



What is a Sales Funnel, Examples & a Quick Way To Create One

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Contents
1. What is a Sales Funnel and Why Do You Need It
2. Sales Funnel Stages
3. Standard Elements of the Sales Funnel and What Each of Them Does
3.1. Landing Pages
3.2. Opt-in Forms
3.3. Order Forms
3.4. Conditional Logic
3.5. Analytics and Testing
4. Sales Funnel Examples
5. How To Build Sales Funnel for Your Business, Fast
6. Sales Funnel Builder Tools for Quick Start
6.1. ClickFunnels
6.2. Leadpages
6.3. Leadpages
6.4. Measuring the Success
6.5. Related Posts

A sales funnel is a step-by-step process that brings a person from them being a stranger to your product, to the point where they purchase it.

What is a Sales Funnel and Why Do You Need It

For most businesses, sales is a numbers game.

This is how it looks: you tell 10 people about your goods. Suppose 5 of them are interested and have a need for it. They come to check it out. Of them, one buys.

Although you told 10 people about your product, only one bought it in the end. This is the example of a sales funnel – similar to a kitchen funnel, a lot goes in, but little slips out.

So how do you sell regularly and enough? Tell lots of people about your product, and then make sure your sales funnel gets as many offers as possible in the buying point.

So here is an important thing to remember: if you successfully sell a product or service online, you already have a sales funnel by definition.

A profitable business doesn't make a sale here and there; they sell regularly, consistently, and make sure they earn more than they spend. To achieve this, you need a constant stream of potential buyers.

Sales Funnel Stages

Sales funnels are fundamentally just of higher-level marketing funnels. Marketing funnels are based on marketing models, and similarly, sales funnels also rely on marketing models.

The purpose of marketing models is to help define marketing strategy, figure out what part of the market the business is going to be targeted, predict what kind of impact certain actions are going to have, and generate revenue projections.

There are quite a lot of model types. One of the most popular ones is AIDA.

If the AIDA model was applied to sales funnel stages, it would look like this:

- Awareness – Market potential.
- Interest – Suspects.
- Decision – Prospects.
- Action – Customers.

Another approach is to use TopFu, MidFu, BotFu – shorthand for the three stages of a customer's journey – that describe the stages that potential buyers go through as they move along through a funnel.

- TopFu – Top of the Funnel – Awareness.
- MidFu – Middle of the Funnel – Consideration.
- BotFu – Bottom of the Funnel – Decision.



The models provide a framework that helps to understand and guide funnel-building efforts, and then assist in optimizing each of the funnel steps.

There are models that work better for some types of business, but ultimately they are just there to guide. What any sales funnel should help you with are these tasks:

- Attract and convert new customers.
- Know the total number of opportunities or leads generated.
- Identify where you need to change your strategy.
- Follow up on visitors who do not convert.
- Predict future sales outcomes.
- Turn a customer into a repeat purchaser.
- Reduce your marketing costs.

Standard Elements of the Sales Funnel and What Each of Them Does

There are different funnels for different products. So some things make sense for one type of funnel but are obsolete or bad for others. Still, there are common elements that exist in almost all funnels.

This is what you'd often see in a sales funnel:

1. Landing pages.
2. Opt-in forms.
3. Order forms.

Besides this, a good funnel would include:

4. Conditional logic.
5. Analytics and testing.

Let's take a look at each of these elements and what they serve for.

Landing Pages

Example: you.soonwill.com. A landing page serves to introduce your product or service and persuade a visitor to take an action you want them to take. In the example earlier, click funnel needs people to click a free 14-day trial.

Opt-in Forms

After a landing page comes an opt-in page or an opt-in form – the former is its own actual page while the latter can be a pop-up or just a form on a landing page.

The main purpose of an opt-in form is to capture visitors' email addresses or other information. The rule of thumb here is to ask for as little data as possible – because, the more fields people have to fill in, the more of them will drop out without finishing it.

An email address and a name are often all you need.



Illustration by Freepress.com

Order Forms

This is where people place orders for the product or service. They may come integrated with payment systems like PayPal, Stripe, or others.

The order form can be used instead of the opt-in form, or it also can be used in conjunction with it, as the next step in the sales funnel.

The rule of making an order form as simple as possible applies to order forms as well. It might be impossible to get away without asking for their shipping and billing addresses, but try to make it easier – for example, let the form copy the data automatically if their shipping address is the same as the billing one.

Conditional Logic

This is what allows you to set up rules. Your settings will decide if a customer goes to a thank-you page after submitting the opt-in form, or they will be redirected to another landing page that sells a different product of yours.

Conditional logic is very useful when you have a complex funnel, or when you have 2 or more funnels and you'd like to link them up or cross-sell.

For example, your sales funnel sells an X product, and it also sells two complementary, special offers. When a prospect submits an order form to purchase your product, they will be automatically directed to another page that promotes the first special offer.

From here, if the prospect chooses to add the first special offer to their cart, they will get automatically directed to another page that promotes the second special offer. Alternatively, if they decline the first special offer they will get redirected to the checkout page where they can pay for their purchase.

Analytics and Testing

This is a necessary part of any sales funnel and also one of the most important.

Why? An analytics – no data about funnel's performance – is no way to improve your funnel or even find where the problem is if it does not perform.

There are multiple ways to set up accurate analytics. Sales funnel builders usually have this covered and report the important metrics to you, such as the number of visitors, leads captured, conversion rate, etc. They also allow you to A/B split test your landing pages, order, and opt-in forms in order to optimize conversions.

Sales Funnel Examples

Here are some of the sales page examples that start from the Awareness stage and end at the Action stage:

- Blog Post + Opt-in Form + Free Email Course + Purchase of a Paid Course is the Order Form (Conversion).
- LinkedIn Post + Landing Page as a Webinar Sign-up for a Free 14-day Trial + Subscription Purchase (Conversion).
- Facebook Ad + Landing Page + Order Form (Conversion).
- Influencer Social Post + Landing Page + Order Form (Conversion).

How To Build Sales Funnel for Your Business, Fast

If your goal is to have a working version as soon as possible, you should not build your sales funnel from scratch.

The quickest yet still reliable way is to create it with ClickFunnels, Leadpages, or another similar app.

All of these tools offer ready-to-use templates, with which you can literally create a functioning sales funnel in less than an hour.

In order to create these templates, someone already 1) done audience behavior analysis; 2) tested the best ways to capture their attention; 3) found out what-performing landing pages; 4) came up with ways to nurture the audience and 5) real-time tested how to keep in touch with the audience for 30+ days.

What is left for you to do is just to make use of that.

Sales Funnel Builder Tools for Quick Start

These apps then offer you a ready-made model of what works for others (and is likely to work for you) at the cost of a monthly subscription.

ClickResponse

ClickResponse offers conversion-optimized templates and a few different types of funnels.



ClickFunnels

ClickFunnels offers to help you pick the right funnel type for your specific business.



Leadpages

Leadpages helps small businesses connect with any customers, collect leads, and close sales, in any imaginable way. There are a lot of templates that you can use for lead magnets, webinars, and landing pages.

The tool's main function is to collect email subscribers, but it can be used for other types of business too. In addition, it can integrate with other services.

Integrating your other leads into a sales funnel software like these is a way to save even more time and accelerate your business faster.



Measuring the Success

There is another perk to using a funnel tool.

As your business grows, your funnel would need tweaking. For that, you need data that is accurate, timely, and presented in a way that makes sense to you.

Sales funnel builder software can take care of that by gathering data and forming easy-to-understand reports.

Bottom Line

Most of the visitors who land on your site are going to leave without buying anything.

But a successful business needs a constant flow of people.

And having a functioning sales funnel can help with that.

Nataliev | Freelance Writer
Nataliev is a freelance writer with 2+ years of experience writing for various clients.

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