

Statistics

SALES FUNNEL OPTIMIZATION STRATEGIES

DISCOVER HOW TO OPTIMIZE
YOUR FUNNELS FOR MAXIMUM CONVERSIONS

CHEATSHEET

Recap:

Understand what a conversion funnel is

Understand conversion funnel vs content funnel

Understand sales funnel vs content funnel

Focus: CONVERSIONS

Step 1: Effective sales funnels start with product knowledge

Step 2: Tie your sales funnel to the NEEDS your target audience members have

- key questions
- interlinked concerns and needs
- Do consumer intelligence

Step 3: Identify the BENEFITS your product brings to the table

Step 4: Make sure all your content speak to questions/situations that require the BENEFITS of your product

Step 5: Set up the right content funnel (if you're going to use one)

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Know what these pages are. Play up their strengths

Step 6: Whip your sales page into shape

- speaks to benefits
- qualifies reader
- uses emotion-based call to action

Step 7: Optimize the smart way

- break all your materials up into elements
- test each element by comparing it to variations
- pick the winning variation
- optimize another element
- keep optimizing on an element by element basis until you maximize conversions