



How to Drive Conversions Using Automated Marketing Funnels

Use Landing Pages & Email Automation to Nurture Leads Down the Sales Funnel

Part 1: What Marketing Funnels Are & What They Look Like



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Part 2: Online Funnels with Everlytic

The second part of this guide will be delivered to you on the next available working day. In it, we'll share details of the web-based tools you can use in conjunction with Everlytic, so you can build online funnels that amplify your online presence and maximise ROI.

Introduction

Attracting and nurturing leads down the sales funnel is time-consuming. Luckily, thanks to the internet, ecommerce, and email automation technology, you can automate many sales-related processes – so they work even when you're not strictly on the clock.

Parts 1 and 2 of this guide will give you a breakdown of the ways you can pull a few marketing tactics together to build automated online funnels. Together, these can help you:

- Establish a robust online presence that's dynamic and flexible.
- Generate more leads automatically.
- Nurture leads using psychological principles.
- Make more sales.
- Automate some sales processes.
- Build a sustainable business marketing strategy.

The All-in-One Message Automation Platform for Your Business

Everlytic is a communication platform that enables you to create, personalise, and automate messaging via email, SMS, and other channels – at any scale.

[Visit Everlytic's Website](#)

Easily navigate this guide by using the shortcuts below:

Shortcuts: [What is a Sales Funnel?](#) | [What's an Online Funnel?](#) | [The Value & Yes Ladders](#) | [Typical Online Funnel Structure](#) | [Types of Online Funnels](#) | [Funnel Stacking](#)

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What is a Sales Funnel?

A **sales funnel** is the typical journey a prospective client takes when becoming a customer.



The RACE Planning Framework is a digital marketing strategy that overlaps with the sales funnel. Read more in our blog: [How to Use RACE Planning in Your Content Strategy.](#)

Shortcuts: [What is a Sales Funnel?](#) | [What's an Online Funnel?](#) | [The Value & Yes Ladders](#) | [Typical Online Funnel Structure](#) | [Types of Online Funnels](#) | [Funnel Stacking](#)

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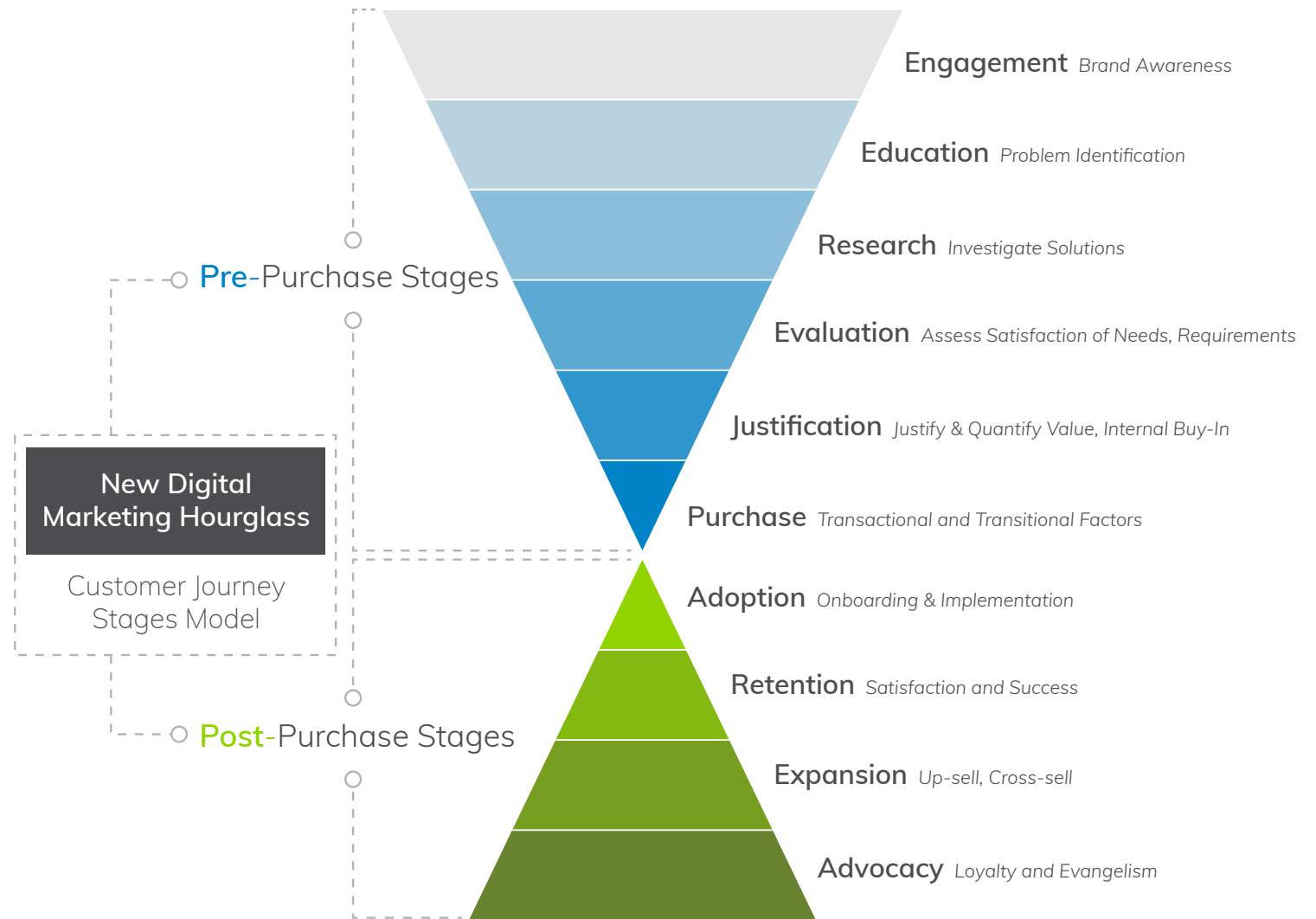


What is a Sales Funnel? (Cont.)

The Digital Marketing Hourglass

It isn't enough to get a customer to buy from you once. You need to continuously support them and meet their needs to retain them and keep them purchasing from you. This has resulted in the traditional sales funnel being remodelled into an hourglass-like shape.

Neil Patel refers to this as a **conversion funnel**. In our blog post, **Improve Customer Retention by Actively Communicating Beyond the Sale**, we refer to it as the Digital Marketing Hourglass. As you can see, instead of ending with a sale, it continues beyond the initial sale with the goal of getting repeat business and building brand advocacy.



Source: customerjourneymarketer.com



What's an Online Funnel?

An online marketing funnel automates the conversion funnel with a series of landing pages (web pages) and automated messaging workflows, guiding prospects from awareness to conversion, upsell, and retention.

Shortcuts: [What is a Sales Funnel?](#) | [What's an Online Funnel?](#) | [The Value & Yes Ladders](#) | [Typical Online Funnel Structure](#) | [Types of Online Funnels](#) | [Funnel Stacking](#)

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What's an Online Funnel?

Online Funnels vs. Websites

As online marketing funnels are made up, in part, of a series of webpages, some people wonder what the difference is between funnels and websites. Here's our take:

Websites	Online Funnels
Macro view of overall business.	Micro view of business offering.
Five or more web pages, including a list of services, business info, contact details, and sometimes a blog.	Three to six landing pages that follow on from each other in a linear path, mimicking the hourglass journey from awareness to conversion, upsell, and (where relevant) subscription.
Informs visitors of every aspect of your business.	Informs visitors only of a specific offering.
Establishes a company's credibility.	Directs sales on a specific business offer.
Client controls journey.	Business controls journey.
Functions as an online brochure.	Functions as a sales conversion tool.
Many potential distractions.	No distractions – one clear goal.
Valuable when learning about a company.	Valuable for selling a specified offer.
Best paired with SEO.	Best paired with digital ads.

Source: entrepreneurshipfacts.com

Websites and funnels work hand in hand, establishing your digital presence from different angles and maximising your business's potential sales. If you're focusing only on one of these two, you could be missing out on a valuable digital marketing tactic.

For instance, websites without funnels may not be as good at converting, while funnels without websites can lack longevity, credibility, and scale.

NB Online funnels function beautifully for isolated deals and offers but can't replace your CRM and broader marketing / sales efforts. As we mention above, there is an important place for both approaches.

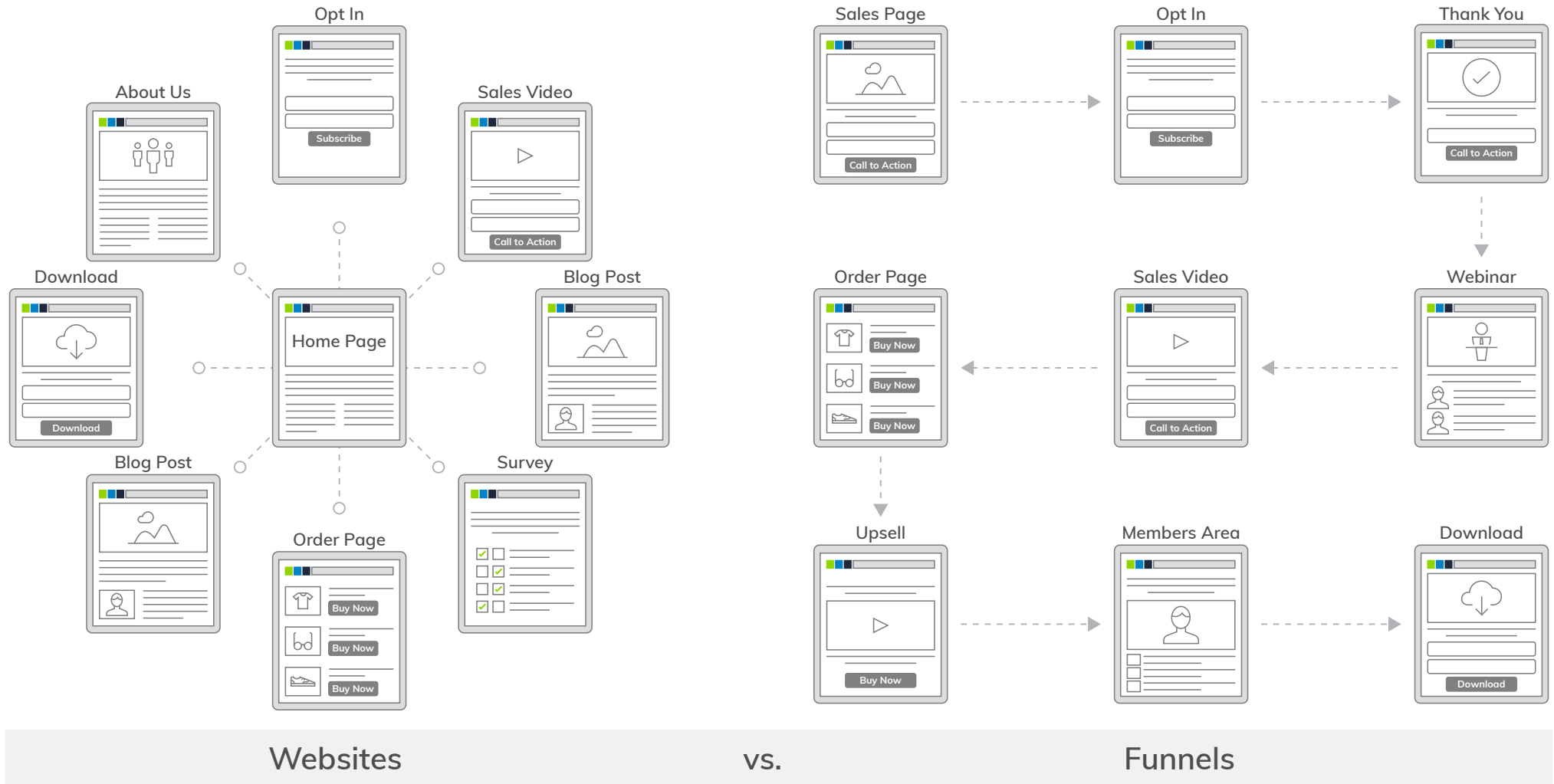
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What's an Online Funnel?

Online Funnels vs. Websites (Cont.)



The Value & Yes Ladders



In addition to the conversion funnel, online marketing funnels also make great use of other journey-based sales processes, including the Value Ladder and the Yes Ladder.

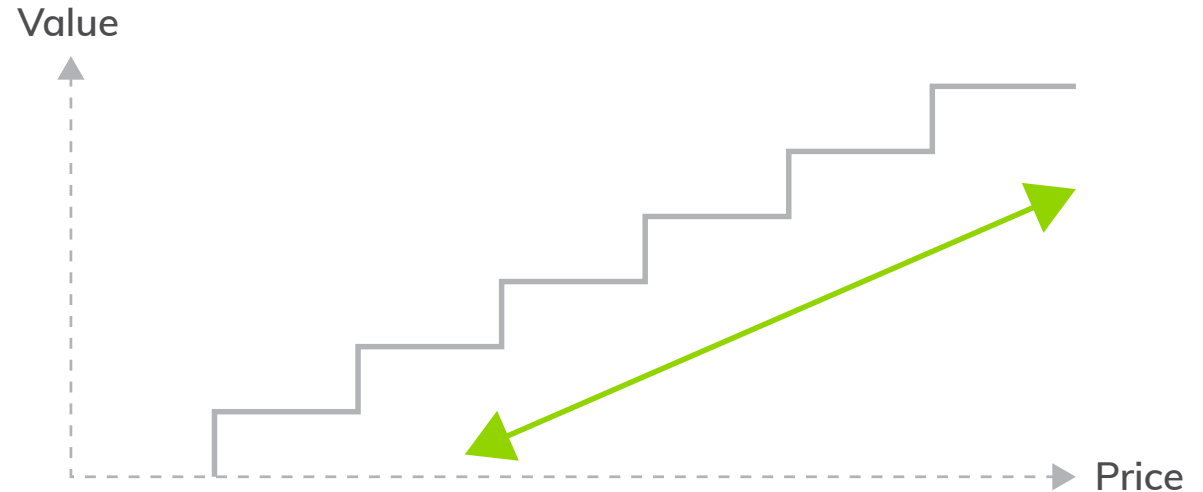
The Value Ladder

According to **Einstein Marketer**, a value ladder is “a range of products that ascend in price, from your lowest value offer (used as bait to increase list size, prove your value and boost awareness) to your highest priced premium product.”

The value ladder overlaps perfectly with an online funnel, getting prospects’ attention in the awareness phase using a low-priced product. Once a prospect converts on this offer and you have their contact details, you can offer them progressively higher-valued products and services.

The value ladder helps you achieve two great benefits:

- 1** Gives **maximum value** based on each customer’s affordability.
- 2** **Maximises spend** from customers who get consistent and growing value each time they purchase from you.



The Value & Yes Ladders

The Yes Ladder

The Yes Ladder is like the Value Ladder in that you progress from smaller asks to bigger ones, but its basis is in psychology. The theory is based on [a study by Jonathan Freedman and Scott Fraser](#) that showed that people were more likely to say yes to a bigger ask if they'd already said yes to a smaller ask.

In other words: by getting a prospect to say 'yes' to a free offer or purchasing a low-cost offer from your business, you prime them to say yes to the next more expensive offer in your value ladder.

Here's how you can use the Yes Ladder to help you plan the basic progress of your online funnel:



Identify Your Big Ask

You probably already know what you really want prospects to do: buy the biggest, most expensive offer you have. This is the end goal.



Work Backwards

Once you know where you want your prospects to end up, work backwards. Consider what smaller purchases or 'yeses' the customer can make before getting to this point.



Plan Your First Yes

Your first yes is so important as it'll help keep customers engaged throughout the journey. This is usually a low-cost or free product or service that you can offer at a relatively low cost to you, so you can get their contact details.



Give Heaps of Value

Customers buy more when they believe that you've given them value for their money. The more value you give them, the more money they're prepared to give you.

Make sure you offer more value than they expect for every 'yes' they give you and you'll get more people racing to the top of the ladder.

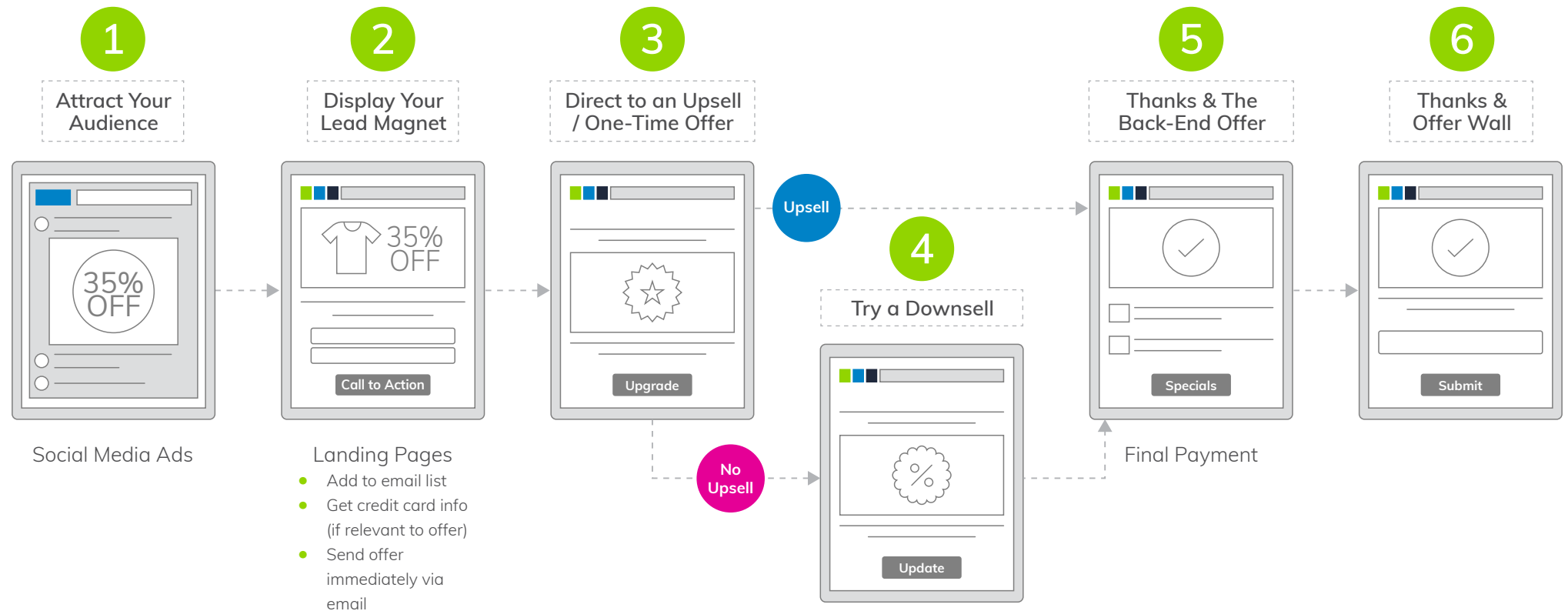
Note:

When collecting contact data, make sure you comply with POPIA regulations. Read our [POPIA Guide](#) for more info.



Typical Online Funnel Structure

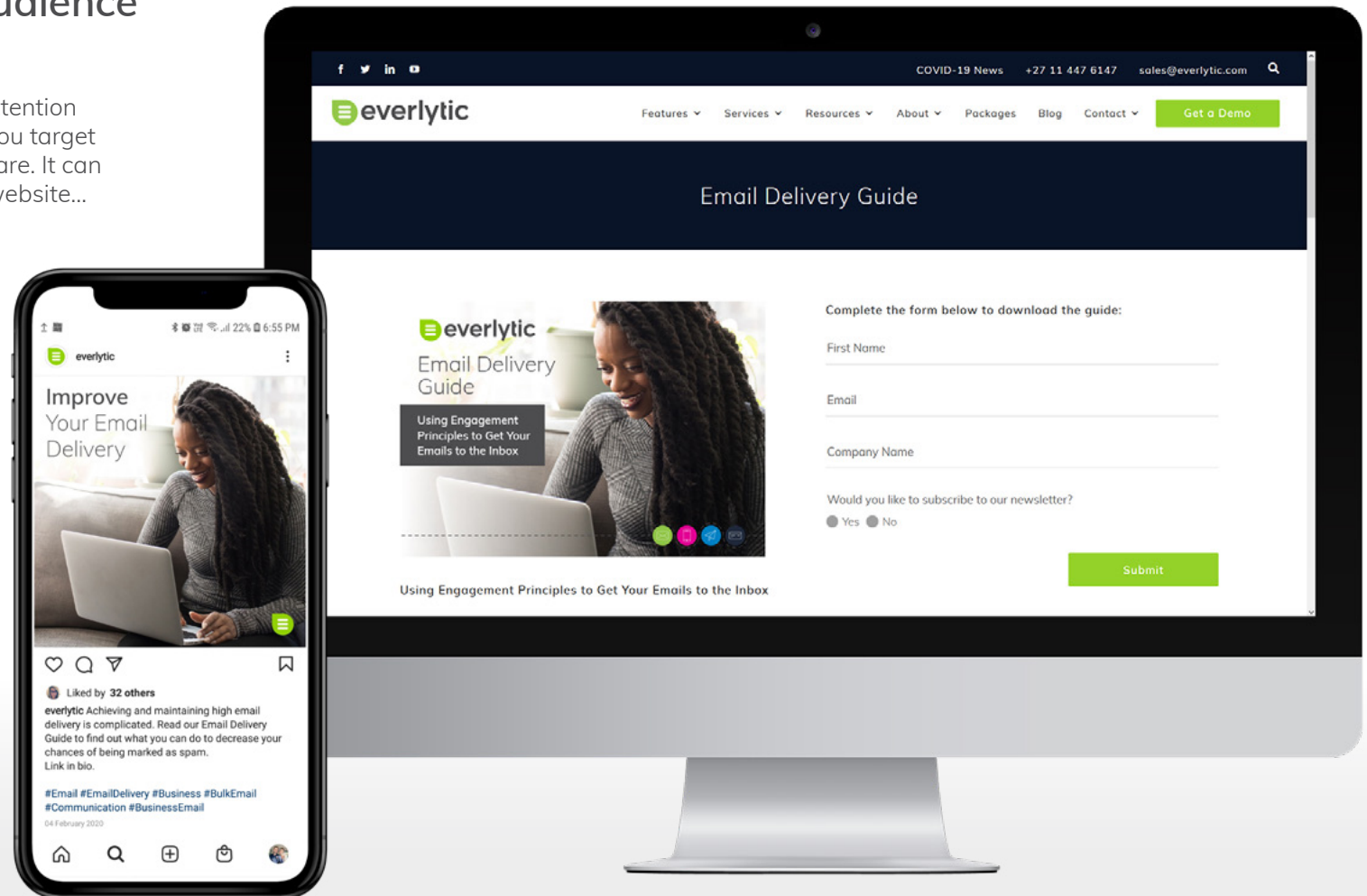
A typical **automated online funnel** consists of about six interconnected steps. Read more about these steps on the following pages. You can also find more specific examples later in this guide.



Typical Online Funnel Structure

Step 1 Attract Your Audience

This is where you catch your audience's attention with an ad for your lead magnet. Where you target your audience will depend on where they are. It can include social media, forums, email, your website... even physical locations.



Typical Online Funnel Structure

Step 2 Display Your Lead Magnet

This consists of a high-converting landing page (often referred to as **a squeeze page**) designed to intrigue the visitor to give you their contact details in exchange for something of low cost and high value (aka 'bait'). Options here often include ebooks, webinars, product samples, videos, courses delivered as email sequences, case studies, or reports.

You can use the first 'yes' you mapped out **from the Yes Ladder** to determine what this initial offering will be. Whatever it is, the key here isn't to make a profit – it's to capture a lead and their contact details and move them to the next step, so you can nurture them to making progressively higher purchases through the journey. In fact, many businesses may even make a loss on this first step with the intent to recoup these costs further down the funnel.

This page will have a form that subscribes the contact to a mailing list and, if it's a paid offer, a payment gateway to collect credit card details. Be sure to speak directly to your visitors' needs in the copy (**and possibly a video too**) and include plenty **social proof** to position yourself as an expert.

Read more about landing pages in our blog series: **How to Get the Most Out of Landing Pages.**

Send Offer Immediately via Email

Once they've given you their information, send them what they asked for via **a welcome email**. In this email, focus on giving them value, over-delivering (where possible), and being clear on how they can receive your offer (either via a download or by whatever's needed to deliver it). This is where you build trust, proving that you're worthy of doing business with.

You can also subscribe them to an automated messaging workflow that upsells to them again in time, or, for something like a webinar, builds their excitement for what's to come.

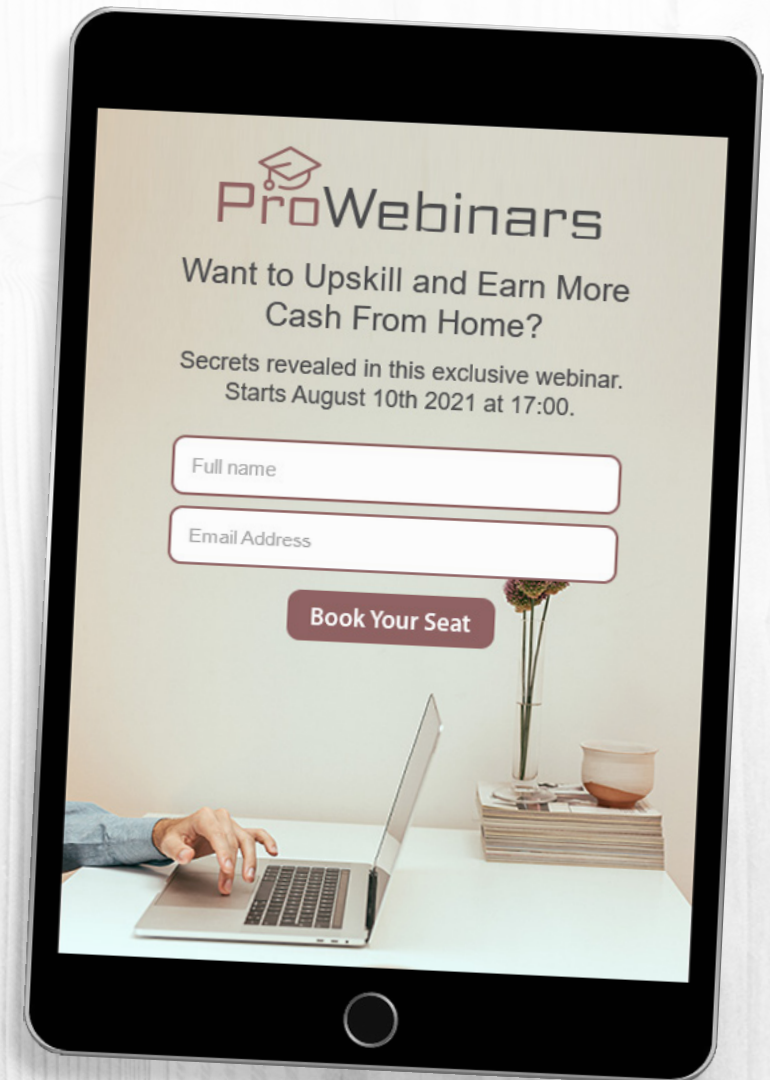
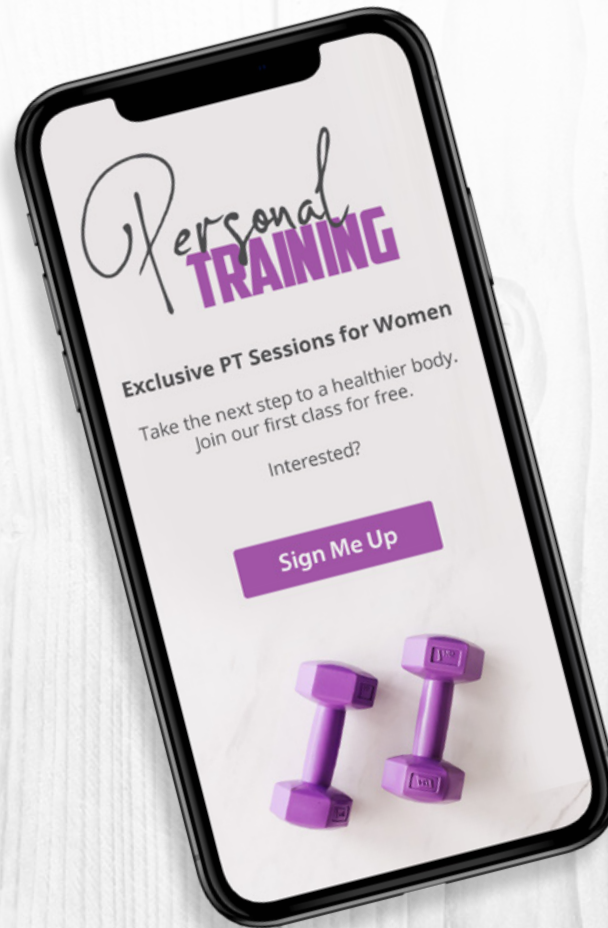


Typical Online Funnel Structure

Step 2 Display Your Lead Magnet (Cont.)

Here are some examples of what a lead magnet landing page can look like:

Get our squeeze page copywriting tips on our blog post, [10 Writing & Strategy Tips for Creating High-Converting Squeeze Pages](#).



Typical Online Funnel Structure

Step 3 Direct to an Upsell

Now that you have a lead who is interested in what you have to offer, direct them immediately to an upsell landing page. This should preferably be dominated by a video thanking them for opting in to your lead magnet and explaining the value of the upsell.

The upsell should build on what they've already got from your lead magnet, providing them the next logical level of support. E.g.: If your lead magnet is a weight-loss workshop, the next step would be something like recipes, eating plans, or workout videos.

Ideally, if your lead magnet is rung one on your Yes Ladder, an upsell would be around rung three. Why rung three and not rung two? See step 4 on the next page.

Tip: One-Time Offers
If you want to add a sense of urgency here and boost sales, you can also provide a discount on the upsell to sweeten the deal.



Typical Online Funnel Structure

Step 4 No Upsell? Try a Downsell.

This is where rung two of your Yes Ladder comes in and it's here only for people who don't take you up on the upsell. It's still an upsell from the lead magnet, but it's more affordable than the upsell you offered them before.

For example, if you offered tickets to a conference in the upsell and they didn't buy, try offering them recordings of last year's conference, or the option of a payment plan.

Step 5 Thanks & Back-End Offer

This page will thank (or better yet, congratulate) customers for participating in what you have to offer. List everything they've agreed to purchase on this page, including any add-ons from the funnel, and provide a total amount payable.

As an optional extra, you can add a back-end (aka: the big yes) offer on here. You can use a **video sales letter** format for this. The right tools will enable you to have a checkbox to add this on quickly and easily to what they've already opted in to purchase. It's a good place to provide more social proof, like testimonials, to remind them why they're getting value for their money.

Step 6 Thanks & Offer Wall

Once they've made payment via the payment gateway on step 5, share a final thank-you page, getting them excited about all the value they're about to get from their transaction with you. Additionally, you can include an offer wall, where you share other lead magnets you have available. Your biggest fans will love getting more free or low-cost value from you.

This is also where your email automation begins...



Typical Online Funnel Structure

Automated Email: An Essential Lead Nurturing Component

Your lead magnet is designed to capture a lead's contact details. Why? Because once a contact's opted in to one of your offers, you can send them offers related to this specific offer via email. Alternatively, if they abandon their cart on the upsell / downsell journey, you can remind them of the value they've left behind, encouraging them to return.

Depending on what they have or haven't purchased, now's the time to customise the email journey. For every purchase, you can send a relevant email with the details they need to redeem it.

In Everlytic, you can also update your contact data if they click certain links in an email, so you know where in the funnel they are. With this information, you can use email workflows to tailor the messaging, so you can upsell to them in future.

In [the funnel-stacking section later in this guide](#), you'll learn how you can layer funnels to run one after the other too. This way, you send customers who've purchased from you previously to a new, related funnel, at a time when the offering in the next funnel becomes most needed.

Learn more about advanced email automation in Everlytic's [Guide to Advanced Communication Automation](#).





Types of Online Funnels

Now that you know the rough 'map' of what you can do with an online funnel, here are some examples of how you can put them together to achieve specific goals for your business.

Shortcuts: [What is a Sales Funnel?](#) | [What's an Online Funnel?](#) | [The Value & Yes Ladders](#) | [Typical Online Funnel Structure](#) | [Types of Online Funnels](#) | [Funnel Stacking](#)

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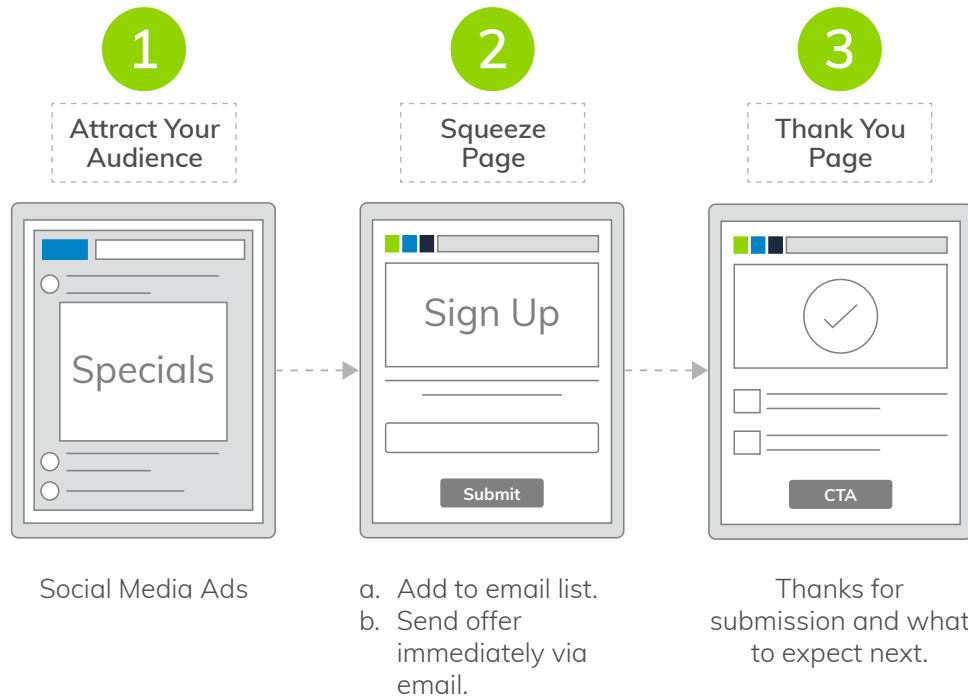


Types of Online Funnels

Funnels to Generate Leads

Squeeze Pages

A squeeze page is typically what most marketing funnels start with: a landing page designed to gather people's email addresses. They typically look like this:



To get a lead to share their email address with you, you have to offer them something that they want in exchange. **Common options include:**

- A course delivered via email (like Everlytic's [20-Steps to Effective Email Marketing](#))
- An ebook (like [our Crisis Communication eBook](#))
- A research report (like [Everlytic's Benchmarks Report](#))
- Free templates ([like this copywriting template](#))

Tip:

Data-Privacy

Squeeze pages are great for collecting email addresses, but with POPIA and other data-privacy legislation in effect across the world, it's important that you're transparent about what you intend to do with their information. [Read our POPIA Guide for more info.](#)

Types of Online Funnels

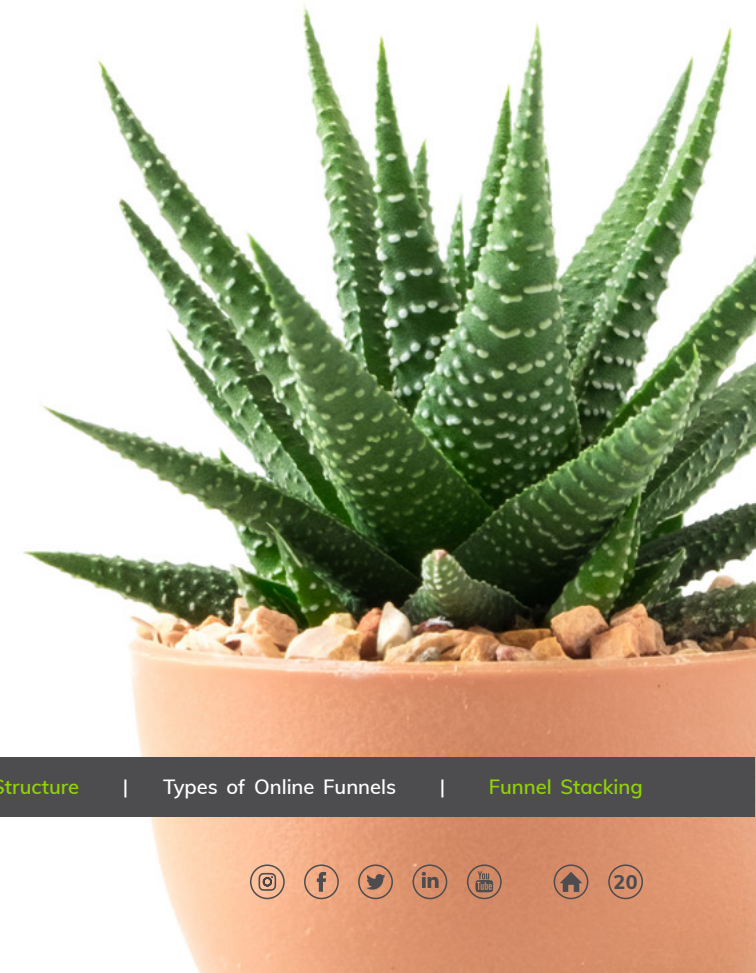
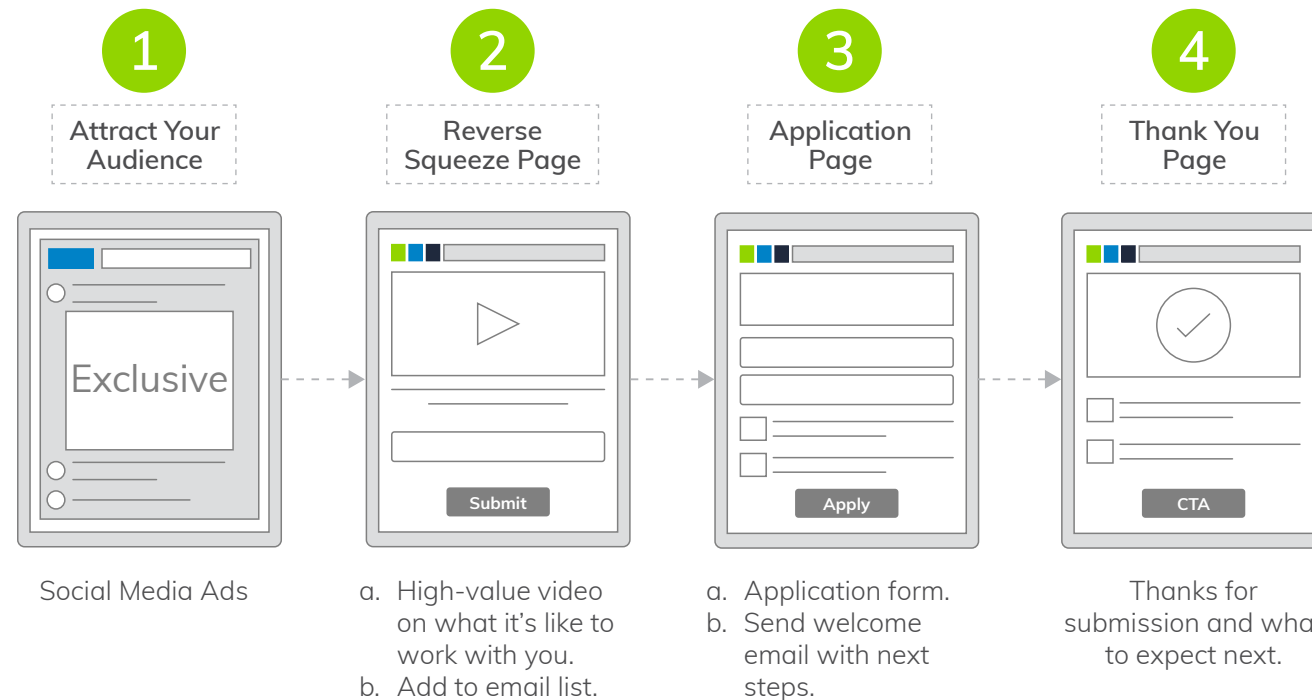
Funnels to Generate Leads (Cont.)

High-Ticket Application Funnels

High-ticket application funnels are designed for expensive or limited products or services with the intention of getting a prospective client to apply access them. **Common business examples** for application funnels include:

- Authors, speakers, and coaches
- High-value, limited-edition products
- Affiliate marketing & **partner programmes**
- Professional services

On an application page, include a video sales letter, social proof, and compelling copy that highlights the success that other people and businesses have had with your product or service.



Types of Online Funnels

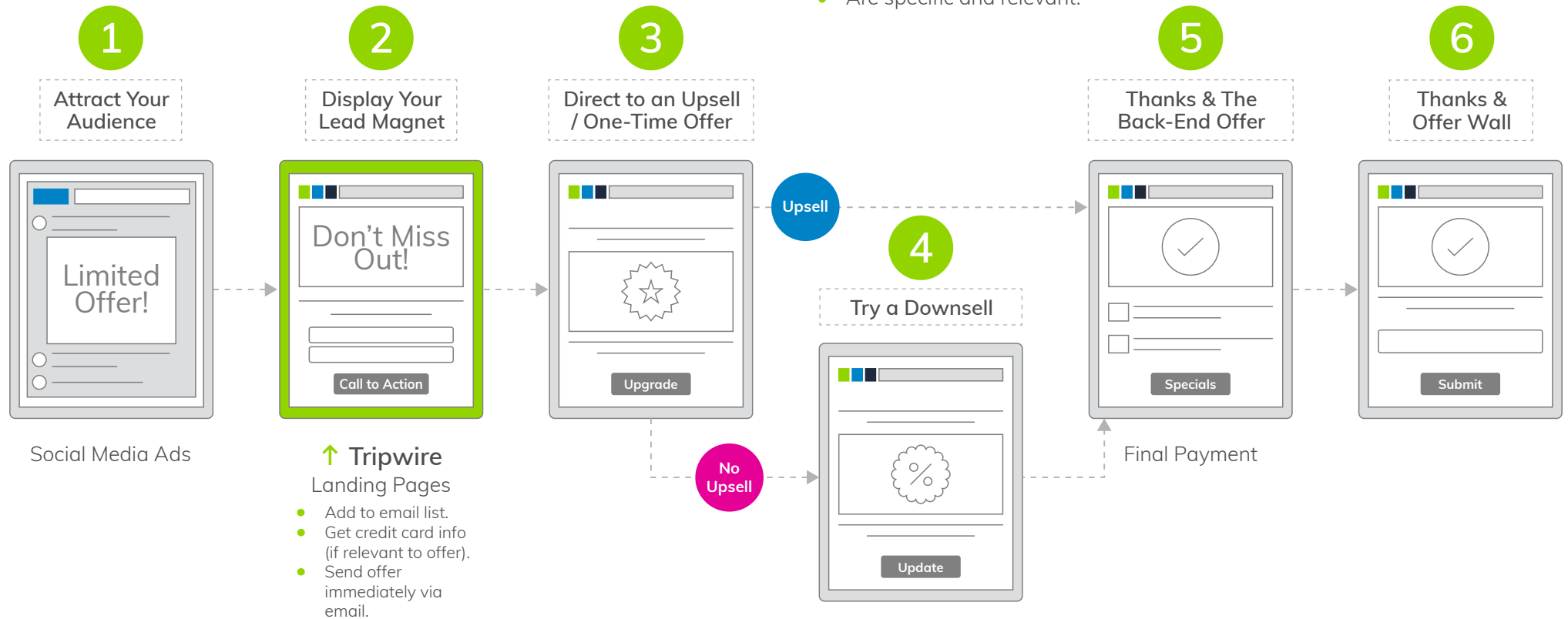
Funnels to Generate Sales

Tripwire Funnels

A tripwire funnel is your **typical online funnel**, where you offer something of value for an irresistible price (or for free) with the intention of upselling a customer further down the funnel. It's a classic example of the value ladder in action.

According to the **Astra WordPress theme creators**, the best tripwires:

- Have low cost and high perceived value.
- Have a high product quality.
- Are useful, but form only part of a greater need (e.g.: email templates that need an email platform to send them).
- Create a sense of urgency.
- Are specific and relevant.



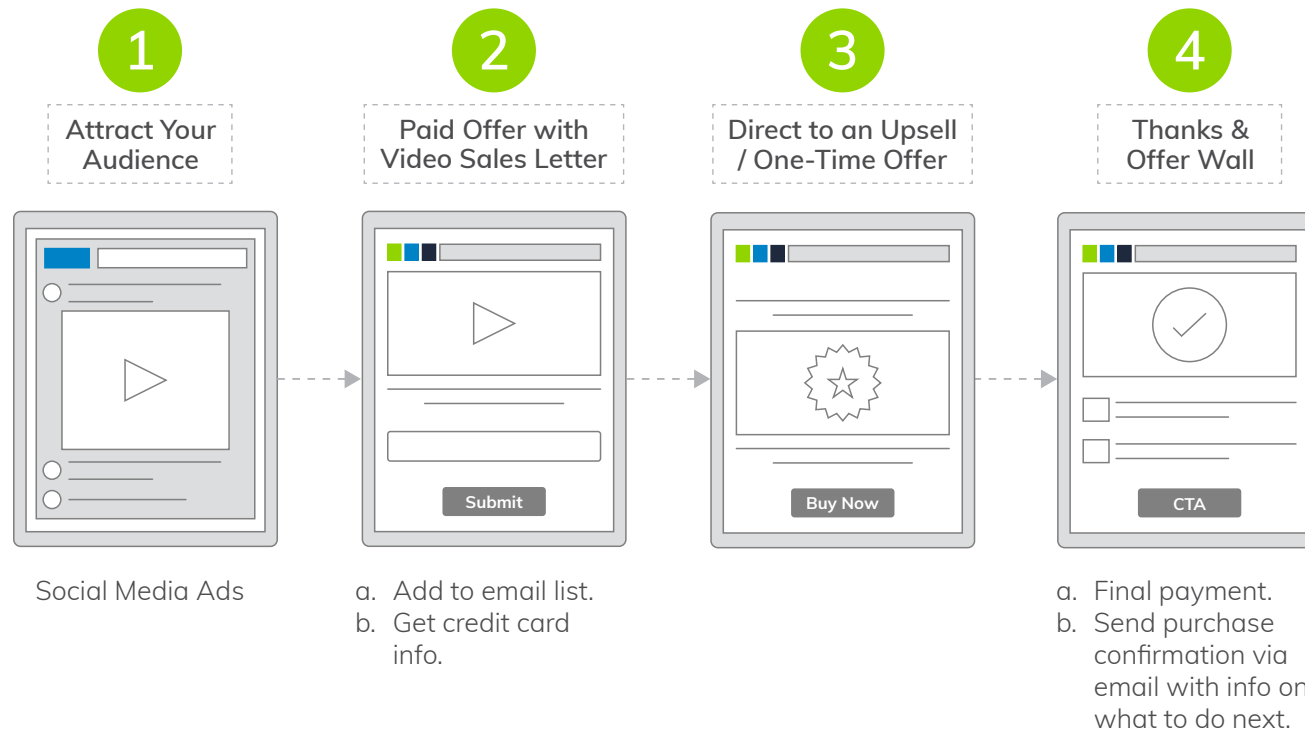
Types of Online Funnels

Funnels to Generate Sales (Cont.)

Video Sales Letter Funnels

Video sales letters are highly engaging videos about your product or service. They're designed to function in place of a real-life salesperson, educating and exciting the viewer about your offer.

Videos like this are particularly valuable for products or services that need more explanation – especially if their perceived value is currently lower than it needs to be. This is what a simple video sales letter funnel can look like:



Here's **why video sales letters are so impactful**:

- They're visually appealing.
- They're engaging.
- They tap into viewers' emotions.
- They're persuasive.

Types of Online Funnels

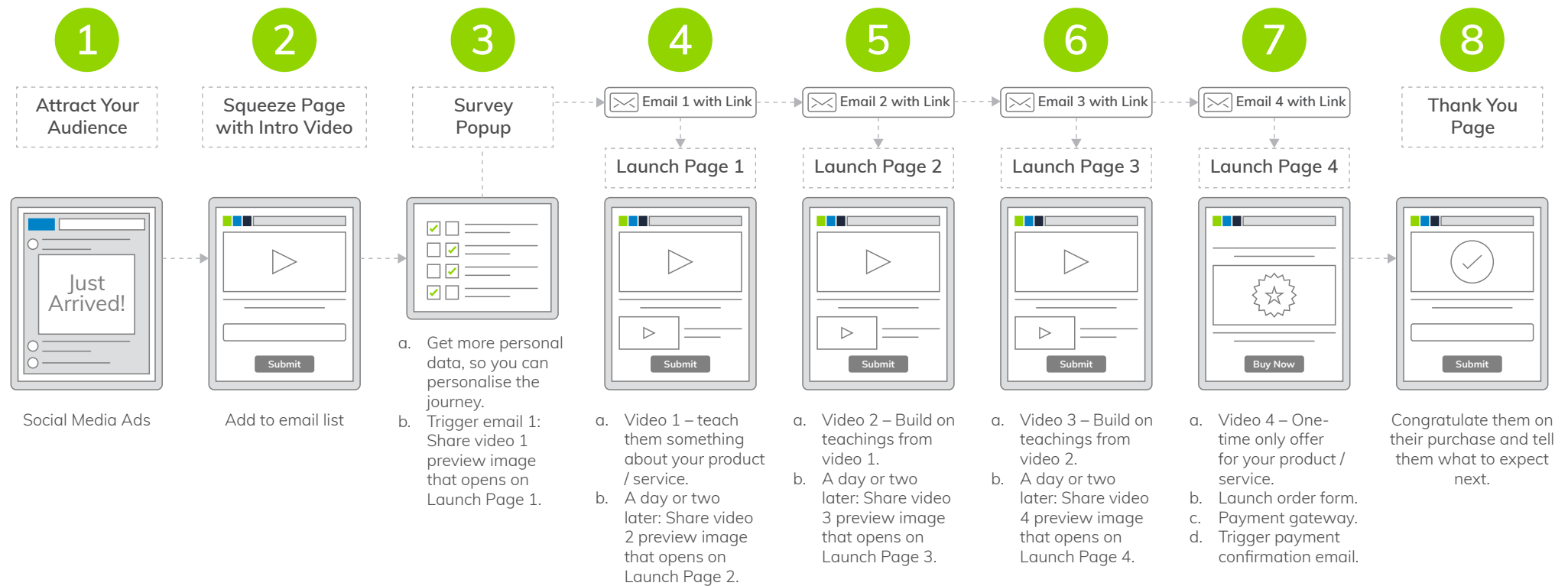
Funnels to Generate Sales (Cont.)

Product Launch Funnels

A product launch funnel, also known as a sideways sales letter, turns your sales letter video into a video-based journey via an automated email workflow. It does this by giving prospects a taste of what's to come in an intro video on the squeeze page and then sends them an email series that drip-feeds the rest of the video series to them over a few days.

A good launch funnel structure looks like this:

Read more about the Sideways Sales Letter in our blog post, [Launch Your Next Product or Service with the Sideways Sales Letter](#).



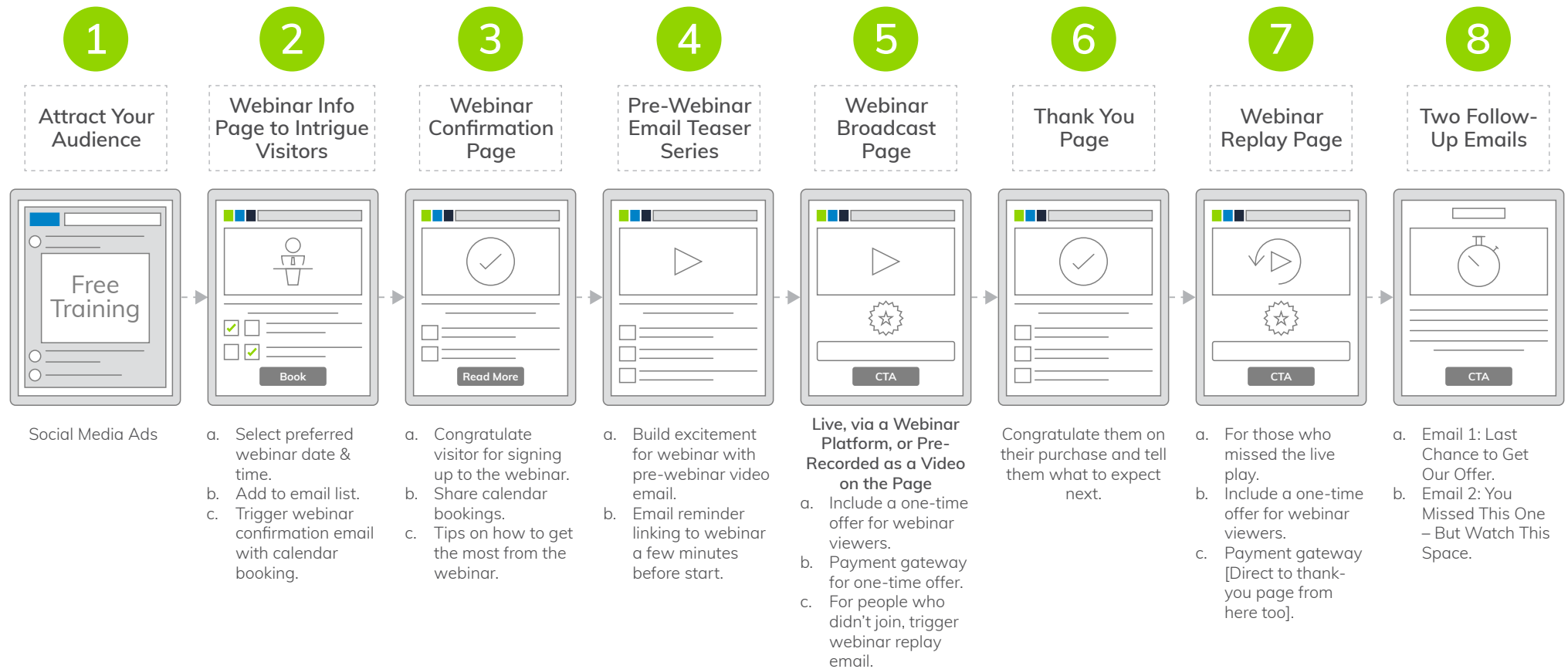
Types of Online Funnels

Read more about webinar funnels in our blog post, [6 Steps to Compiling a Webinar Funnel](#).

Funnels to Generate Sales (Cont.)

Webinar Funnels

Webinar funnels are common on social media and people love them! Why? Because getting a free intro training session to something you're interested in is great. Plus, it's video-based, which usually keeps more people engaged.

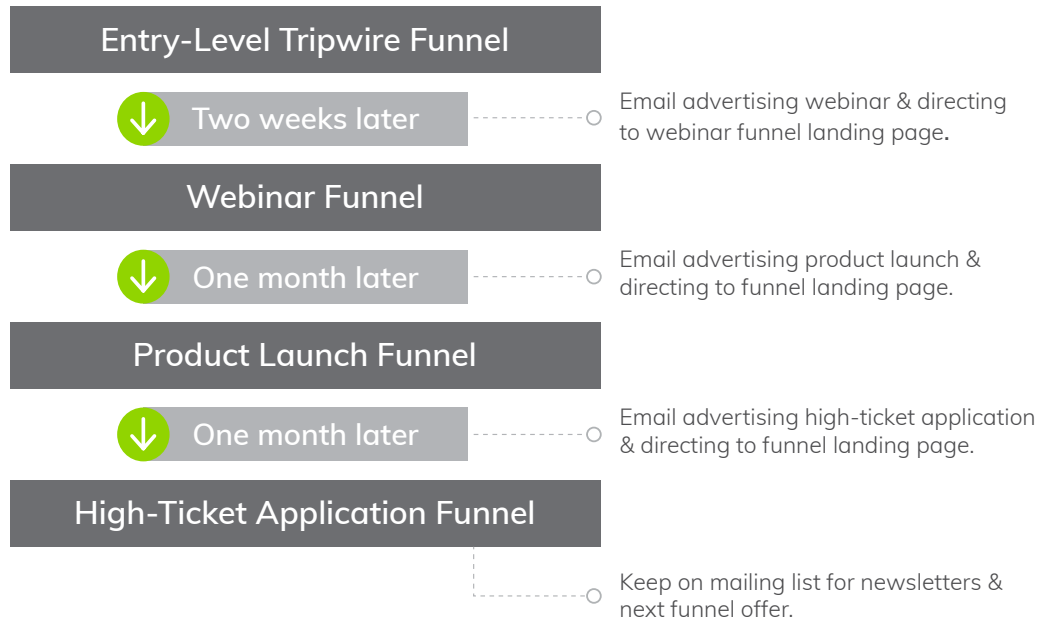


Types of Online Funnels

Funnels to Generate Sales (Cont.)

Funnel Stacking

One marketing funnel is a great solution for one product or service. But if you want to get meaty, you can use your **Yes Ladder** to build a stacked funnel. This builds product onto product, yes ladder onto yes ladder, so people climb progressively from one product or service to the next, with a funnel journey for each.



Stacked funnels nurture leads incrementally, offering them step-by-step value as they progress in their own journey, and keeping them engaged for the next funnel you build; a long-term, business-wide funnel designed to keep clients continuously feeding into your pipeline.



Conclusion

Marketing and sales can work so beautifully together. With automated online funnels and the right email automation software, you can merge them in one seamless journey that runs even when you're off the clock.

In Part 2 of this guide, Online Funnels with Everlytic, we will explain which tools established businesses can use to add funnels to their marketing strategy. These tools should empower you to maximise on the robust and flexible online presence recommended on the [Online Funnels vs. Websites page](#).

Alternatively, chat to an Everlytic consultant today to find out more about how email automation can support your business processes.

[Chat to a Consultant](#)



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