


## FUNNEL CREATION

ATTRACT LEADS - NURTURE YOUR LEADS - COVERT LEADS

# YOUR SALES FUNNEL

This is the most important part of the course, your sales funnel will directly impact your cashflow, your ability to grow the business and your confience as a professional and entreprenuer. An online sales funnel is completely automated and when your funnel is working like a well oiled machine you will wonder how you ever lived without an online marketing funnel. Let's look at my reciept when creating a high converting advertising funnel.

### ATTRACT

You want you ads to attract new clients, to grow brand awareness and to grow your company's online presence.

### NURTURE

It is one thing to capture someone's attention for a few seconds, it is another to build trust and rapport online. You want to nurture your current clients and potential new clients.

### CONVERT

We want our campaigns to convert into views, emails, phone numbers and ultimetly new clients.



# YOUR FUNNEL HAS 3 MAJOR COMPONENTS

## 1. TOF - Top of funnel

The TOF is the ads which reach a cold audience, an audience which are not familiar with you or your brand.

## 2. MOF - Middle of funnel

These ads are seen by people who have engaged with your business in some way. Either seen an ad, liked your page or visited your website. These users are a warm audience or lead.

## 3. EOF - End of Funnel

The end of the funnel is where you convert. This is the stage where you have had multiple touchpoints and convert a user into a new client.

NEW CLIENTS
NEW FOLLOWER
NEW LEAD




NEW LEAD

Hopefully the funnel concept makes sense now.

It is imperitive you understand how your funnel works so you can:
- Value every lead and respond to them promptly
- Ensure each lead cost is competitive and you are not overpaying
- Grow your Facebook insights and data which will continue to help you with your targeting (even if your campaign does not perform well).

# LET'S CREATE YOUR FUNNEL

First you need to create your TOF ads, at least two ads that you can split test against each other. Your TOF ad should be giving something in exchange for information. For instance an E-book in exchange for a name, email and optional phone number. You might offer a freebie or have a flash promotion.  At this stage you would not be asking for a sale as the user does not know or trust you. It's like asking a random person for their phone number without a conversation.

Don't forget to refine your copy and your winning ad, assuming you have run two ads to determine which performs better for the lowest ad spend. You may find yourself tweaking your ads for many months, which is normal. There is a lot of trial and error with ads as not two campaigns or audiences are the same.

Next you repeat the process, however you are adjusting the copywriting and images or video for a warm audience. This is where you can start retargeting those who took action on your last ad, or those who have visited your website. You can also re-target people who clicked on your call to action but did not engage.

The third process is your TOF, these guys are piping hot, they know you, they keep engaging with you and they want to buy from you. These ads have a strong call to action. This is where you start to see the true value and exponential growth opportunities with online advertising.





# MUST HAVE'S TO SUCCEED

## LEAD MAGNET

Catching and converting a user who may be a loyal client to a chain clinic or competitor is no simple task. Your Lead Magnet needs to be strong, tempting and provoke emotion.

## PIXEL CODE

A pixel is a tiny piece of code typically designed to blend into your site or email design to detect site visitors or email openers. After it's implemented, it allows website operators or email senders to gather information about its website audience, including: What pages they browse.

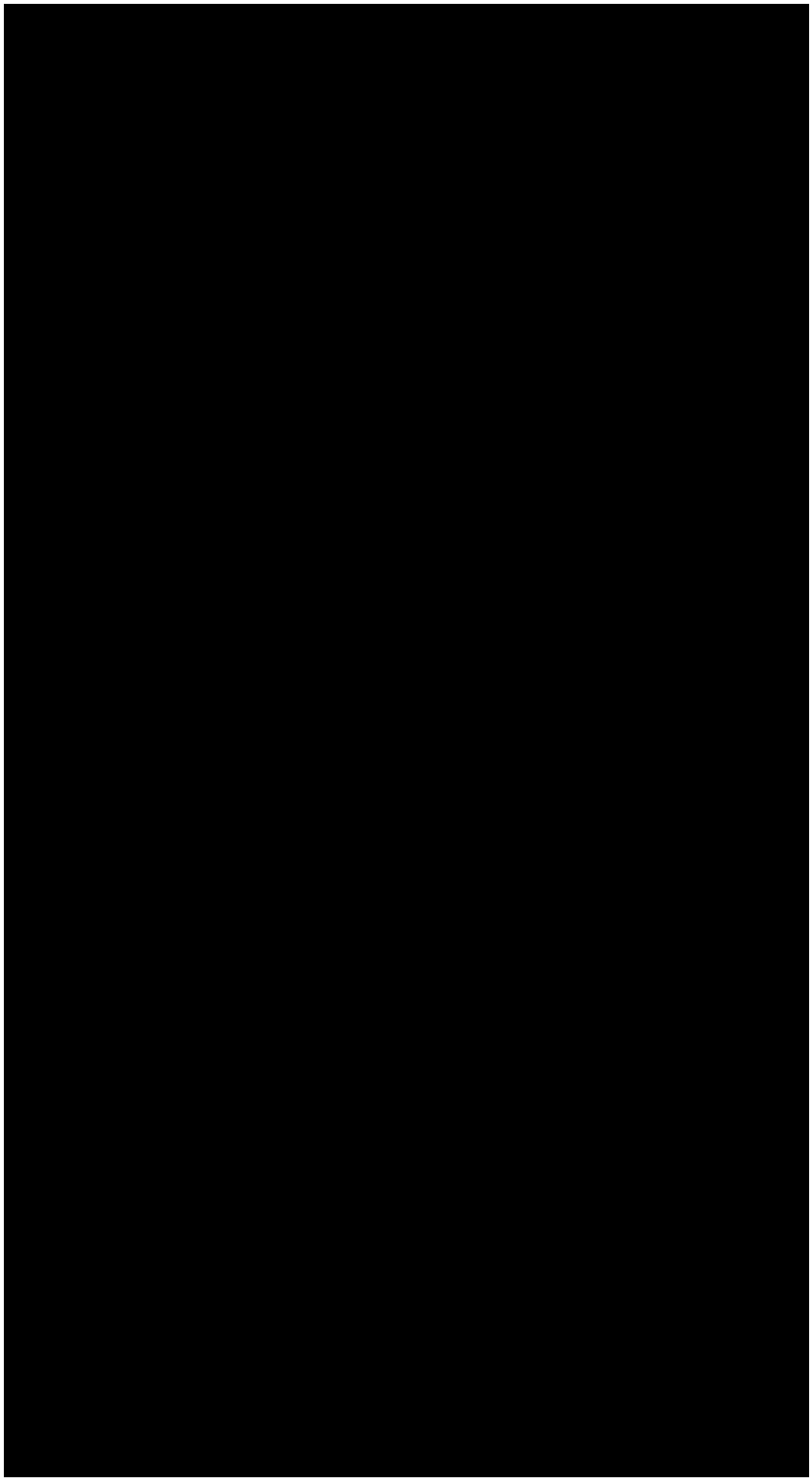
# TIPS

**Video Views (strongly recommended)**
This is the best way to introduce your brand, videos are eye-catching and it is just human instinct to look at moving objects.

**Real Case Studies**
People love a true story and authenticity. Sharing a real life case study can be challenging due to regulations, however there are ways around to share your success stories.

**Consistency**
If at first you don't succeed, do not go in the opposite direction. You cannot promote yourself as a bespoke high end clinic one day and then a discount clinic the next. Keep true to your core values and adjust your copy and or images.



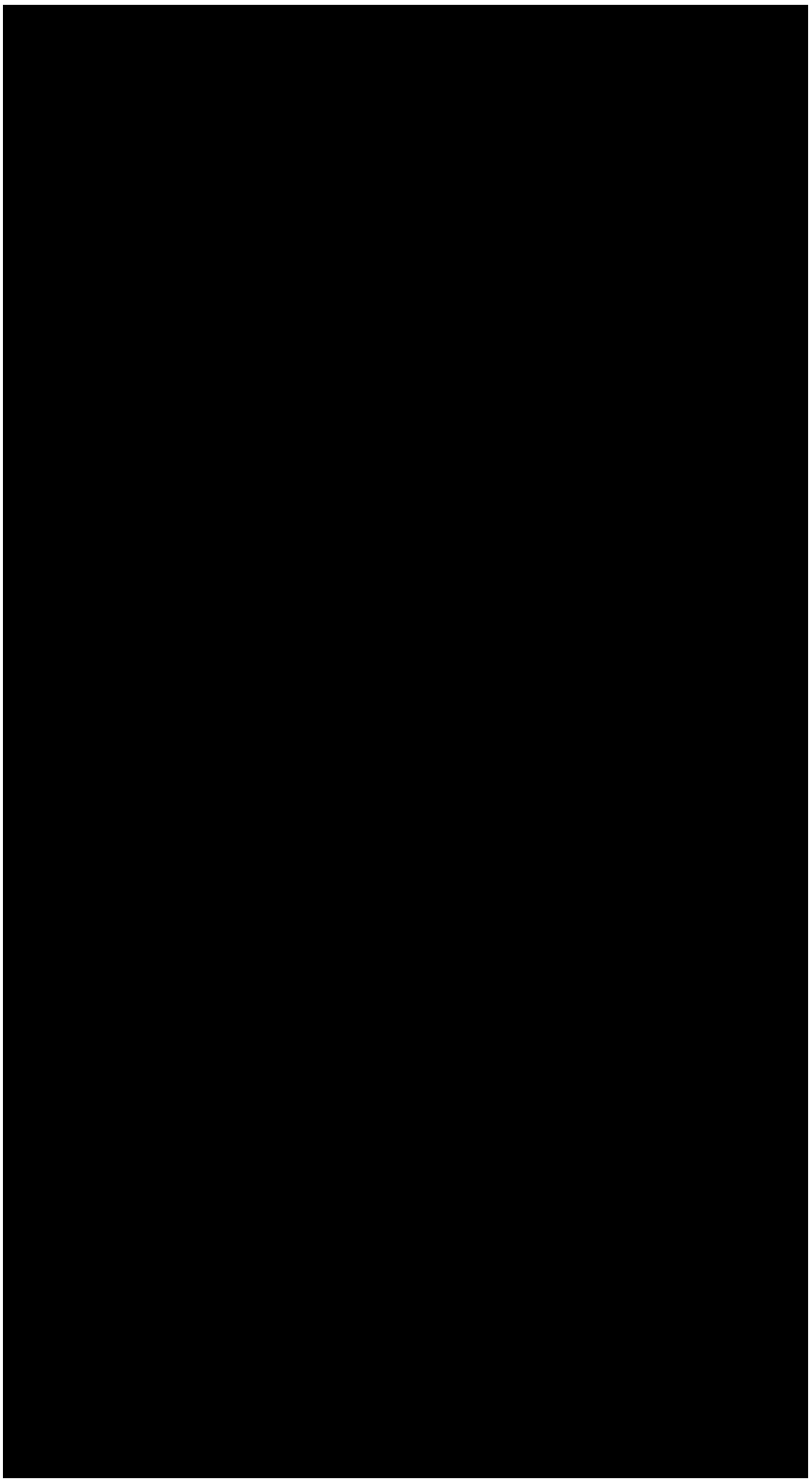


# STEP BY STEP

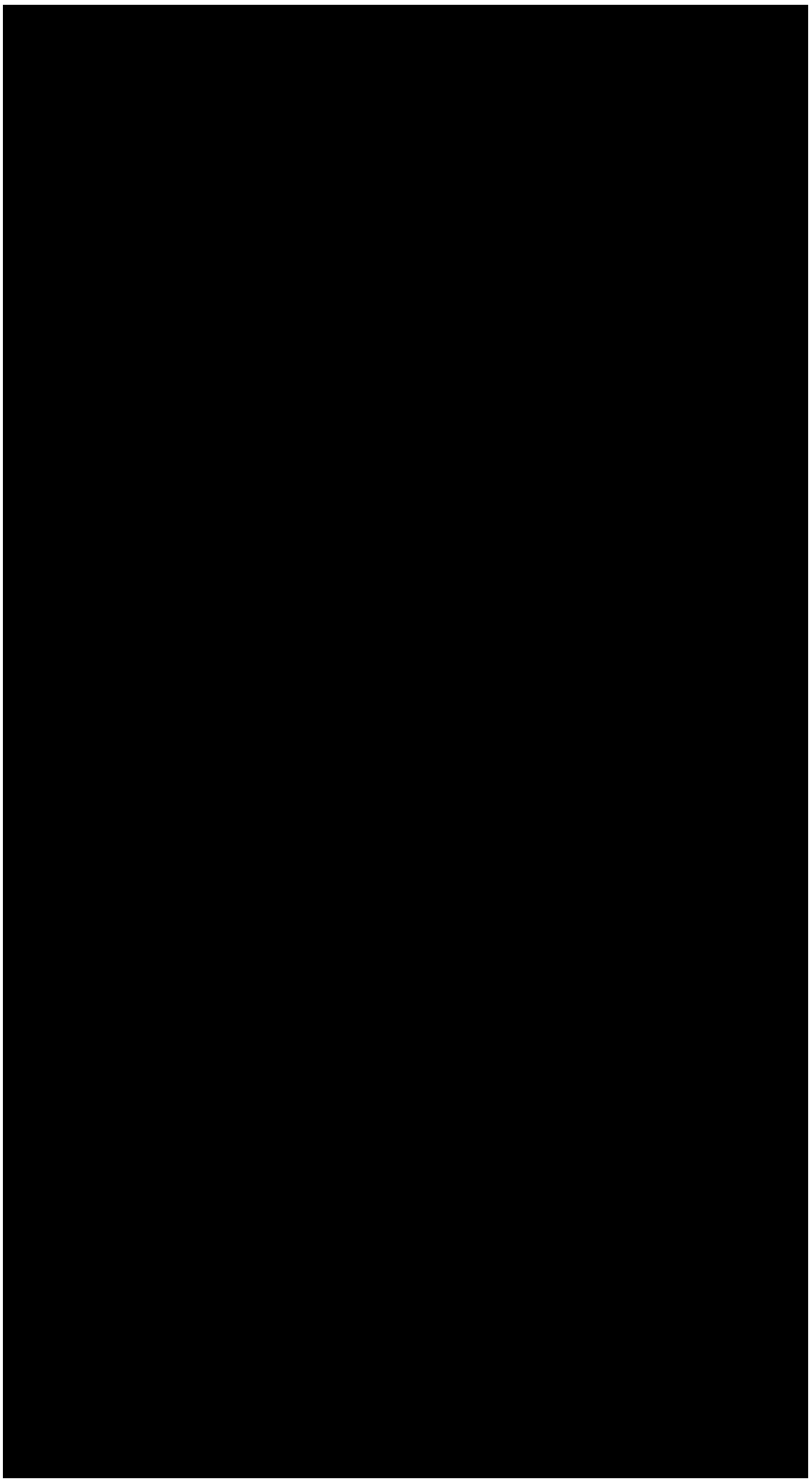
**Top of funnel ad**

We used rapid fire testing of 14 different creatives in 2 different Ad sets (Lookalike & Cold Interests - Aesthetics, Beauty & Ageing)

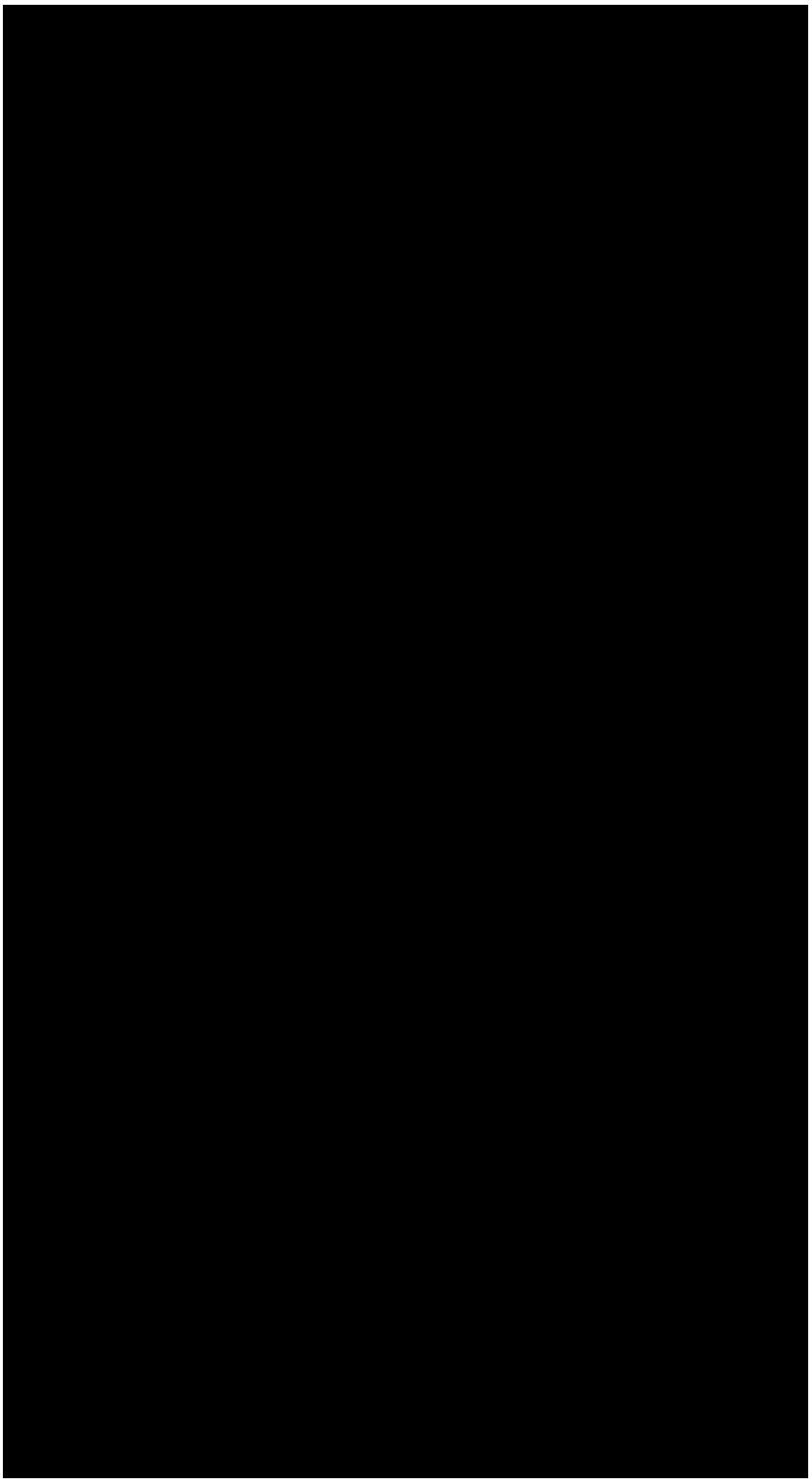
# STEP BY STEP: CREATIVE TWO

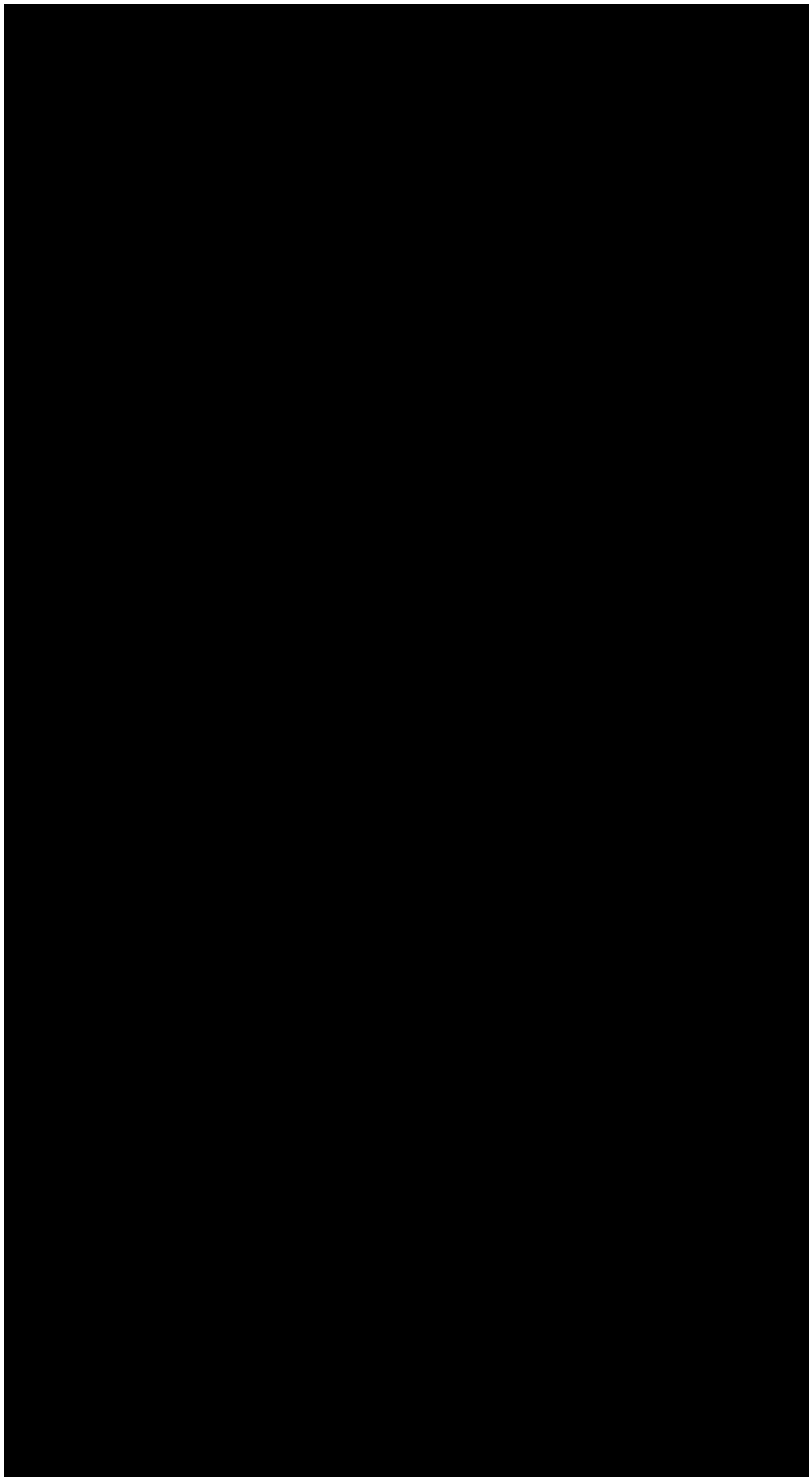


# STEP BY STEP: CREATIVE THREE



# STEP BY STEP: CREATIVE FOUR

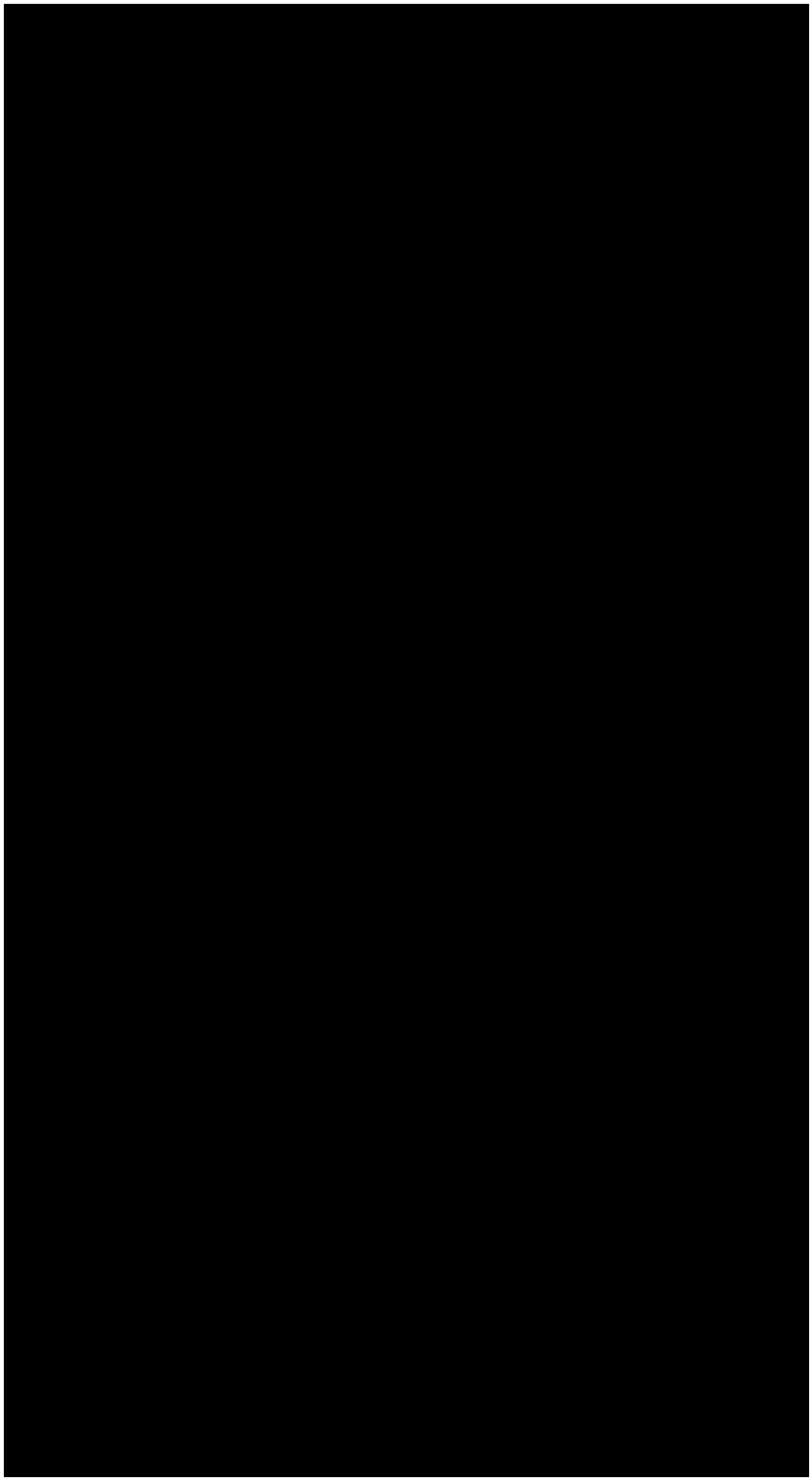




# STEP BY STEP

**Remarketing Campaign**

We used the most liked Instagram post, as well as used Before & Afters in the comments section to get around Facebook's ban on advertised B&A's as the main image.



# STEP BY STEP

**Remarketing Campaign**

Will change out these creatives fairly often to keep it fresh for the warm audience as well as seasonal creatives.

**Testimonals are ban for those who are AHPRA registered, however if you are in beauty they are a powerful tool:**

## TAYA SMITH SAID....

★★★★★

This space is where you add an image of your previous client and their testimonial, make it simple, informative and intriguing. Testimonials also compels your readers to take actions.

## TAMMY MARTIN SAID....

★★☆☆☆

When a client posts a negative review, always tread carefully, dont automaticall react and delete. You can utilise the opportunity to respond professionally which others will see. You could rectify the situation and it is more authentic to have good and bad reviews than all good reviews.



# THE WORKSHEET PAGE

Start thinking about your funnel and map out the client journey.

## WHAT IS MY LEAD MAGNET GOING TO BE?

## WHAT ARE MY KEY MESSAGES?

## HOW WILL I NURTURE MY LEADS?

# LIST OUT YOUR COPY

THIS IS WHERE YOU BRAINSTORM YOUR ONE MINDBLOWING CAMPAIGN. REMEMBER YOU ONLY NEED ONE GREAT FUNNEL TO SIGNIFICANTLY GROW YOUR BUSINESS.

# CONGRATULATIONS!

You have taken the first step in understanding online advertising campaigns. I also have a PDF of more examples for you to download and utilise in building your campaign.

You may decide to outsource your advertising, however if you do decide to engage an expert your new insights will help you to:

- Hold your marketer accountable
- Understand what is happening and what is working (or not working)
- Appreciate the value of the leads and ensure your staff are converting every enquiry.



# AESTHETIC COACH

ATTRACT | NURTURE | CONVERT

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