

How to Build a High-Converting Marketing Funnel [Infographic]

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Follow these seven steps to consistently attract and convert more customers by building an automated **marketing** funnel.

"Before you do anything else, get really specific on your solution and the audience it's for," suggests [ELIV8](#) in the following infographic. "Otherwise, you're doomed to fail before you even begin."

The next step is to choose your traffic source, such as paid ads, SEO, content **marketing**, **social** media, email **marketing**, and local search.

The third step is to "create a highly specific, irresistible offer that you can give to people in exchange for their contact information," states Eliv8. "Lead magnets are usually offered on landing pages that are optimized to convert even cold traffic."

To find out the next steps in about building an automated **marketing** funnel, see below infographic.

HOW TO BUILD A HIGH CONVERTING MARKETING FUNNEL

Want to **maximize the growth potential** of your business? Here's a **7-step formula** you can use to consistently **attract and convert more customers** by building an **automated marketing funnel**.

STEP 1

Product/Market Fit

Business is simple, we're paid to solve people's problems and move them to a desired "after" state. So before you do anything else, get really **SPECIFIC** on your solution and the audience it's for. Otherwise you're doomed to fail before you even begin.

PRODUCT/MARKET FIT

STEP 2

Choose Your Traffic Source

Traffic is the easy part. There are businesses like Facebook and Google waiting to sell you targeted traffic. But the truth is, traffic is worthless unless the rest of your funnel is built and optimized to convert.

TRAFFIC SOURCE

STEP 3

Offer A Lead Magnet

The best way to get more qualified leads is to create a **highly specific, irresistible offer** that you can give to people in exchange for their contact information. Lead Magnets are usually offered on landing pages that are optimized to convert even cold traffic.

LEAD MAGNET

STEP 4

Offer A Tripwire

A tripwire is an **irresistible, low-ticket offer** that changes the relationship from lead to customer. Your goal here is to acquire as many buyers as possible. Why? Getting money from someone the 1st time is hard. The 2nd time they're far more likely to give you money.

TRIPWIRE

STEP 5

Offer A Core Product/Service

Now that you've already had two successful transactions with buyers at this stage, it's highly likely that they're also interested in your **Core Offer**. All of a sudden, selling your products and services becomes a lot easier.

CORE OFFER

STEP 6

Offer A Profit Maximizer

Introducing 1-click upsells, cross-sells, bundles, high-ticket items and memberships to your loyal customers can significantly increase the average transaction value per customer and the average customer lifetime value.

PROFIT MAXIMIZER

STEP 7

Create A Return Path

What happens when someone says "No" to an offer in your funnel? You need to bring them back using a Return Path. The goal is to have frequent, strategic communication with prospects and buyers that causes them to revisit your website and/or buy again.

RETURN PATH

CONCLUSION

It's important you **don't skim this guide** then pop over to Facebook. If you want **achieve the income (and freedom)** you deserve, then **take action** and start optimizing your **marketing funnel** today!

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REFERENCE

Ryan Deiss. "Customer Value Optimization: How to Build an Unstoppable Business". Digital Marketer (2015). Web.

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