

MINDMAP

Sales funnel optimization strategies

Discover how to optimize your funnels for maximum conversions

What is a sales funnel?

A sales funnel is essentially a filtration system.

Most sales funnels are not set up the right way

Effective sales funnels start with product knowledge

What problem does your product solve?

Can you speak your audience's language?

Can you speak in terms of benefits?

You must translate consumer intelligence into a workable content strategy

Sales funnels can be made of just conversion pages or content with conversion pages

KEY: Don't confuse content funnels with conversion funnels

Content funnels are all about building trust. For somebody to buy something from you, they have to trust you. That's the bottom line.

You MUST incorporate the KLT process

Understanding your content funnel's L pages

A lot of people misunderstand the role of L pages

L pages are all about comparisons. They're all about contrasting different options to highlight in the minds of prospective buyers why your particular option is superior to everybody else. The best way to do this is through some sort of comparison model.

One of the best forms of T pages are REVIEW pages

The difference between features and benefits

Call the reader to action

Make sure your content funnel integrates well with your conversion funnel

Understand your conversion options

Converting online traffic into dollars is not as straightforward as you think

Optimizing your funnels

Optimizing your conversion funnels

Conversion funnels differ quite a bit. Some are just made out of one sales page. Others involve different sales page that plug into each other. Even others use a mailing list. You have to optimize each of these differently

Start with elements

Element by element optimization explained

Element by element conversion page optimization really boils down to slicing and dicing each conversion page into different elements and plugging them into a systematic and orderly testing system. For example, graphics are elements. Header or text are elements. Actual sales body text are elements. The same with calls to action.

The key to success here is to optimize each element one at a time. Don't jump from element to element. For each element, come up with variations, run your traffic test and if you see a winner, make variations of that. See if any of the variations get better results than the first variation.

Optimizing your content funnel

Putting it all together

Optimizing conversions means you have to pay attention to details

You have to use an element by element approach for all the details in your conversion process. You can't just slap together a website and expect it to make money while you sleep. It doesn't work that way. For that to happen, you have to set up the right system so it runs on auto pilot on a 24/7 basis fully optimized.

Always reinvest in your business