



How to Drive Conversions Using Automated Marketing Funnels

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

Part 2: Online Marketing Funnels with Everlytic



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Part 1: What Funnels Are & What They Look Like

In the first part of this guide we shared:

- What a Sales Funnel is
- What an Online Funnel is and What a Typical One Looks Like
- The Difference Between Online Funnels and Websites, and Why You Need Both
- The Value and Yes Ladders; Psychological Marketing Principles for Increasing Sales
- Funnel Examples for Generating Leads, Sales, Launching Your Next Offer, and Hosting Online Webinars



Introduction

Everlytic is an enterprise-level messaging platform for personalising and automating email, SMS, voice broadcasts (robocalls), and push notifications – at scale.

It's used for businesses that want to automate communication across multiple areas of their businesses, including marketing, lead nurturing, internal communications, training, ecommerce, and transactional communication. With multiple channels being automated in one place, it serves as a powerful communication engine for every part of your business.

When considering online funnels, the Everlytic platform partners best with businesses that need more than just a funnel or a website. As mentioned on the [Online Funnels vs Websites page in Part 1](#) of this guide, the most established businesses benefit from both. Coming up are some of the tools you can use with Everlytic to add funnels to your broader communication repertoire.

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](#)



Top Tools for Online Funnels with Everlytic

Most funnel-building platforms are convenient, but they are limited to just building funnels. They don't integrate with the rest of your website and any messaging functionality it may offer is related only to the funnel – not any other marketing, transactional, or internal messaging your business sends.

This lacks longevity, restricts your flexibility on how you want to show up online, and forces you to use separate isolated tools for your different forms of online presence.

On the other hand, when you build funnels using the same tools you use for your website rather than using dedicated funnel-building software, you can use an email automation platform like Everlytic to automate messaging for both – as well as any other bulk business communication you send. This maximises ROI, gives you flexibility to build online systems the way you want them, and offers room to scale.

Your WordPress Website

A huge portion of websites are built on WordPress – ideally, yours is too. If so, you'll be able to create landing pages for your funnel using your own URL.

Alternatively, you can use Everlytic's landing page builder for this. However, this only allows you to partially customise the URL. For credibility, we recommend using your own URL that's customised for the offer.

The WooCommerce Plug-In

WooCommerce is **the most popular ecommerce plugin for WordPress sites**. It enables any ecommerce business to sell and process online purchases from its website. We recommend using WooCommerce for two reasons:

- It's free and easy to set up.
- It integrates with Everlytic in minutes.

With Everlytic's WooCommerce integration, you'll be able to trigger purchase or abandoned-cart emails as soon as a customer engages in your funnel.

WooCommerce Funnel Plugins

With the right creative team, these options should be sufficient. If you want extra support and templates to speed up the funnel-building process, try the following plugins as well. These are paid-for plugins, but the cost is a fraction of what you'd pay for stand-alone funnel-building systems that don't work in WordPress.

- **WooFunnels**
- **CartFlows**

As these plugins work with WordPress and WooCommerce, they'll integrate easily with Everlytic too; helping you establish intelligent communication structures across your business.

Top Tools for Online Funnels with Everlytic (Cont.)

The previous page covers what you may need from a WordPress side. These are the tools you can use on the Everlytic end.

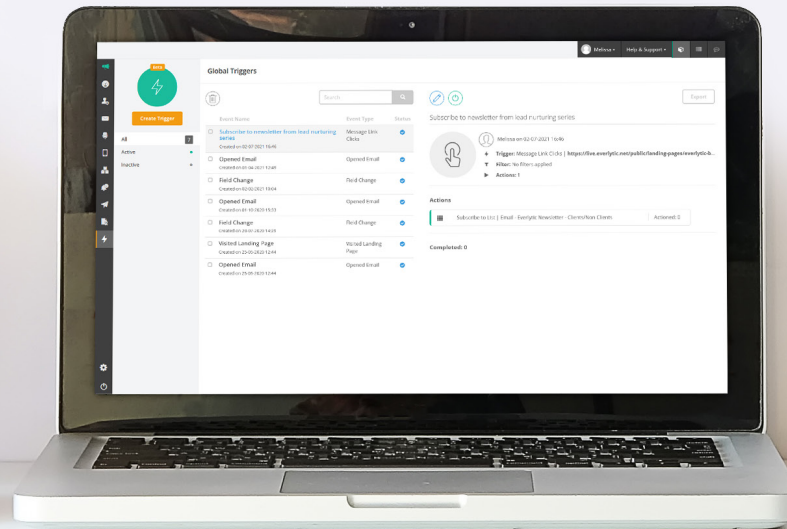
API Integrations

Everlytic integrates natively with WooCommerce for seamless funnel-triggered emails. Don't have or want WordPress or WooCommerce? No problem! Everlytic also has **a massive API library** that your IT people can dig into freely to customise data syncs and messaging triggers from your site.

Global Triggers

Our global triggers give you the ability to trigger messages, journey adaptations, and data updates based on how contacts engage with your messages and, with the right integrations, their purchasing behaviour in your funnels.

Read more about Everlytic's integrations



Conclusion

Online funnels take digital marketing and sales to a new level. With email automation and web tools that function as an extension of your existing website, they can empower established businesses to amplify their online presence and maximise ROI.

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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Visit us at www.everlytic.co.za or [click here](#) to schedule a chat.

