ROADS IN THE FUNNEL

An introduction to highly effective strategies to identify and engage the best audience.

Today we're going to become experts in:
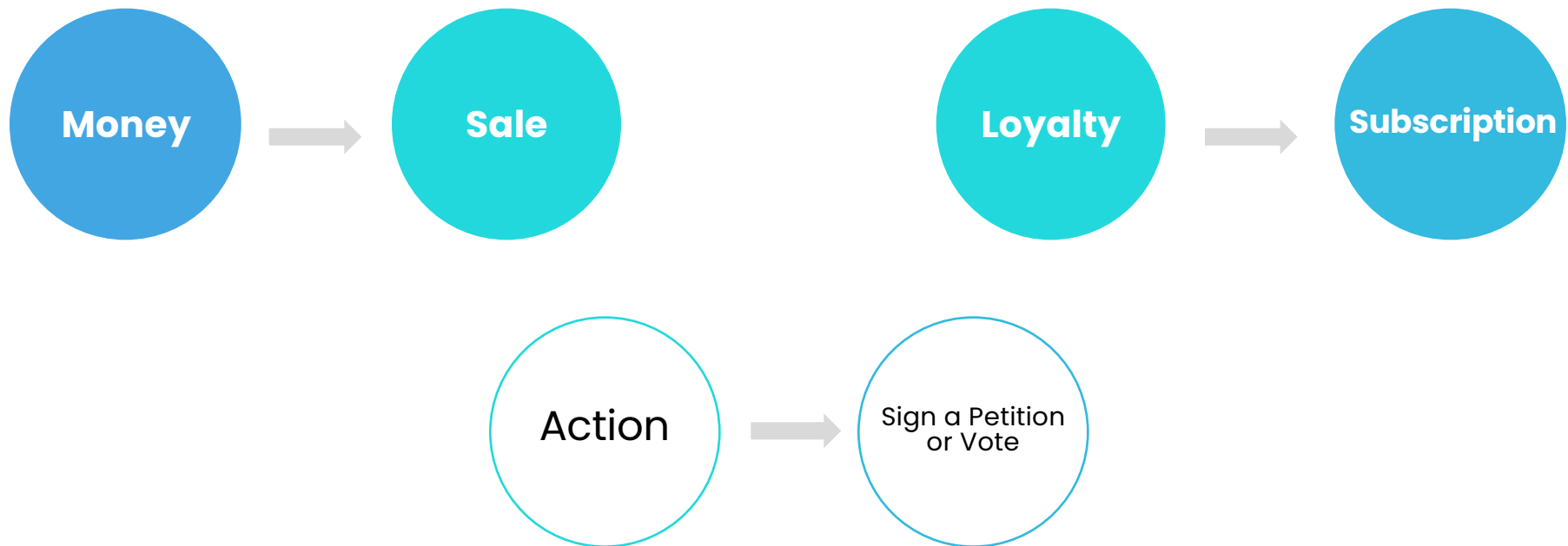
1 **The Conversion**

2 **The Target Audience**

3 **The Audience Funnel**

Define your conversion

It's the most important thing you need your customers/clients/audience to do to keep your company alive.

You may ask your users to do a lot of things, but your ultimate conversion is the one with the highest ROI.

Money → **Sale**

Loyalty → **Subscription**

Action → Sign a Petition or Vote

Define your Target audience

People who are most likely to make that conversion.

HINT

It's not "everyone"

GET SPECIFIC

The more specific you can be with your audience, the easier it will be to target

SOLUTION

To do that, build a set of audience personas

What goes into a great audience persona?

It's a real or imagined person who is likely to benefit from your conversion.

It should have details on who they are, where they live and what they're interested in.

It includes a user story of why they find and are interested in your product.

Note: this should be about imaging whom you're selling to, not why they'll buy your product. That comes next.

TIER 1

TIER 2

TIER 3

**Most important audience,
we can't survive without them**

**Important audience with significant
return for time and investment**

**A useful audience that adds a lot to
our organization but isn't essential**

What do you do with an audience persona?

Make a lot of them and use them to start a conversation about your product.
Have people across your organization make and rank their most important audience members.

# Audience Persona Pro-Tips

You'll notice that a theme will emerge:

TIER 1:
Strong Buyers and Evangelizers

TIER 2:
Strong Buyers

TIER 3:
Strong Evangelizers
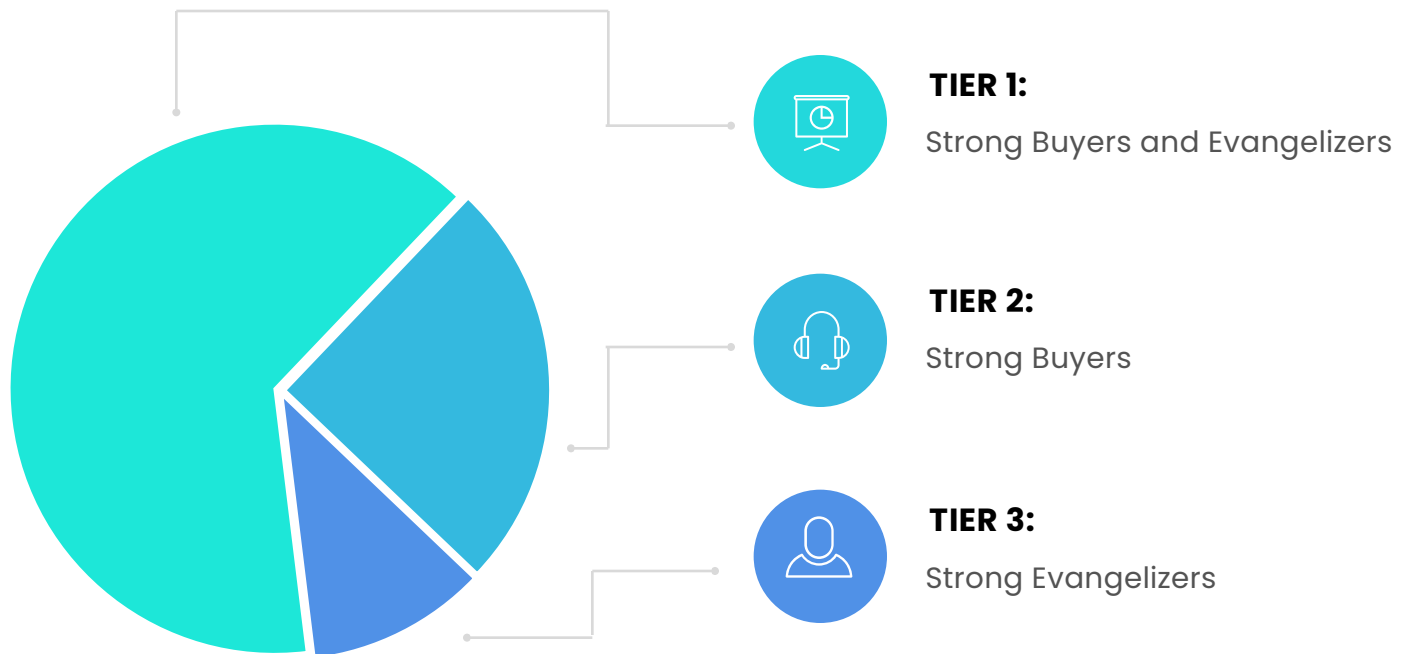
Mini Break

What can you do with your audience persona right now?
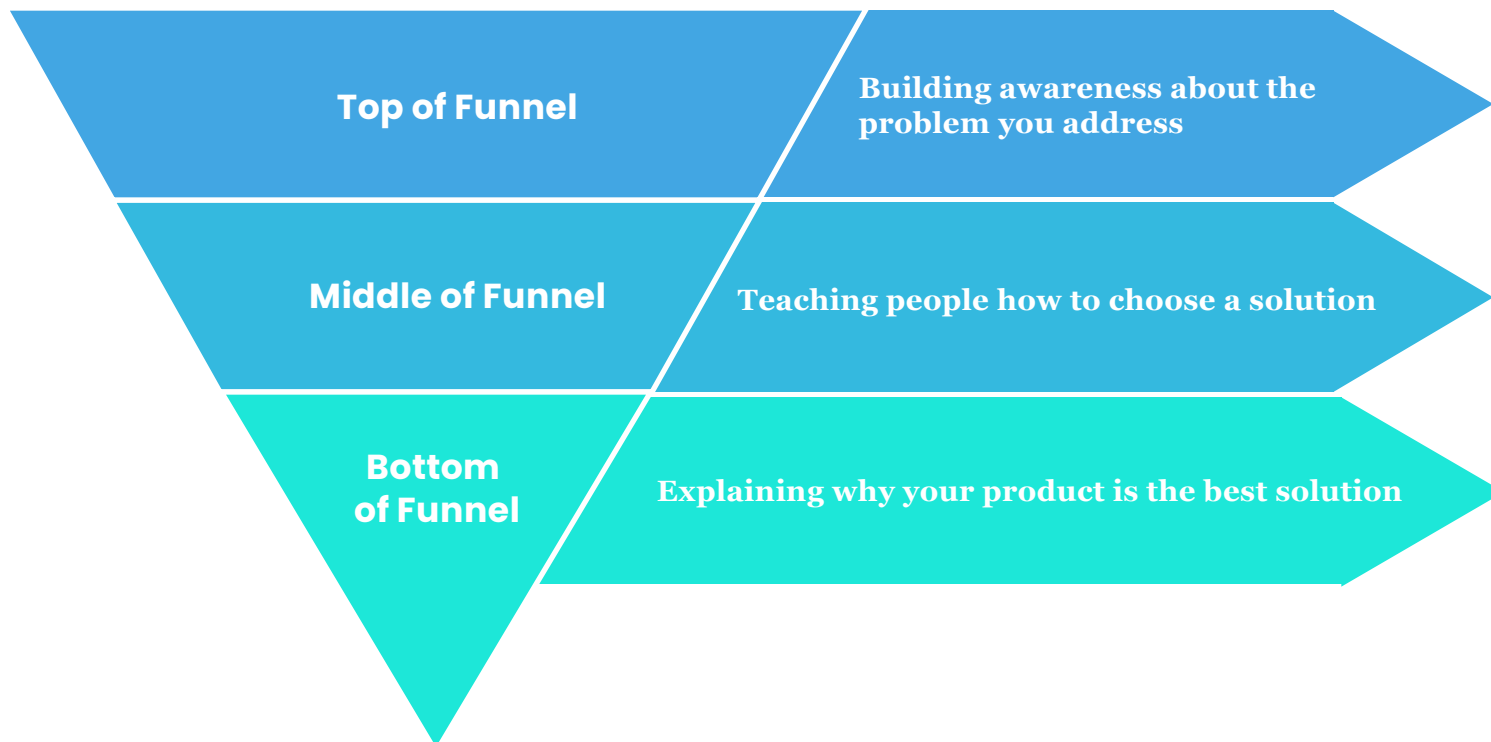
If you just do this first step, you can use these details in any digital marketing platform to build a set of target audiences to a/b test that that will be more effective than the ones you had before.
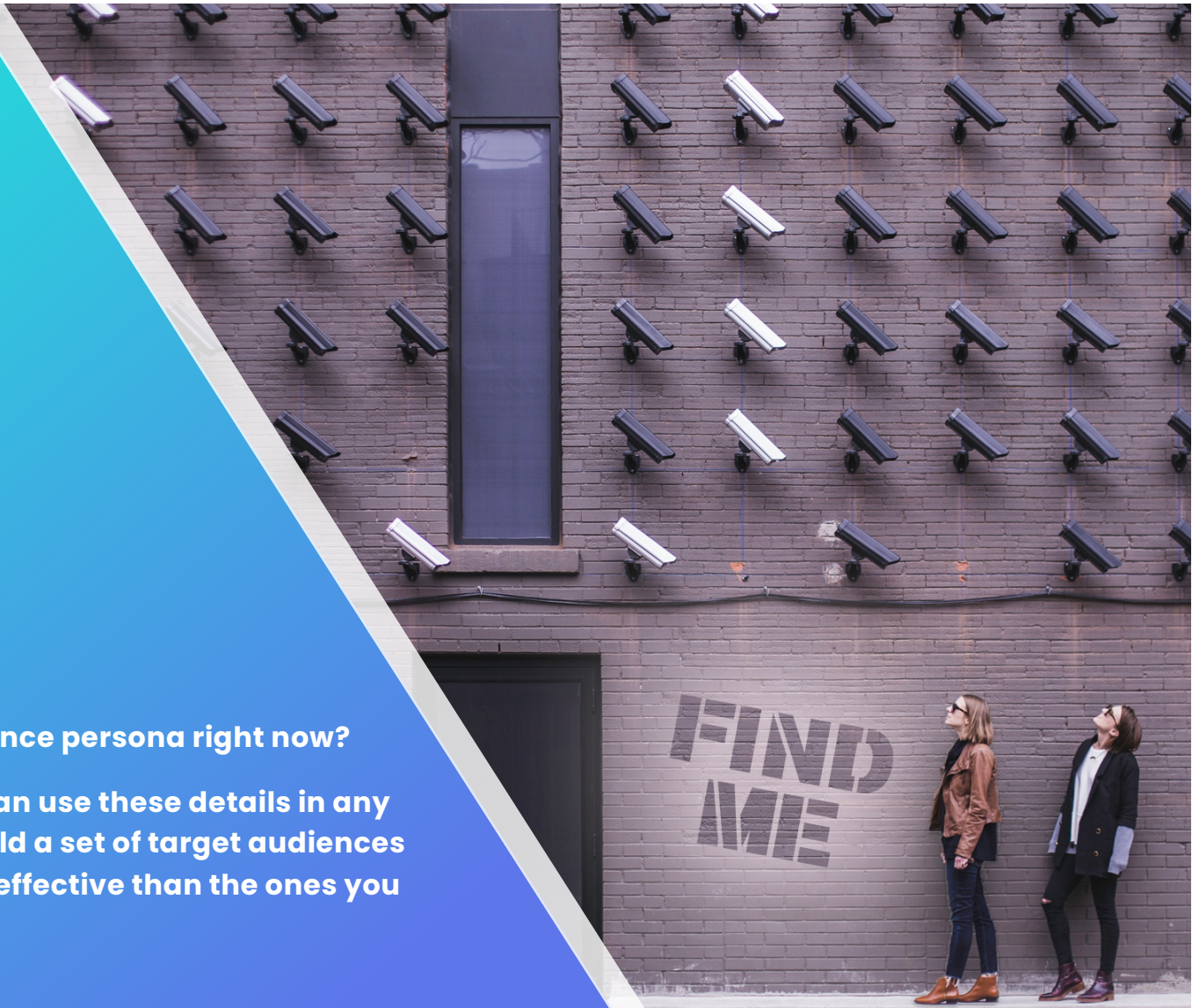
Define your funnel

Your funnel is the emotional and digital journey you take your audience on to make a conversion.

Top of Funnel

Building awareness about the problem you address

Middle of Funnel

Teaching people how to choose a solution

Bottom of Funnel

Explaining why your product is the best solution

Every funnel stage has a corresponding ideal target audience location and messaging question

Funnel Stage	Example Goal	Key Question	Example Metrics	Example Tactics
Discovery	Increase Awareness	Do people know about you?	Add impressions, brand awareness	Advertising, Social Media, Events
Interest	Increase Traffic	Do people call or visit?	Clicks, site/store visits, phone calls	Referrals, SEO, Blog Posts, Flyers/Promos, Ebooks
Engagement	Increase Interaction	Do people take action?	Subscribes, downloads, repeat calls/visits	Newsletter, Videos, Emails, Webinar, Resources
Consideration	Increase Opportunity	Do people trust you?	Offer page views, sales appointments	Emails, Testimonials, Demos, Free Consult, Product Reviews
Conversion	Increase Sales	Do people buy from you?	Booked sales, signed contracts, purchases	Pitch Decks, LTO's, Discounts, Bonus Incentives
Loyalty	Increase Retention	Do people stay with you?	Repeat customers, churn, referrals	Onboarding, Customer Service, Exclusive Member Benefits, Referral Incentives

Let's walk through an example

Company: CoSchedule, a digital marketing project management and scheduling platform

Tier 1 Persona: Jeffrey Stiles / VP of Innovation, Jones PR Agency / NYC / 32

Jeffrey is passionate about life-hacking. He's an amazing multi-tasker and product evangelizer who uses his VP position to try to improve on every part of his company's work. He's always looking for ways to save time and money so he can have more time for his personal passions.

Jeffrey is looking for a better way to see all the projects his team is working on, to be able to promote his team's work and stand out from other creative agencies. He also wants a great, clean system to use internally and impress clients with.

Let's walk through an example

The Stages of Sale Funnel

AWARENESS

INTEREST & EVALUATION

DESIRE

ACTION
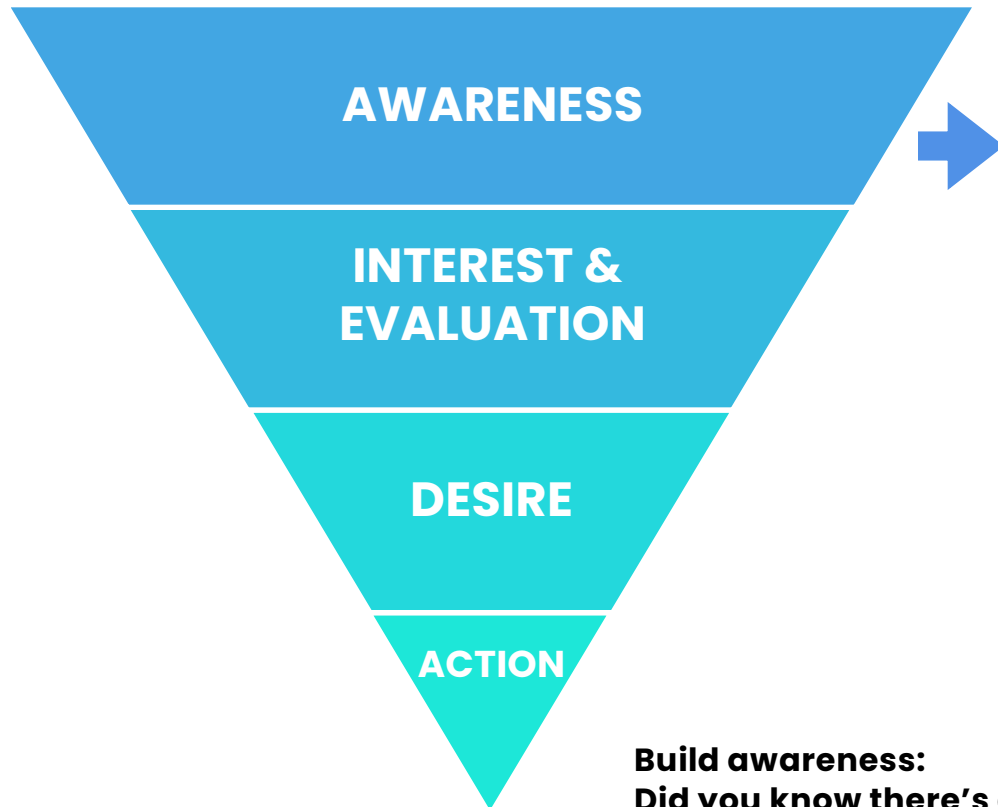
Targeted to: Jeffrey Stiles

Keywords: Brooklyn/New York, director-level +, creative industries, PR agency interest groups, life-hacking & time-saving groups etc.
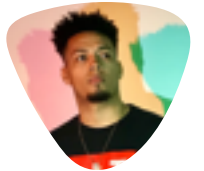
What is the problem that needs to be solved?
Why should your target audience care and how does it relate to them?

- *What is the problem your solution solves?*
- *Is there a clear need that is not being met?*
- *Is there an evident cost in time, money or other resources that can be easily solved?*

Build awareness:
Did you know there's a better way to do your digital marketing strategy?

Let's walk through an example

The Stages of Sale Funnel

AWARENESS

INTEREST & EVALUATION

DESIRE

ACTION

CoSchedule ✔
@CoSchedule

Following

Email drives 6x more conversions than a Twitter post! cos.sc/2GnOSrE

The #1 Email Subject Line Tester

You +

Score My Subject Line

GIF   CoSchedule

1:22 PM - 14 Mar 2019

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Let's walk through an example

The Stages of Sale Funnel

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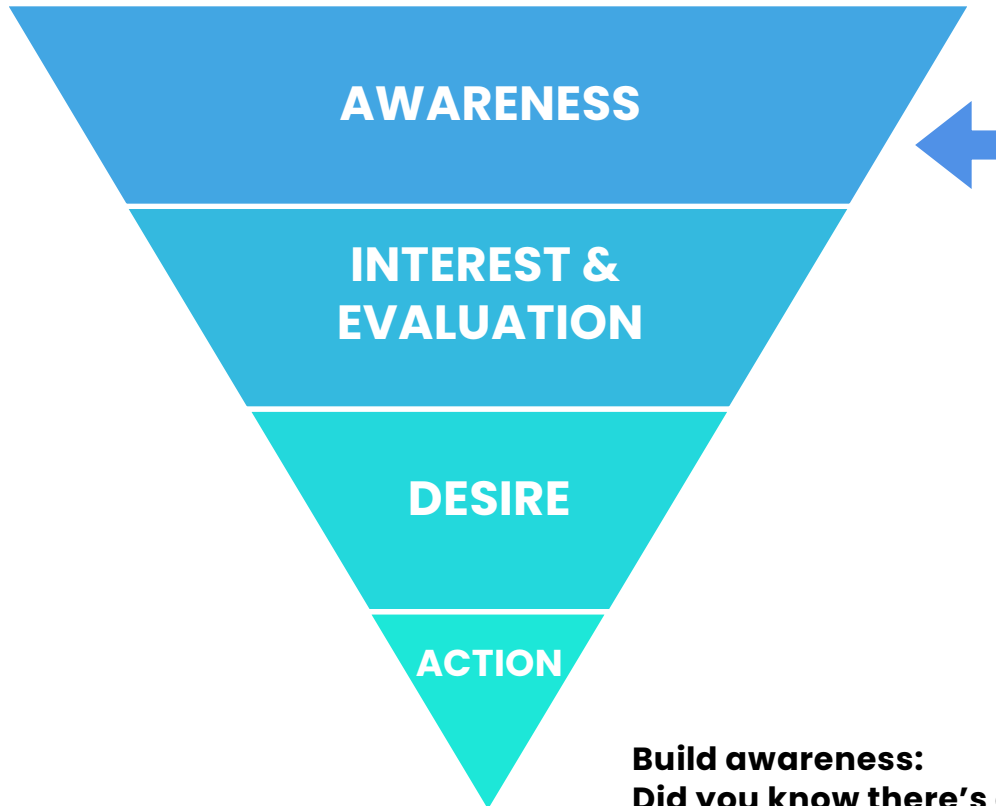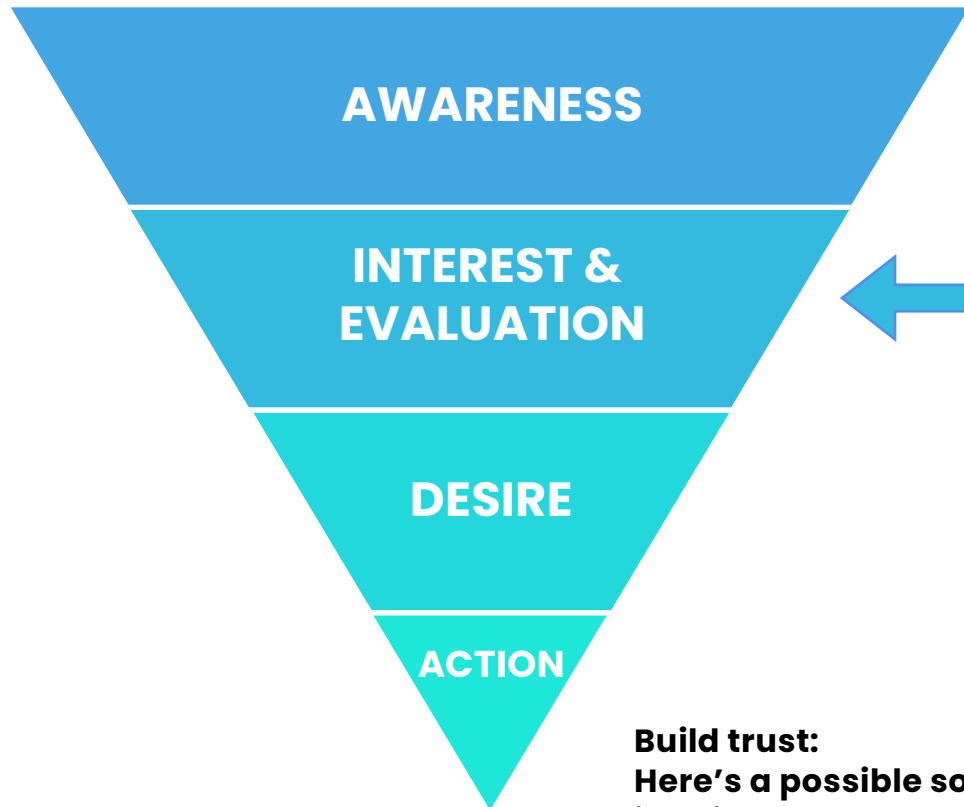
After taking the quiz,
the user is invested in the tool

What is it that prospects need to believe about themselves so they can be confident they'll reap the benefits of your solution?
- *Do they need to believe they already have the skills necessary to reap the benefits?*
- *Do they need to believe they have the discipline to follow-through?*
- *Do they need to believe they have enough time?*
- *Do they need to believe they have the money?*
- *Do they need to believe they are smart enough to execute?*

Build trust:
Here's a possible solution to a better social media strategy, it's simple and easy to use.

Let's walk through an example

The Stages of Sale Funnel

AWARENESS

INTEREST & EVALUATION

DESIRE

ACTION
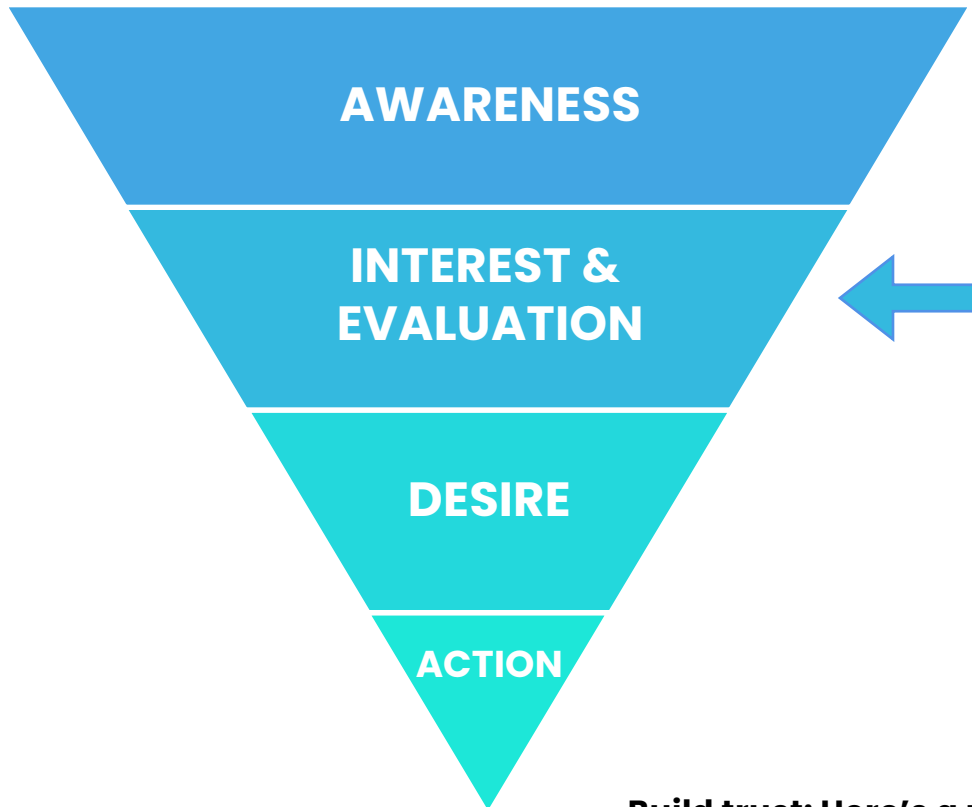
THE #1 EMAIL SUBJECT LINE TESTER

Get Your Results!

Just a few details while we're calculating...

Full Name
Full name

Email Address
Work email address

Company
Company Name
Please enter your company name.

Company website URL

Next →

Build trust: Here's a possible solution to a better social media strategy.

Let's walk through an example

The Stages of Sale Funnel

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DESIRE

ACTION
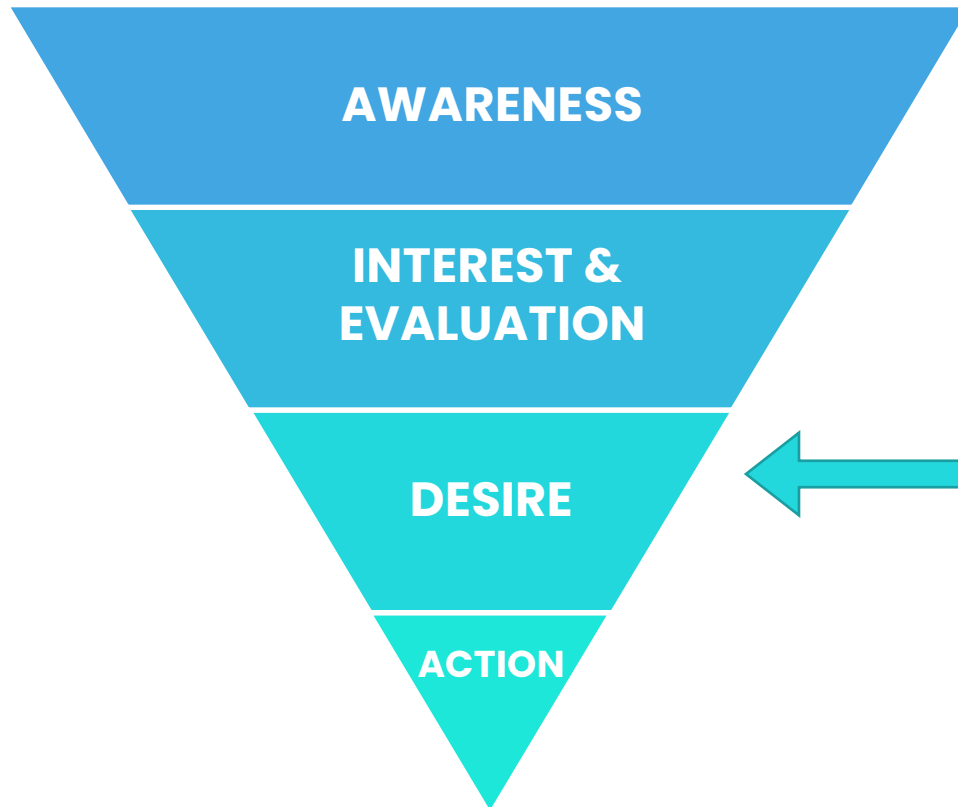
The user is prompted to try a free trial

What do prospects need to believe about you?
- *Do prospects need to believe you're credible and trustworthy?*
- *Do prospects need to believe you deliver on your promises?*
- *Do prospects need to believe you have a proven track-record?*
- *Do prospects need to believe you are a recognized expert? What do prospects need to believe about your solution?*
- *Prospects need to believe your product or service is unique and different, unlike what they've tried before.*
- *Prospects need to believe your product delivers the benefits you've promised.*
- *Prospects need to believe your product or service will deliver the benefits for them.*
- *Prospects need to believe your product or service delivers the benefits for people in their situation.*
- *Prospects need to believe your product or service is the best solution for their situation.*

Try out the product for free, and you'll see that it satisfies your needs.

Let's walk through an example

The Stages of Sale Funnel

Build confidence:
This is the right tool for me and my needs.
I trust this company.
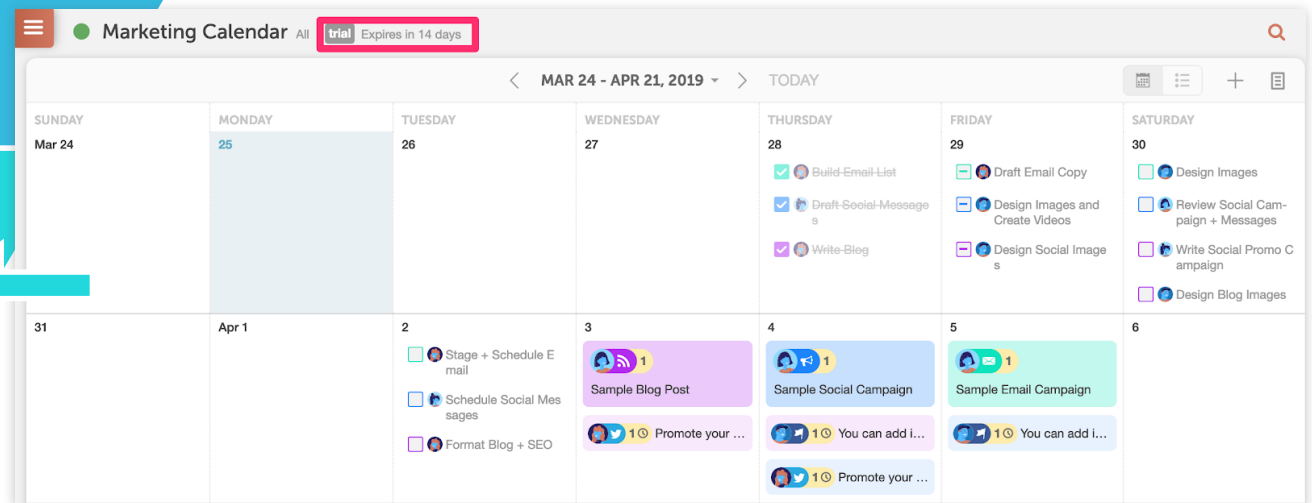
Let's walk through an example

The Stages of Sale Funnel
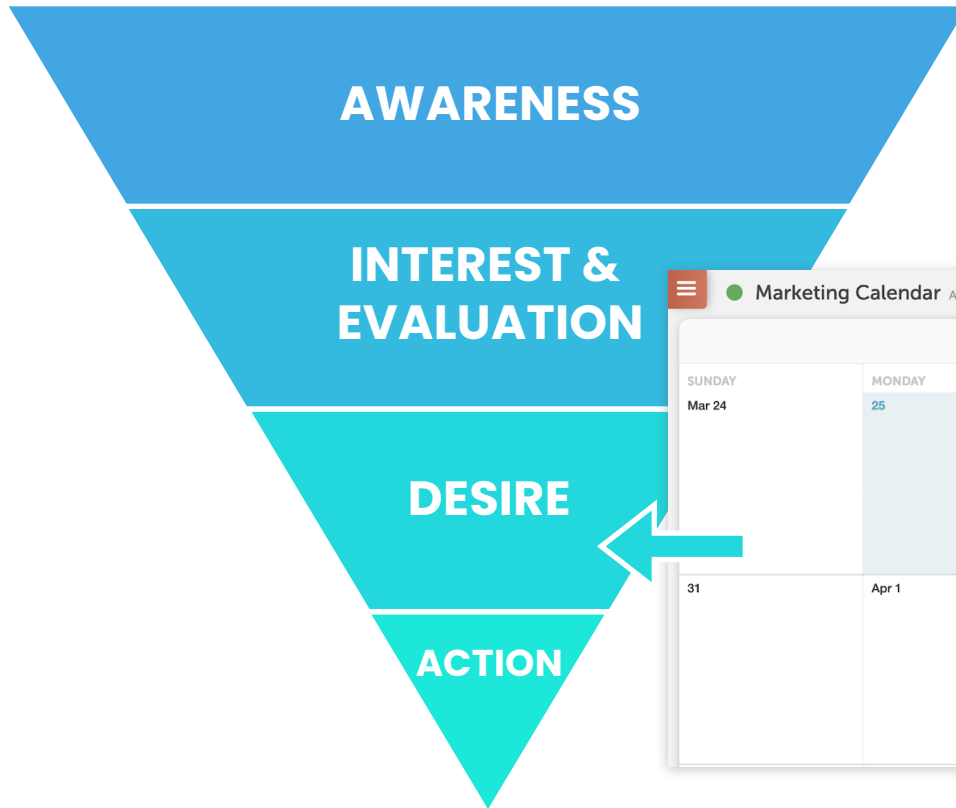
Build confidence:
This is the right tool for me and my needs.
I trust this company.

After 14 days, users make the conversion because it's already essential to their lives.
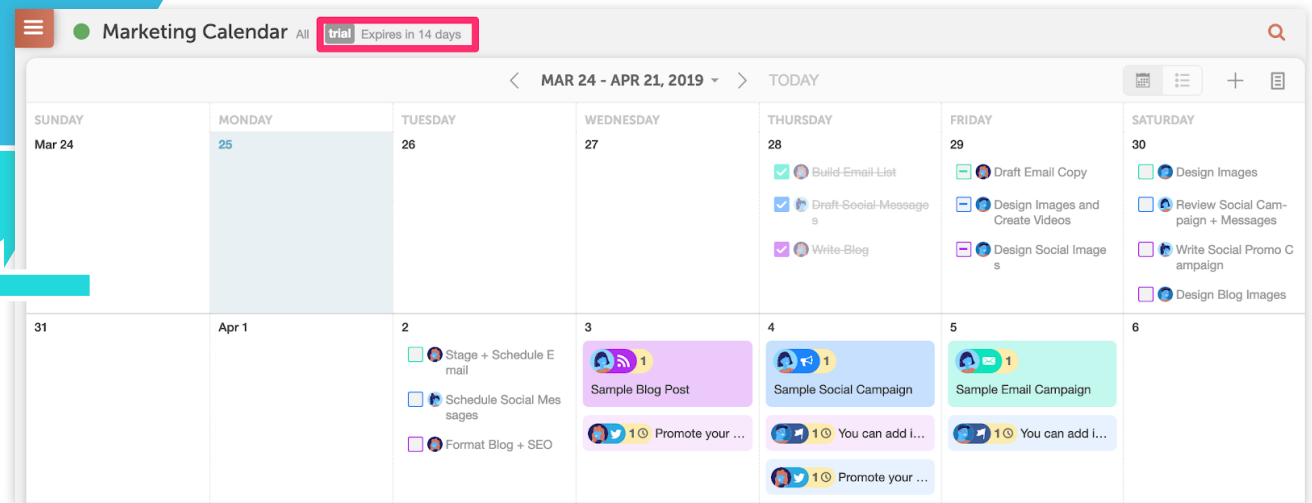
Tl;dr: answer every stage of the funnel with PROOF.

To keep things working well, test every funnel stage regularly to improve your conversion.

Funnel Stage	Example Goal	Key Question	Example Metrics	Example Tactics
Discovery	Increase Awareness	Do people know about you?	Add impressions, brand awareness	Advertising, Social Media, Events
Interest	Increase Traffic	Do people call or visit?	Clicks, site/store visits, phone calls	Referrals, SEO, Blog Posts, Flyers/Promos, Ebooks
Engagement	Increase Interaction	Do people take action?	Subscribes, downloads, repeat calls/visits	Newsletter, Videos, Emails, Webinar, Resources
Consideration	Increase Opportunity	Do people trust you?	Offer page views, sales appointments	Emails, Testimonials, Demos, Free Consult, Product Reviews
Conversion	Increase Sales	Do people buy from you?	Booked sales, signed contracts, purchases	Pitch Decks, LTO's, Discounts, Bonus Incentives
Loyalty	Increase Retention	Do people stay with you?	Repeat customers, churn, referrals	Onboarding, Customer Service, Exclusive Member Benefits, Referral Incentives

Now do it again, for each of your audience tiers!

You're writing a journey for each audience tier to follow and ultimately convert to your product.

Build your story with
emotional conviction

Then nail it with analytics and data!

Some tools to help you hack it

SPROUTSOCIAL

HOOTSUITE

BUFFER
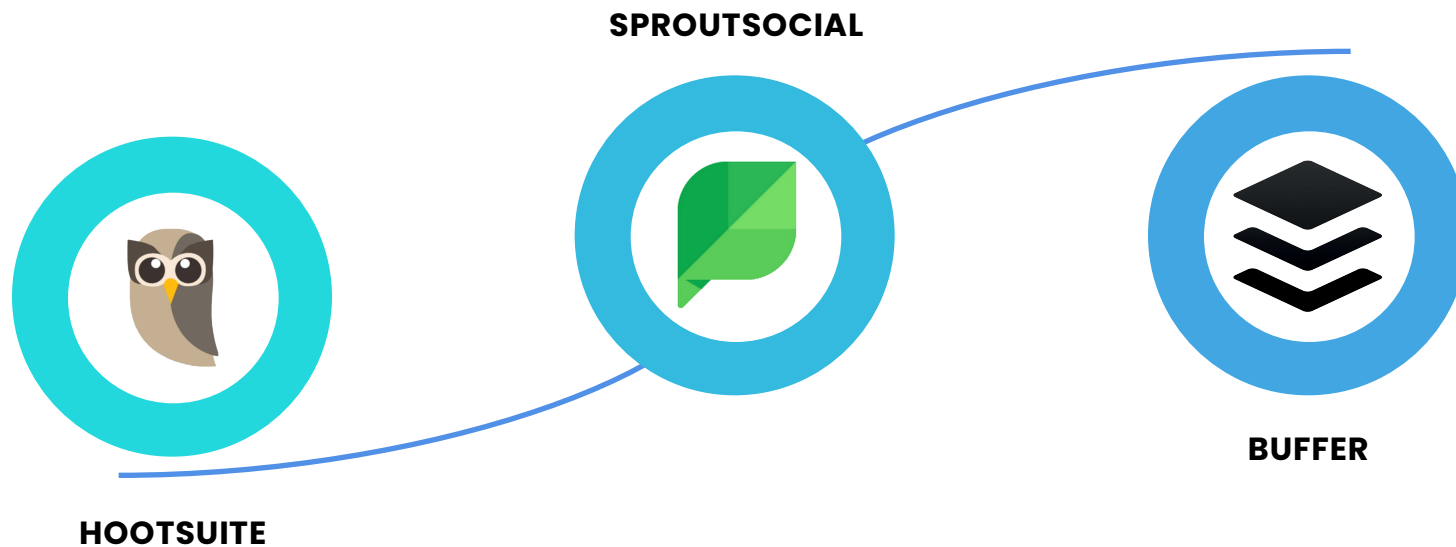
Social tools provide you data on how well your messages are performing, and also regularly publish reports on the industry as a whole on what converts people and what competitors are excelling.

Some tools to help you hack it

Parse.ly - analytics + Currents
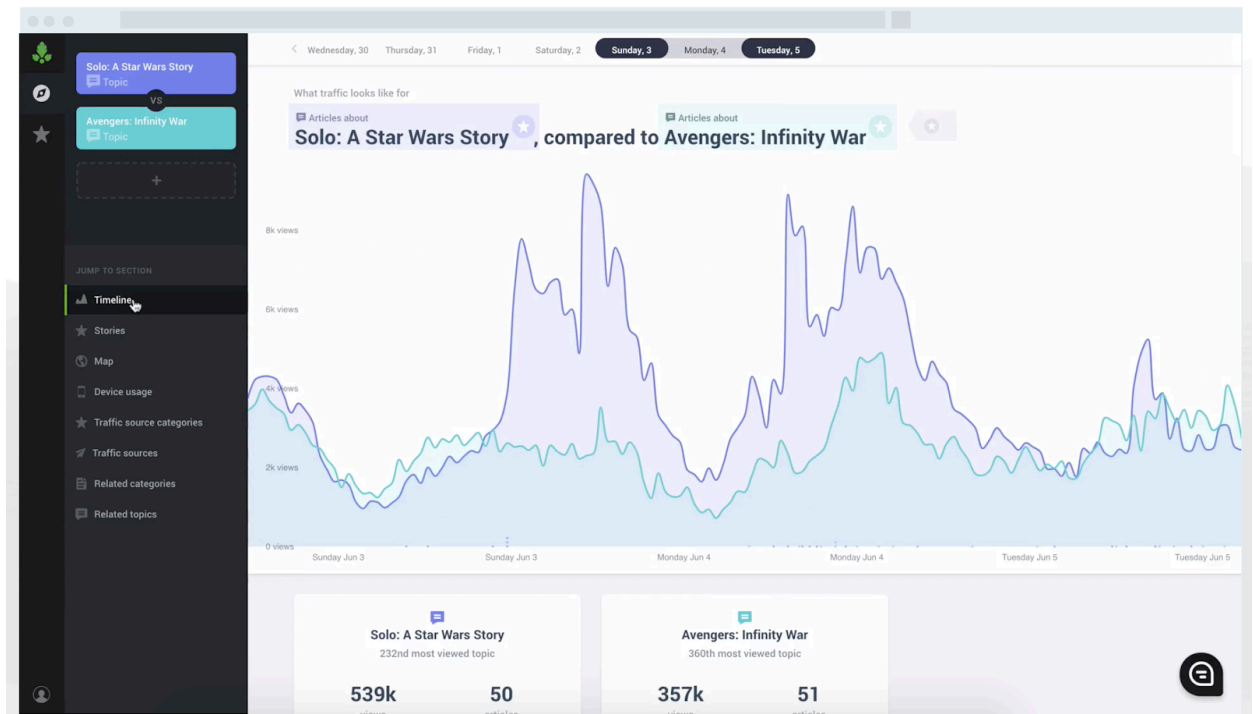
(a view of what 1B people care about online)

Some tools to help you hack it

SimilarWeb

Compare everything about what you're doing on your site with competitor sites

SimilarWeb

Some tools to help you hack it

SEMRush

You may know it for its SEO auditing capabilities but it has AI content generation tools as well

ANY QUESTIONS?

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