



The Tech Stack

A 3 part webinar series on understanding funnels, lead generation and how this helps secure business growth & success

Homework!

- Decide on the questions you will address in your blog content (perhaps via a team brainstorm session) that your client persona/s is interested in/searching for answers to
- Conduct a content audit on the resources you have already created that can address these questions
- Choose - what ONE opt-on will you create to get started?

What this Webinar will cover

- Landing Page Software - website/email software or a platform like Leadpages
- Automations & Tracking
 - a. what is your email marketing platform,
 - b. are you using it effectively, or just sending out a monthly newsletter
 - c. are you utilising if/then options
- Ads
 - a. Facebook/Google - top of funnel brand awareness (Facebook)
 - b. List building (FB),
 - c. Conversion - Google Ads/Retargeting/LinkedIn

Software Basics

What do you need?

Essentially you need to key tools

- A Landing page/Sign up form
- An email response/series

These items may even be in the same piece of software, they could be your website and email marketing or they could be landing page software and email marketing.

All in one Options

Several Email Marketing platforms now include landing page options into their email marketing systems

- Mailchimp
- MailerLite
- Active Campaign
- Convert Kit
- Ontraport



Simple Landing Page Design

Don't reinvent the wheel & don't make it hard for people to take action

Choose a simple template from these tools that allows you to simply and clearly get to the heart of why people should sign up!

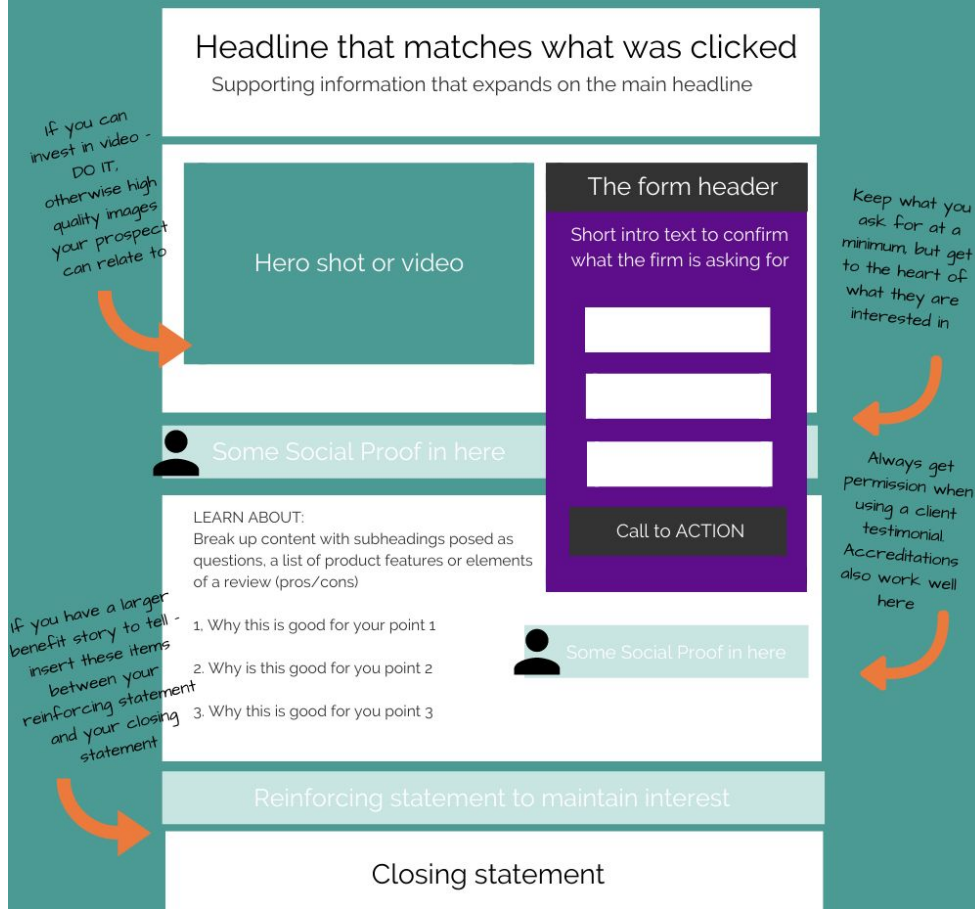
Key components are

- Headline
- Benefits
- Social Proof
- CTA

Key Components

Most landing page templates include these key components and the templates you can choose are also design for rapid deployment.

Let's look at a few examples





Software specific solutions

Let's look at leadpages - but there is also instapage, unbounce, hubspot

- Pros and Cons
- Cost
- Integrations

What about your own site?

Get your web developer to build a specific landing page template to use.

- Pros and Cons
- Cost
- Integrations



Email Marketing Options

What is the sequence of events?

It is always the same.

Thanks and here is your thing (immediately)

How did you find the thing? We think this is particularly important for a business like yours

(ps if you want to chat, click here) (a few days later)

Insightful extra tip and now you need to book an appointment

(ps in the interim you will get regular updates from us on this important topic plus others) (a week later)



Software specific solutions

This is where the true power of email marketing is unlocked.

In Automations/Timed Sequences and triggers.

Let's look at Mailchimp, MailerLite, Active Campaign

So how do we kick off
the process?

Organic Options vs Ads

Your website and all of your content should form part of your lead generation process.

- Blog content
- Normal Emails
- Social Media
- Service Pages

Make sure you think about the purpose of the content on your website,

- Who is it for (audience)
- Why do they care (needs)
- What should they do next? (funnel)

Organic SEO is the slow burn

- Think about keywords
- Page Titles
- Headings
- Graphics





Ads is more the raging fire

It's how you get your message to a wide array of interested parties - much faster!

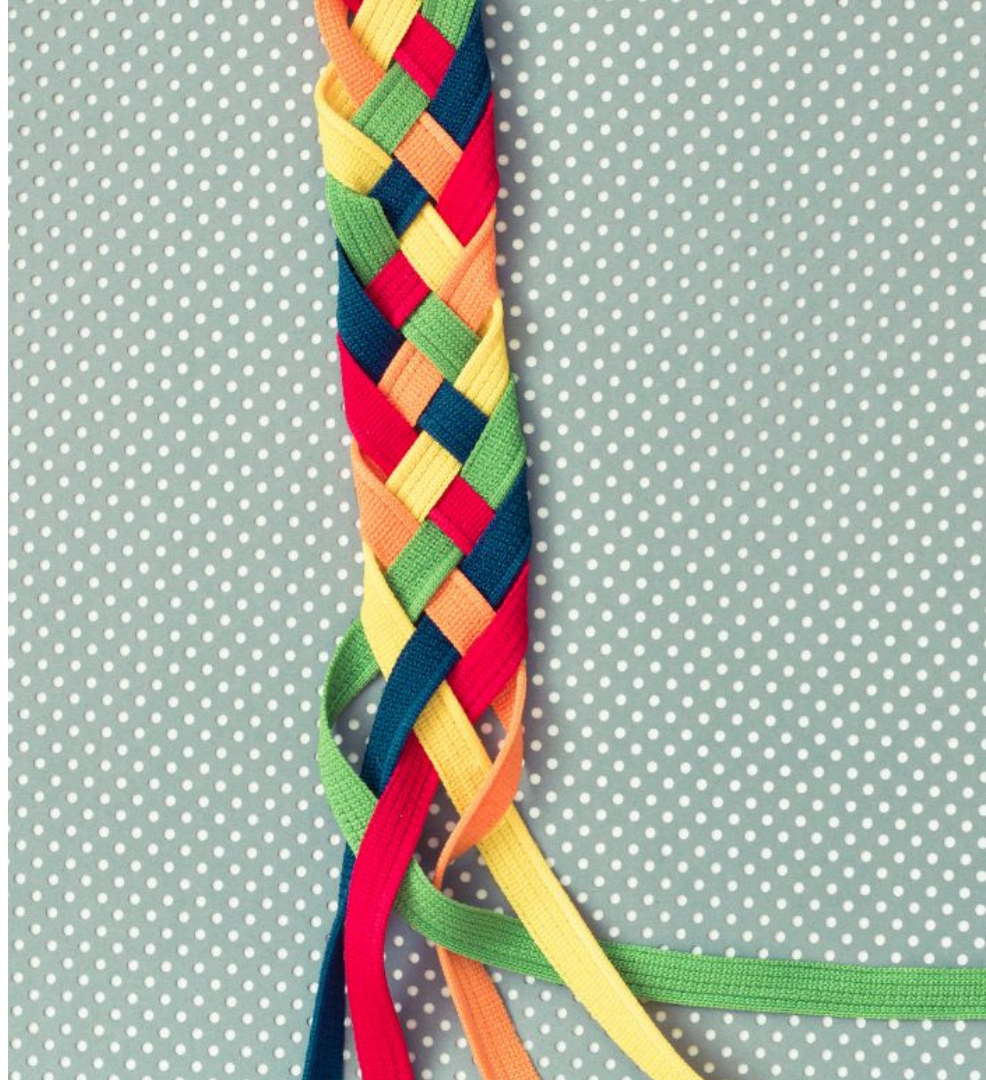
Facebook Ads - Facebook Lead Gen Forms

Google Ads - Send people to your landing page

LinkedIn - Expensive, not recommended for lead generation

Integrations

- Zapier - Website/EventBrite - List
- Built In Integrations - Plugins/Software Tools/Embedded Forms





Tracking Behaviour

Embed appropriate tracking tools into your website to monitor behaviour

- Facebook Pixel
- Google Remarketing
- Tracking Codes for your email software

Bring in the Experts!