



# THE ABSOLUTE BEGINNER'S GUIDE TO

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## Converting Website Visitors into Sales Leads

REVITAL  
AGENCY

# SO YOU WANT MORE SALES? YOU NEED A CLEAR SALES SYSTEM.

Lead generation is the act of converting potential buyers into paying customers.

Selling products and services online should not be a mystery. In fact, when you take a closer look at how top companies manage sales online, a pattern begins to unfold. You see that there's a method to lead acquisition and customer conversion. It's not about shouting out into the crowd, but about targeting your audience and applying a clear sales system with intent.

Your digital marketing campaign and sales system should work together at each step of the way from beginning to end.





# CONTINUOUSLY INFLUENCE YOUR CUSTOMER'S FINAL DECISION



In the same way that a novelist weaves the scenes and each character's actions into the overall purpose of the book, plot, and final resolution of the story, so too should your digital marketing efforts continuously influence your customer's final decision to buy at the close of your sales system.

If the direction of your story is lacking at one step along the way, then you risk them putting down the book altogether.



# YOUR DIGITAL MARKETING EFFORTS INFLUENCE THE CUSTOMER'S DECISION

A sales system outlines the story of the sale at each step, and your digital marketing efforts influence the customer's decision to advance forward to the next step until finally reaching the decision to buy at the end. This is a closed marketing and sales system in which the outcome, and the steps it takes to lead to the final outcome, are set up and defined as clear and concise as possible in order to generate the sale.

There's more to selling products and services than meets the eye.

Before you ever begin selling products/services, you need to establish a solid foundation and direction with your digital marketing efforts to match the process of your sales system.



**Increase Sales  
with a Sales System**

# BRAND (WEBSITE, BRAND IDENTITY, LOGO)

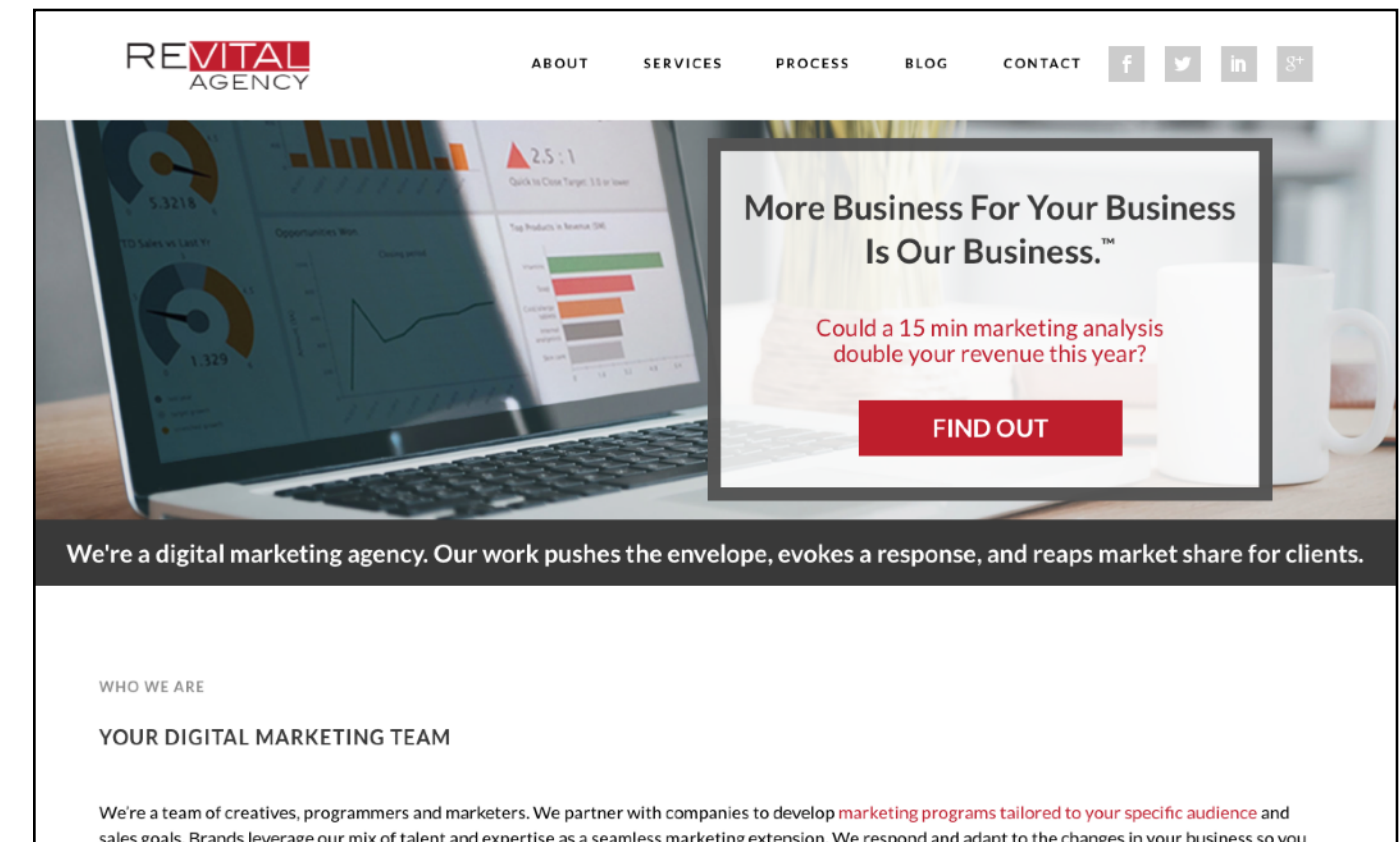
What separates your target audience from the general population? Branding that speaks to the right people – your customers.

Every aspect of your brand is a chance to find and convince potential customers to buy. Set the foundation for customer conversion by building presence online with your website, brand identity, and logo.

**Your website should act as a sales conversion factory where potential buyers and leads become paying customers.**

Your brand identity pinpoints the personality of your company and defines how you wish to present yourself as well as be perceived by others. Your logo helps customers remember you with a visual signature.

These three aspects of your brand should be set in place before initiating lead generation.



**“PEOPLE DON'T BUY WHAT YOU DO;  
THEY BUY WHY YOU DO IT. AND WHAT YOU  
DO SIMPLY PROVES WHAT YOU BELIEVE.”**

— Simon Sinek

# MESSAGE (CALL-TO-ACTION, UVP, DESIGN, CONTENT)



## What causes your audience to leap into the sales funnel?

The second step in setting the digital marketing foundation for success is to define a clear message and stick to it. This stage of the game calls for some research into what makes your customers tick. With a closer look at the industry, you may be able to define the biggest challenges for your customers. These are triggers that light the fire beneath your customers or give them the “go-ahead” nod to buy.

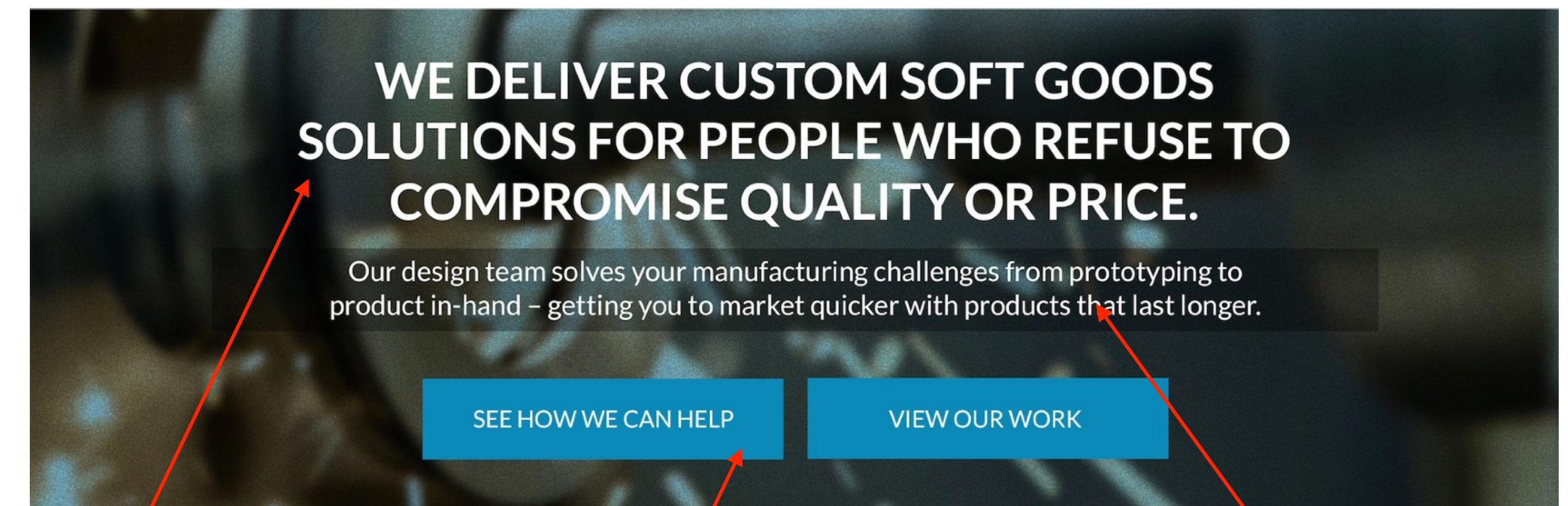


# FOCUS ON YOUR CUSTOMER'S PROBLEMS, AND OFFER A SOLUTION.

The best Call-to-Action cuts right through the crowd by speaking to the issues of potential customers. Then you follow up with a Unique Value Proposition or UVP that supports your message. The best UVP is a tagline that delivers a condensed version of the benefits in your products/services. Keep it short and sweet.

The last step in manifesting a clear message is design and content. People respond to patterns they can easily connect in the mind. The less effort it takes to understand the pattern you're trying to create, the easier it will be to connect with them and sell your products/services.

This is where you need to tighten up your brand identity and repeat this message/pattern to continuously manufacture quality content in the form of blogs, videos, graphics, social media blurbs, and alluring web design.



TAGLINE

CTA's

UVP



# CONNECTIONS (SOCIAL MEDIA, EMAIL CAMPAIGNS, WEBINARS, NEWSLETTERS - COLLATERAL)

## BUYER PERSONA 1 - JANET

**BACKGROUND:**

- Sr. Asset Manager - 4 years with firm
- Formerly a realtor for 6 years - Has finance degree
- Divorced with 2 children

**DEMOGRAPHICS:**

- Female
- 34 years - 48 years
- \$68k - \$102k annual income
- Rural

**IDENTIFIERS:**

- Very savvy and well-organized
- Conservative and price conscious - likes deals
- Computer literate - utilizes email and some social media
- Very political and well-informed



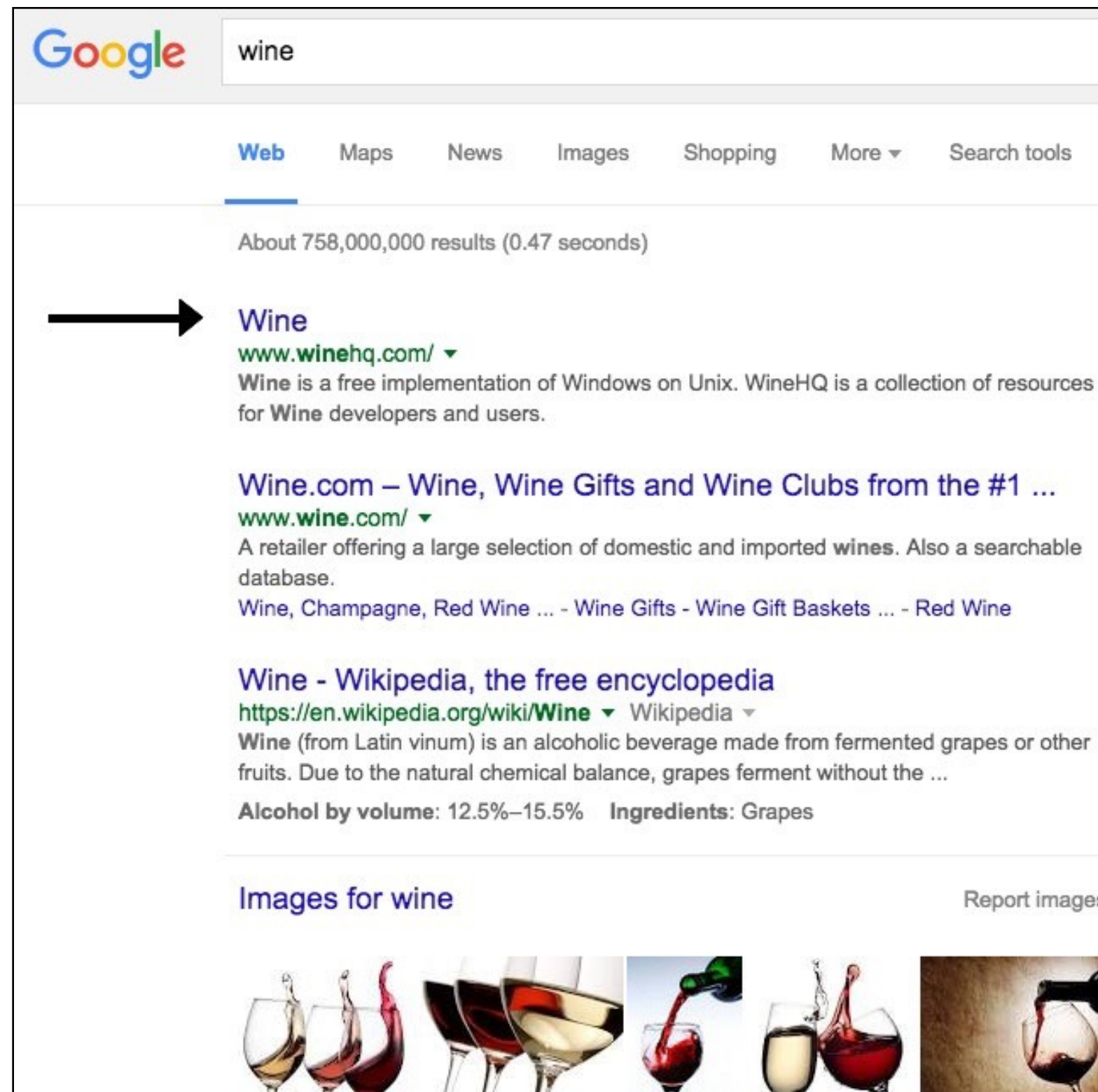
## Where are your customers, and how do they connect with you?

This part is where you can begin to narrow down your “ideal customers” by capturing demographics and targeting an audience.

The manner in which you make connections with potential customers varies drastically and depends on your industry. For instance, location, age, and social media platforms or communication networks used by the people in these demographic areas should be high on the list when planning your mode of attack. Always do your market research before setting up shop.



# CONNECTIONS (SOCIAL MEDIA, EMAIL CAMPAIGNS, WEBINARS, NEWSLETTERS - COLLATERAL)



Making a connection online is not possible without proper SEO or Search Engine Optimization. That's because 3 out of 4 your potential customers conduct an online search when inquiring about new products and/or services. And more often than not, the first result or best reviewed product/service/site on the list wins the business. It pays to come in first place.

## KEEP IN MIND:

- Social media is the #1 online activity in 2015
- The second largest search engine to date is YouTube
- For every \$1 spent, \$44.25 is the average return on email marketing investment
- Content offers are some of the most effective way to create a sales funnel



# ORGANIC LEADS VS PAID LEADS (ORGANIC TRAFFIC VS PPC CAMPAIGNS)

Chances are that the cost per lead boils down to a fixed price. Digital marketers refer to this as the cost per lead or CPL. This is what you should be setting out to lower the minute you break out into the business. Even if you aren't directly paying for your leads, more often than not each lead still has a price, and it's usually the cost of your total digital marketing efforts.

Two ways to go about this are to:

1. Keep it organic with SEO that brings you to the top of the search engines and/or
2. Pay for placement with pay-per-click campaigns.

The screenshot shows a Google search for "business loans" with approximately 351,000,000 results. The results are divided into two sections: "ORGANIC SEARCH RESULTS" and "PAY PER CLICK ADS".

**ORGANIC SEARCH RESULTS:**

- Business Loan In Minutes - Kabbage.com**  
www.kabbage.com/ | Gain The Security Of A Credit Line. A+ Rated By BBB. Get Started Now. "A+ Rating" – Better Business Bureau
- OnDeck Business Loans - OnDeck.com**  
www.ondeck.com/ | 10 Minute Online Application. Good Credit? Apply Now! Better Business Bureau A+ Accredited Business – BBB
- Unsecured Business Loans - Fast & Easy Loans**  
www.snapcap.com/Fast-Business-Loans | (855) 471-9969  
Get \$5K - \$600K. Same Day Approval. Next Day Funding  
Min. \$75k Annual Revenue · 1 Yr In Business Required · Bad Credit? No Problem  
Quick & Easy Application - Working Capital Loans - Equipment Financing
- Which Business Loan is Best For You? | Fundera**  
https://www.fundera.com/business-loans | The Fundera marketplace includes many types of business loan products offered from
- Small Business Loans: Fixed Rate Financing Up to \$300,000**  
https://www.lendingclub.com/business/ | Lending Club | Lending Club small business loans let you borrow up to \$300000 with low fixed rates starting at 5.9%. Apply online today.

**PAY PER CLICK ADS:**

- Florida Business Loans**  
www.lendingtree.com/BusinessLoans | 4.6 ★★★★★ rating for lendingtree.com  
Get Your Business Funded Fast!  
Apply at LendingTree® Official Site
- Small Business Loans**  
www.greencapitalcredit.com/NoStartups | Alt. Business Loans, Bad Credit OK.  
Only \$2500 In Sales/wk To Qualify.
- \$5K-\$500K Business Loans**  
www.skycapfunding.com/ | 24 Hr. Approval For Your Business.  
No Credit Reports - No Collateral!
- Fast Business Loans**  
www.nationalfunding.com/ApplyNow | Do you have \$300,000 in revenue/yr?  
Cash flow issues? Up to \$500k fast.
- \$500-\$500k Business Loans**  
www.ebusinessfunding.net/Business-Loans | Easy Cash Injections. No Paperwork.  
Fast Online Approval. No Startups.

# ORGANIC LEADS VS PAID LEADS (ORGANIC TRAFFIC VS PPC CAMPAIGNS)



Generating leads instantly is as easy as setting up a Google Adwords or pay-per-click campaign with Facebook, Twitter, etc., yet this is not the most cost efficient or effective way to go about it. Instead, implement a system that favors referrals, shareability, reviews, and customer loyalty by extending your digital marketing efforts before and past the point of the sale.

After all, word of mouth is the most effective means to generate a lead. Inspire your customers to share with others, and your products/services will practically sell themselves!

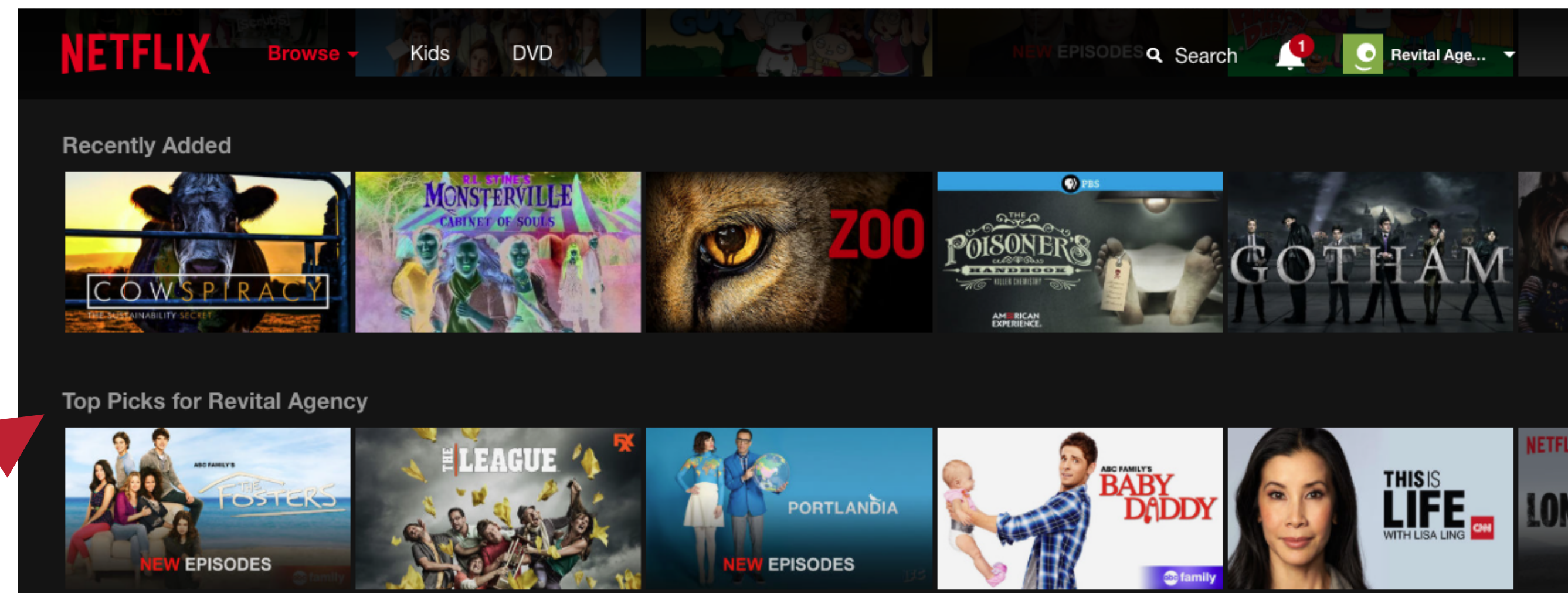
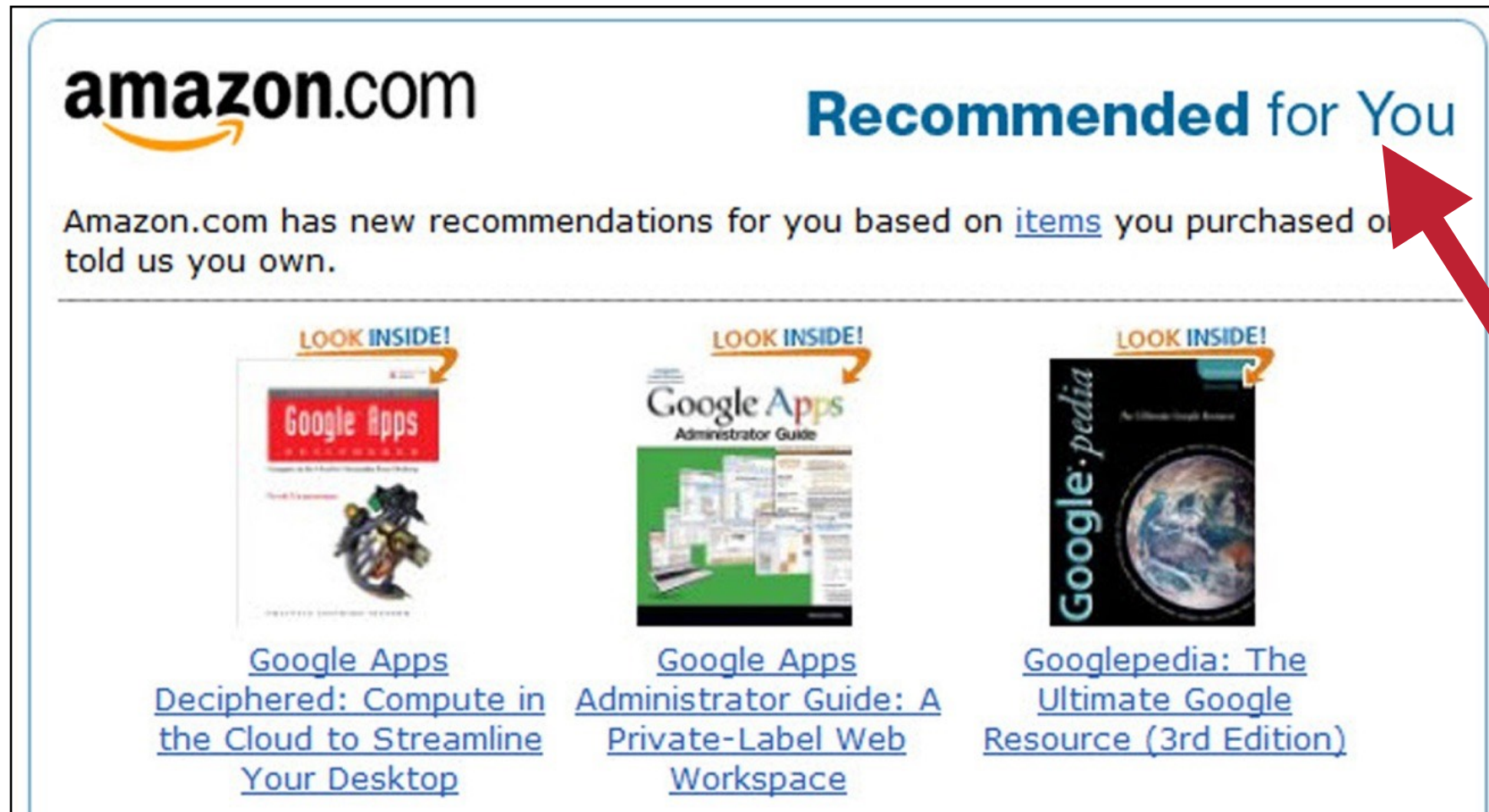


# THE DEFINITION OF A “SALES SYSTEM”

A sales system is your manner of doing business. It’s the strategy and process you apply to convert a lead into a customer. The most effective sales systems are clearly defined.

How do you combine marketing and analysis to define your sales system? Set a definite goal and real milestones in between to reach it. The clearer you outline each part of the sales process, the easier it will be to guide leads to the next step of the sales cycle. Yet the best part is the ability to automate as many possible steps of this system through a digital marketing automation platform.

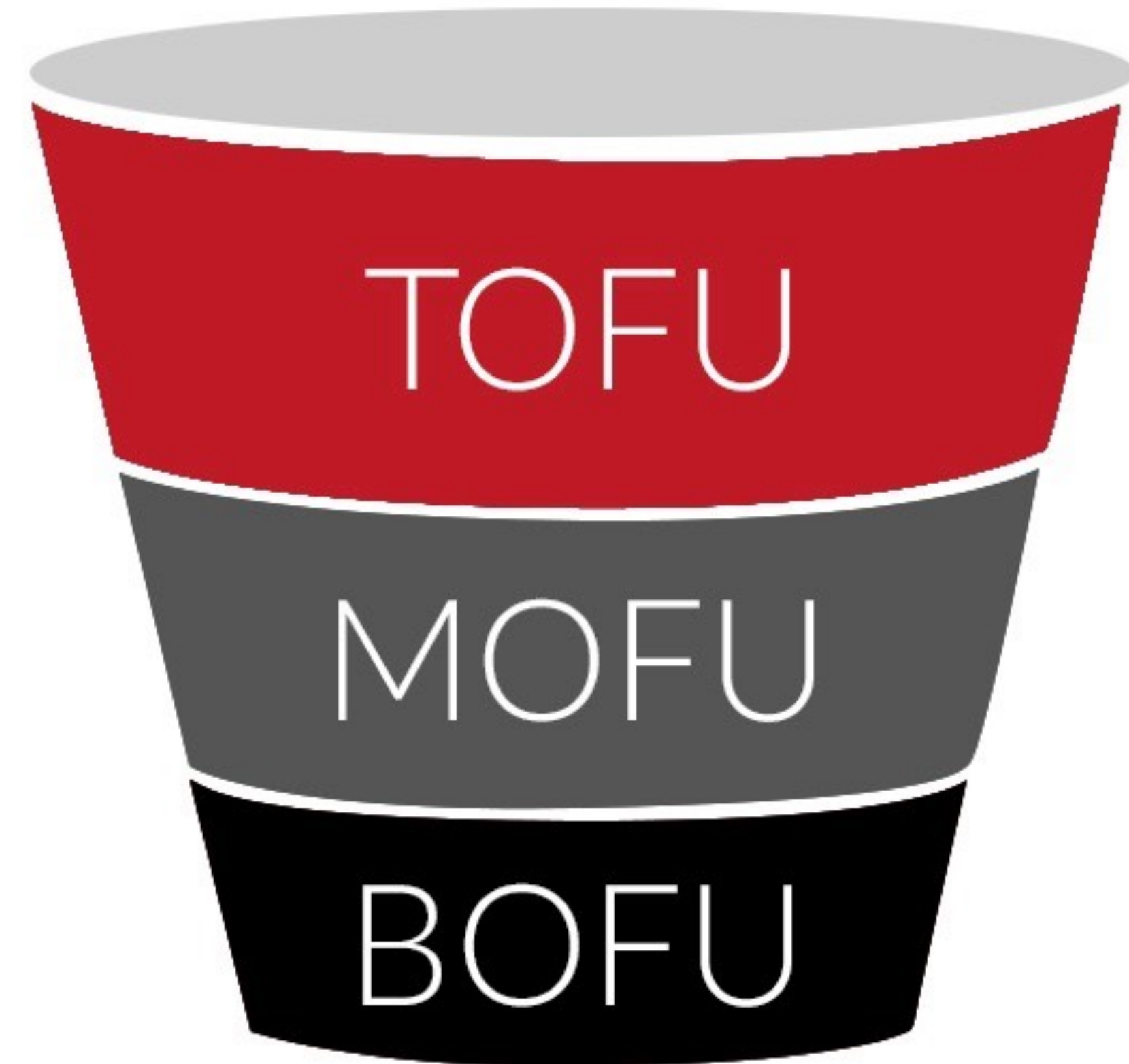
Nurture prospects with highly personalized, useful content.



# STEPS TO MAKE THE SALES PROCESS

What defines a lead? Most companies define a sales lead after a potential buyer leaps into the sales system and/or sales funnel.

A lead is defined as someone who has taken the first step in interacting with your sales system by responding to your Call to Action. This most likely means they've landed onto your page or website where the sales conversion process begins. Next you need a step for awareness (top of the funnel), interaction (middle of the funnel), and conversion (bottom of the funnel).





# TOP OF THE FUNNEL (AWARENESS)

**The beginning of your relationship with the customer starts at the “top of the funnel”.**

This is the place where your customers have walked through the front door of your store. The top of the funnel is all about driving traffic to your websites, pages, and ecommerce shelves. This is known as “inbound marketing”, and it’s done best with useful, fun, and informative content for customers. Once they’re inside, it’s up to your digital marketing efforts to convince them to buy.



# TOP OF THE FUNNEL (AWARENESS)

**To get your customers to the top of the funnel, provoke a response from them with your marketing efforts.**

Whether the response is to subscribe to a blog, download an ebook, sign up for email newsletters, or click through from Facebook to your store, direct their actions to the trigger points that cause them to leap down the sales funnel. Capture them inside, and guide them to the next step.

## **The most important items that get your customers to the top of the funnel:**

- Local Ads (Google Places & Location Ads)
- SEO (Search Engine Optimization)
- Content (Social Media & Blogs)
- PPC (Pay-per-Click Advertising)
- Email Lists & Blasts

## **Special Tools:**

- Data & Analytics
- Landing Pages
- Calls-to-Action



# MIDDLE OF THE FUNNEL (INTERACTION)



## **After your customer responds to your Call to Action, they're in.**

After capturing your customers at the top of the funnel, the “middle of the funnel” is where leads are nurtured.

So, they're not quite ready yet. There's no need in rushing the customer along in the sales process and clumsily closing in on them. The middle of the funnel is your chance to build customer loyalty. Use your brand and product/service benefits to connect with your customers' needs. At the middle of the funnel, you should leave no question unanswered. In fact, it's great to take a look at your customers most frequently asked questions for inspiration at this step.

**“...70% OF BUYING EXPERIENCES  
ARE BASED ON HOW THE CUSTOMER FEELS  
THEY ARE BEING TREATED.”**

— McKinsey



# MIDDLE OF THE FUNNEL (INTERACTION)

**The middle of the funnel is the place to refine your efforts through analysis.**

If a potential customer is an interested lead but not quite ready to make a purchase or hesitates to buy right away, then use these tools to build a middle of the funnel process:

- Content Offers (Newsletters, Ebooks & Whitepapers)
- Lead Nurturing Automation Software
- Webinars and Live Events)
- Promotional Giveaways
- Drip Email Campaigns

At this stage in the game, your customer is wondering about options. They want to know the price, where to buy, who to trust, and what else they might get with it. Keep these customers interested by following up at this step with reassuring content that sends them further down the sales funnel. Your job is to educate and persuade with the specs.

# BOTTOM OF THE FUNNEL (CONVERSION)

## What finally convinces your customers to buy at the end of your efforts?

The “bottom of the funnel” is the end of your sales funnel in which leads make the final decision to buy. If they’re already interested, then at the bottom of the funnel you cure any issues that could be holding your customers back. If it’s the price, the buying options, or an incentive to choose you, give them something!

**The bottom of the funnel is the end of the road where your leads become sales.**

**Use these bottom of the funnel tools to convert customers:**

- Coupons, Discounts, and Sales Events
- Case Studies, Testimonials, and/or Reviews
- Free Consultation, Trial, and/or Sample
- Product/Service Demo Video
- Loyalty Programs
- CRM Software

The bottom of the funnel is the place where there’s no other remaining choice but to buy. It’s just common sense right? But wait, there’s more...





**“PRICE IS NOT THE MAIN REASON FOR  
CUSTOMER CHURN, IT IS ACTUALLY  
DUE TO THE OVERALL POOR QUALITY OF  
CUSTOMER SERVICE.”**

— Accenture global customer satisfaction report 2008

# RINSE AND REPEAT




The bottom of the funnel should never conclude your total marketing efforts to maintain customers. Your customers are your most valuable resource when it comes to lead acquisition. Your customers are the most powerful resource when it comes to business. That's because if they like what you offer, they can brag all about your products/services to friends and others in their circles who may also be interested in making a purchase.




**“THE PROBABILITY OF SELLING TO AN  
EXISTING CUSTOMER IS 60 – 70%.  
THE PROBABILITY OF SELLING TO A NEW  
PROSPECT IS 5-20%.”**

— Marketing Metrics

# RINSE AND REPEAT



20% OFF  
Butterknit Collection  
March 16th – April 30th




20% off Butterknit  
Offer ends April 30  
Only at  
www.RhondaShear.com

**20% Off Butterknit**

Find your ahh moment with the creamy soft feel of Butterknit. Shop today and save 20%.

No promo code required.

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2 for \$30  
Ahh Bra  
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\* Applies to Style 9330 Only

**2 for \$30 Ahh Bras**

The Ahh Bra by Rhonda Shear offers beautiful colors, ultimate comfort, and ease of wear and care in a bra loved by millions of women worldwide!

Don't miss out! Stock up & save today.

Enter promo code: ahhsale15

Inspire a following or online community of brand fans to multiply repeat customers and acquire new leads. At the end of your efforts, always ask for reviews and feedback to refine the process. Keep in touch with customers through drip email campaigns (discounts/offers), customer loyalty programs, and a continuous stream of related share-worthy content. The easiest way to accomplish and organize customer relations in high volume is to automate the process.



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