Vicky Wu *Marketing Guru*

My Favorite Funnel Resources

The important thing to note is that anything that you want to use as a piece of your funnel needs to **direct people to the next segment** of the funnel process.

For example, I can't post a picture on Facebook with a message of "have a great Monday" and expect people to drop into my funnel – although it's still great for general awareness and engagement. When I want a Facebook post to be part of a funnel, it's a very specific type of post.

Awareness

- **Blogging** – free other than the cost of hosting and managing my website (which does come with a pricetag). Other options would be free platforms such as Blogger, etc. **FREE**

- **Social media** – free since this category ONLY includes posts and other items, not any paid pieces **FREE**

- **Pay-per-click advertising** – I do two primary pieces here – Facebook pay per click (not "boosting" a post – too limited) and Google pay per click. Never general awareness on these but always driving prospects to an item of value. This does have a direct cost, but you can closely control the budget.

- **Video** – Youtube, FB Live – I do some of these for general awareness without driving prospects into the funnel. It's part of my "they have to hear you 11 times" strategy. While I use some fancy programs and equipment at times, you don't have to which makes this **FREE**

- **Newsletter** – my newsletter is automated and emails weekly as I update posts on my blog. This means I do the work one time, and my automation system takes care of the rest. Other than the cost of my email program this is **FREE**

- **Direct mail** – I do not personally use direct mail for I, but I do for clients, which becomes a key component of the re-evaluation piece of the sales funnel

- **Other traditional media** – I do not use much of this but some of my clients do regularly

Interest

- **Lead magnet** – I make these all of the time, for example I may offer this document you're reading to prospects as a way to collect contact information. These can easily be created **FREE**

- **Lead pages** – these are very streamlined web pages designed to offer ONE THING and collect a minimum amount of contact information from a prospect (the less the better) – name and email. Not a sales page, not a regular website page, it's sole function is to get people to sign up for something. There are fancy systems you can purchase for thousands of dollars, which work great, but it can also be as easy as setting up a page in Wix or Google Sites, which is **FREE**

- **Item of value** – usually similar to the lead magnet, although sometimes these are used strategically after I already have collected basic contact information, to give me a chance to collect more personal information. Example of something I offer is my free strategy session, and other than my time (which is very valuable) this is **FREE**

- **Webinar training** – I use a sophisticated and somewhat pricey automated webinar system which takes care of many pieces of follow up. However, as long as you have a way to build in the other pieces, you could use things like Google Hangouts (going away in April 2017), Zoom, and other options **FREE**

- **Explainer video** – you can often do these at no cost, the key piece is your follow up system. There are also some low-cost video options I do to make whiteboard and animated videos. But as long as you use your phone, Adobe Spark video app for ipad, or similar options, you can make these **FREE**

- **Follow up system!** The important piece is being able to automate your follow up – simply using a free email service like Google won't go far enough to make the system work well. Your follow up system will be used in several segments of the funnel, so it is important to have one that can handle the work (and better to pay for it to do it right!)

Right now I use MailChimp, which has easy automation and integrates with several of the other systems I use, and it is very affordable plus able to easily segment your lists (important for automation) and scale up when you're ready.

Click this link for a $30 credit for new subscribers!

It's very affordable (starts at $10/month), and integrates with tons of services to help you set up your future funnel needs!

I have also used MadMimi which has some basic automation built in, and for a list up to 200 people it's **FREE.**

Desire

I've outlined the webinar and video options.

Sales page – these are designed to move your prospect through purchasing your product or service. They are different than lead pages in that they outline all of the benefits of the item, any sales information the prospect needs to know, such as refund policies, different options or package sizes – everything needed to purchase. These are usually tied to shopping carts or some other form of collecting payment. The pages can be set up in most website programs, such as ones already discussed, **FREE**

Shopping Cart – Depending upon how involved your website and funnel is, software such as Shopify or ZenCart or WooCommerce can be a great option to use as your payment processor. These have varying fees based upon what you need them to do. But even with PayPal, you can easily make a button for a webpage, and after payment is complete have it direct the customer to a further step in the process (such another sales page), such as teaching them about other service options. Other than a fee to process credit cards via PayPal, the process can be **FREE**