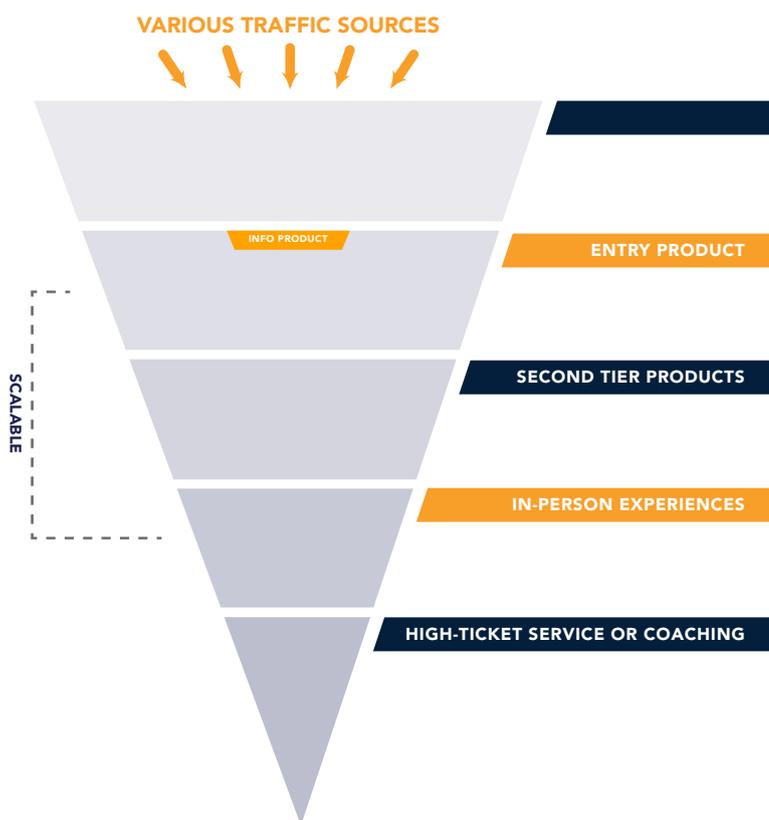


YOUR FUNNEL CHECKLIST

automate
 & win



What is a funnel?

A marketing funnel describes your customer's journey with you.

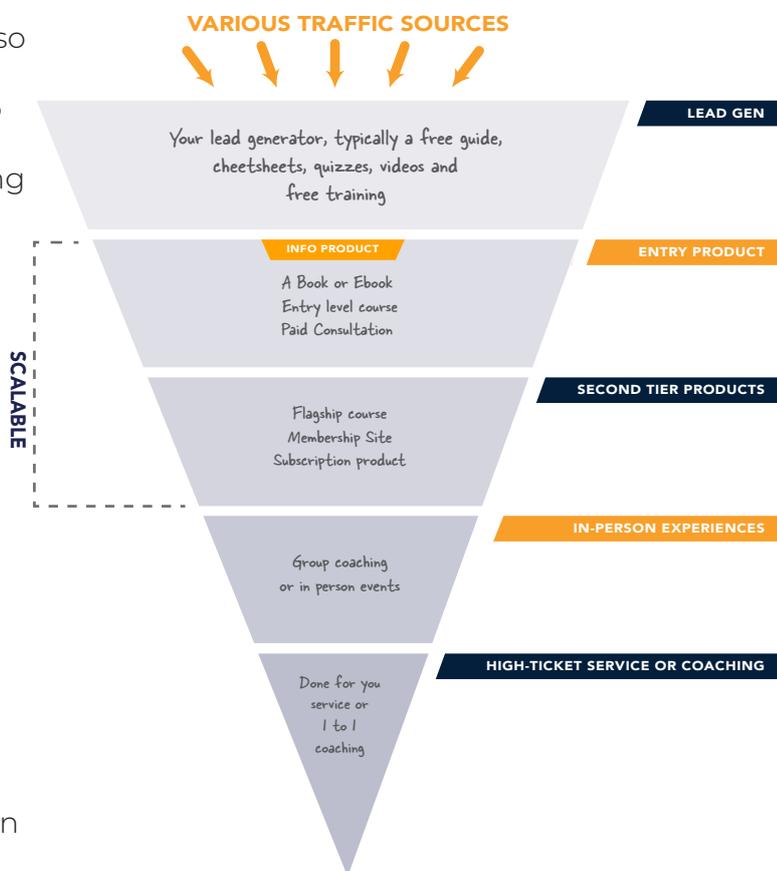
From the initial stages when someone learns about your business within lead generation, to the purchasing stage, marketing funnels map routes to conversion and beyond.

When set up properly, a marketing funnel lets you know what your business must do to influence consumers at certain stages. By analysing your funnels, you can drive greater sales, find more loyal customers and gain stronger brand awareness.

What are the benefits?

Understanding the fundamentals of the marketing funnel is not difficult. There are so many benefits to a marketing funnel. This means if you can apply a proper strategy to every step, it can help you to reach your goals faster. The primary benefits of marketing funnel are:

- Increase sales through personalized nurturing of leads
- Provide detailed insights on the leads' behavior, easier for the sales team to close deals
- They can be automated – saving process time and effort.
- Create awareness and trust among your leads, helping you create a brand value
- Fewer errors due to less human intervention since the system can be automated





Where do your traffic sources come from?

- Facebook ads Google ads Twitter
Instagram Referrals SEO
Local Directories

Track your metrics

	Week 1	Week 2	Week 3
Number of Leads	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cost per lead	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cost per result	<input type="text"/>	<input type="text"/>	<input type="text"/>

The checklist

Create a landing page

Your notes

Create a thank you page

Your notes

Automated follow up email series

Your notes

Create a compelling offer for new prospects

Your notes

What should a lead magnet include?



Are you offering valuable content: eBooks, Guides, Webinars, Industry Case Studies, Latest Industry Research, Templates, Free Tools, Trial Subscriptions (One or two of these will do)

Does your free high value item go with the concept of your main product or service? for example, a free CRM for a business automation company

Your lead generation landing page

Image of Lead Magnet

A submission form or pop up

Description of Lead Magnet

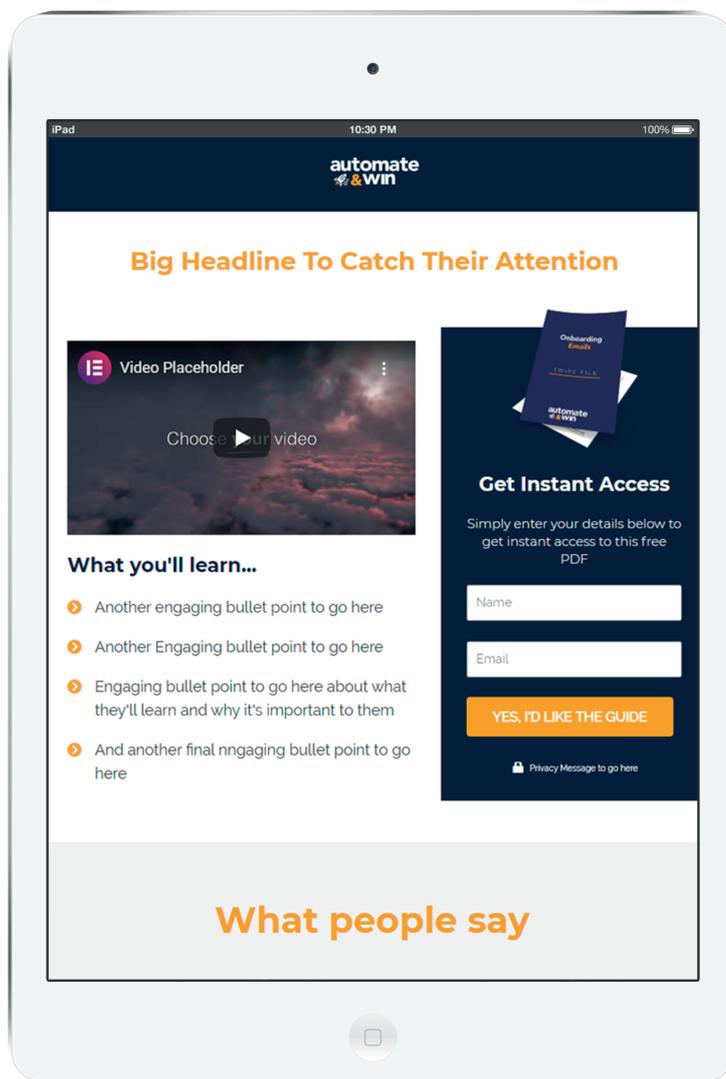
A killer headline

A killer subheading

Customised submit button

Testimonials

Is it mobile optimised?



Your notes

Ideas? Jot em down below



Your notes

Need A CRM?

Claim yours now
FREE for 3 months

Get world class marketing automation software to help you to build your growth funnel set up, generating leads and closing sales for you

To Get Started, Go to.....
www.automateandwin.com/mycrm

Plus these added bonuses +

- + We'll set up your account for you
- + A 20% lifetime discount after 3 months
- + All our best automation templates are added directly to your account for you
- + Free Access to our Automate & Win Academy training library
- + A free automation strategy call with one of our marketing automation experts