

Funnel Marketing Process

Basic Project Plan



1. Strategy Meeting
2. Funnel Creation
3. Digital Assets
4. Email Follow-Up's
5. Funnel Promotion
6. Funnel Management

Strategy Meeting

We'll arrange a meeting with our sales funnel experts to discuss your strategy at length. You will be invited to our offices to meet our graphic designers and senior digital marketers, who will be working on the creation of your funnel. We'll take time to understand the products/ services you want to promote to ensure we deliver the desired outcome.



Funnel Creation

The next stage is the design of a landing page that will capture the data of prospective customers. This will be a simple page with one action that eliminates the feeling of overwhelm. People will either enter their details or leave. Clever retargeting will be in place to ensure we never miss an opportunity to capture leads.



Digital Assets

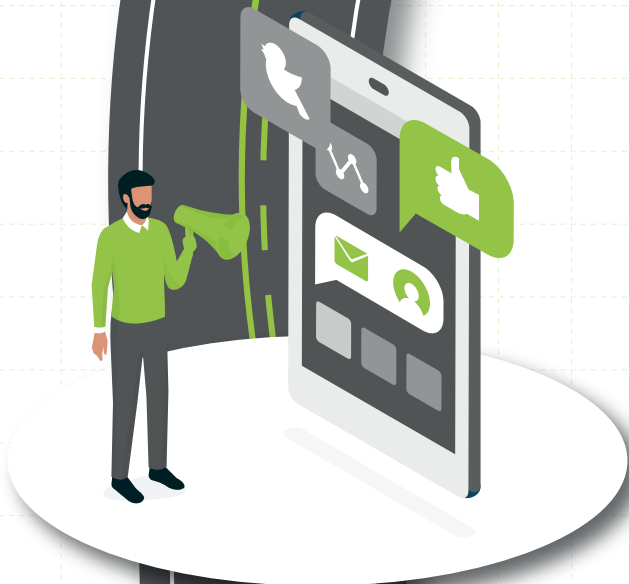
Our graphic designers will create a downloadable asset at this stage to encourage people to enter their details. This builds trust with prospects and familiarises them with your brand.





Email Follow-Up's

Once we capture the details of prospects, we'll lead them further into the sales funnel. We'll design a total of 3 follow-up emails that will be sent to prospects with a clear action that promotes your brand. This will be discussed in the initial strategy meeting.



Funnel Promotion

There are many ways in which you can promote your sales funnel – AdWords, Facebook, LinkedIn, Twitter, etc. Our sales funnel experts have won awards for their paid advertising campaigns, so they are based placed to promote your brand. You set the ad budget and we'll deliver the return on investment.



Funnel Management

The sixth and final stage of the sales funnel is management. The refining of a funnel is endless; there will always be new ways to improve your conversion rate. We offer on-going sales funnel management to ensure you continue to see a return on investment long after the creation of your funnel.

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