideration stage and the content in this stage should solve specific problems
- This should address specific problems
- CTA for this blog content should be a comparison article like Geebooks vs Tally or some other helpful tool like P&L and Balance sheet on a spreadsheet
- Example content can be
 - Planning Affordable Corporate Retreats in Napa Valley
- This article should be very detailed and have lots of data points.
- The reader or visitor is weighing options and trying to make a decision so we shouldn't talk about our brand or product at this stage.
- The content should be very informative and not a decision making content or a sales content. This will disinterest the lead or the visitor.

Blogging for Bottom of the Funnel (BOFU)

- The content in this stage should help leads make a decision.
- These posts should talk about the company and the product in detail and how they solve customer problems from a customer perspective and not from a sales perspective.
- It's important to keep the posts customer centric.
- CTA to these content can be a landing page for trial sign up or request for demo form.
- An example content would be
 - Why the Smith Hotel in Napa Valley is Perfect for Corporate Retreats.
- Also include customer testimonials and social proof for your software at this stage. A testimonial video can also be good.

Conclusion

When planning the blog posts for your company, keep the sales funnel top of mind. Providing content for all stages in the sales funnel will help increase your sales and make visitors to your site thankful that they found useful content for them.

Reference

<https://www.smartbugmedia.com/blog/how-to-blog-effectively-for-each-stage-in-the-sale-funnel>