

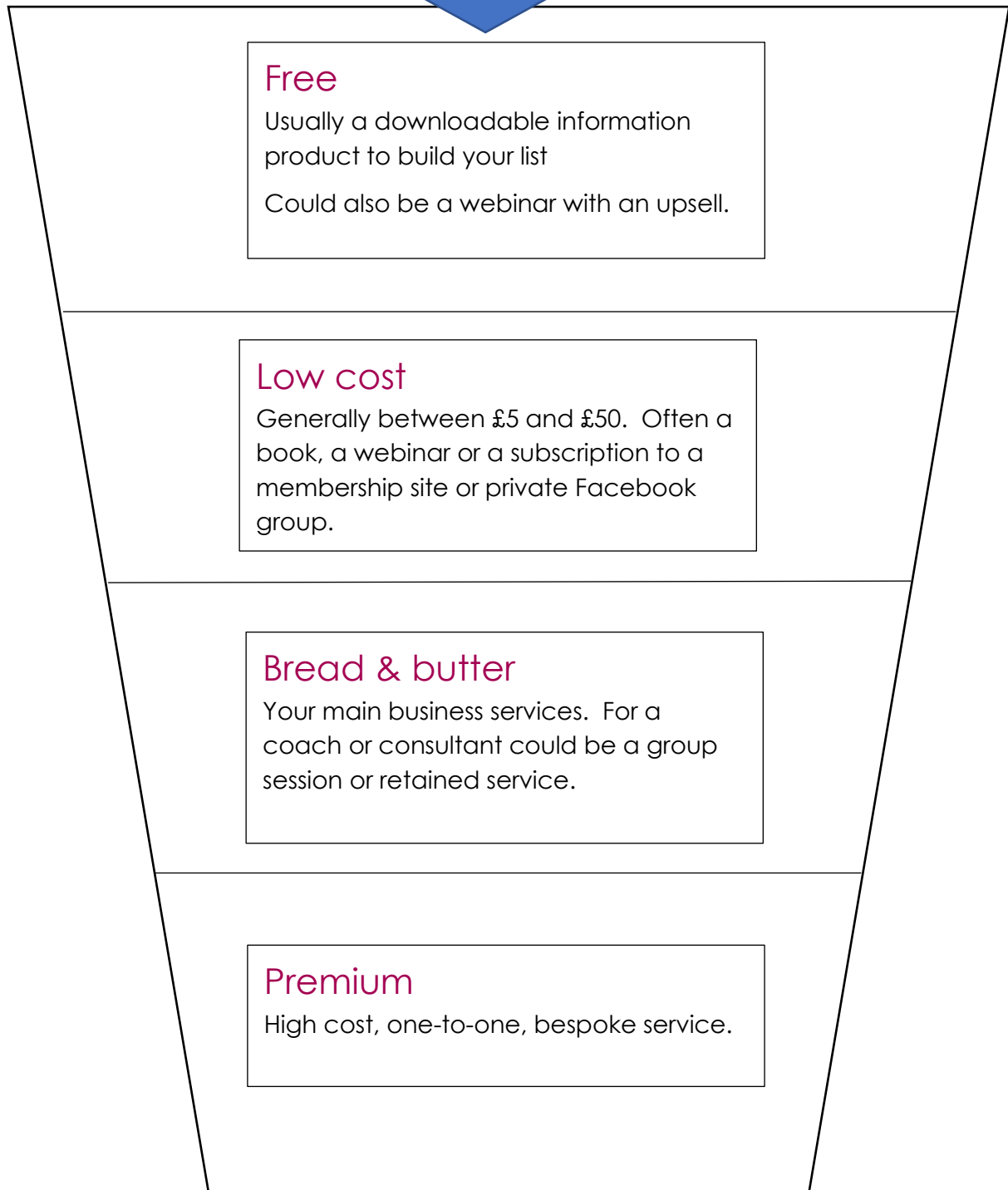
Create your marketing funnel



Lesley Morrissey

INSIDE NEWS

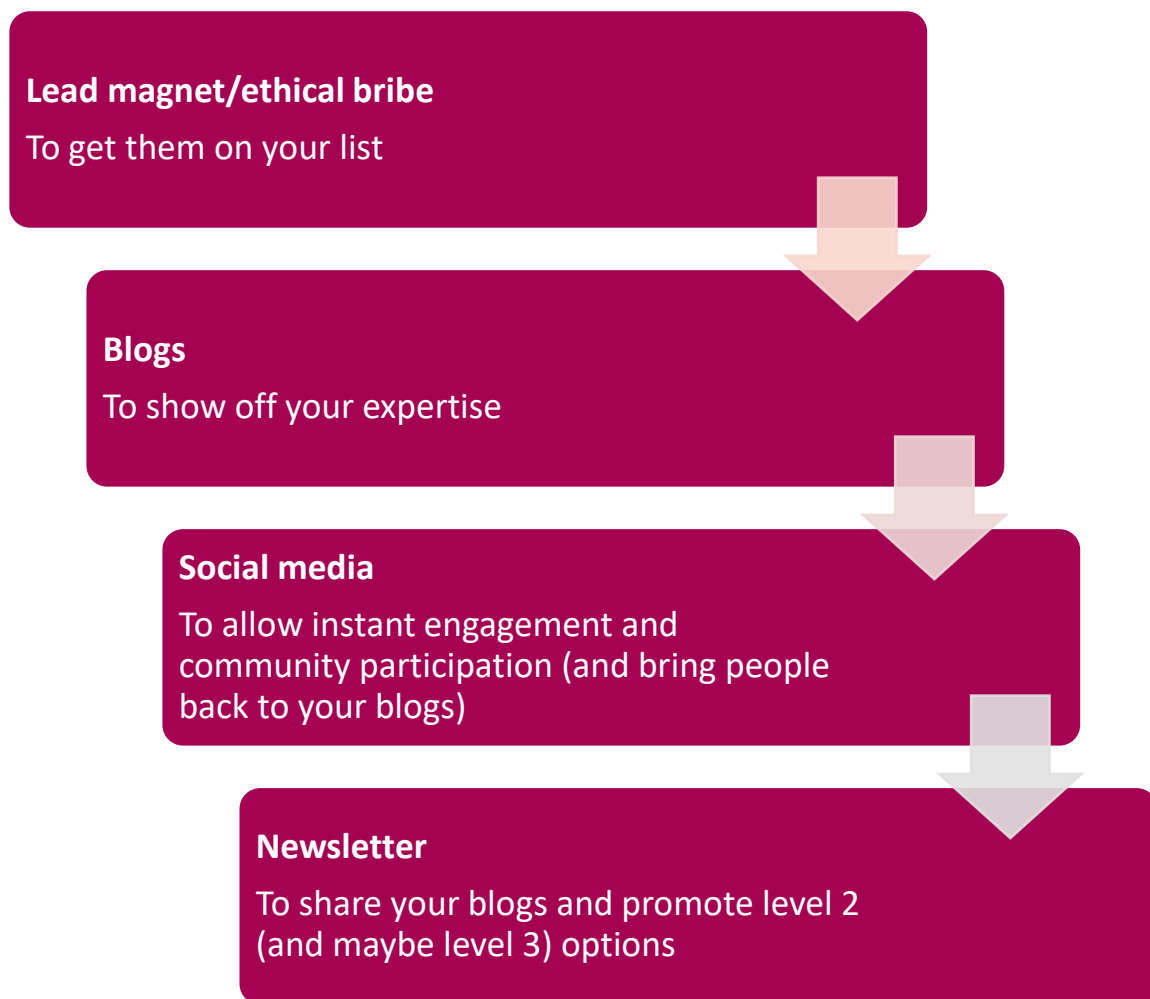
Step 1: The Funnel



Step 2 – Relationship building

Some people will have shown interest (accessed your free item), but are not yet ready to become a paying customer. These people may take months (or even years) to progress to the next level of your funnel. If you don't maintain contact with them they'll forget you!

These are ways to build the relationship strongly so that, when they are ready to buy, the first person they think of is YOU!



How it works

The system needs these tools:

- A data capture system** This is a form that is created to load onto your website to get people's name and email in exchange for the ethical bribe. It might be generated by your CRM system or online platforms such as AWeber, MailChimp, SendFox or Constant Contact provide this at a range of prices starting with free, depending on the services you actually want.
- A blog** Ideally this needs to be on your website.
- A social media management tool** Hootsuite is probably the best of these currently and the Pro account gives you the ability to schedule and post up to 50 posts in just a few clicks. You can connect this to a range of social media accounts.
- A list management system** Usually the same system as your data capture. It allows you to send mailings out, newsletters, email campaigns, etc. to one or more of your lists.

The system is driven as follows:

- Write 2-3 blogs per month
- Turn the blogs into social media posts
- Post these during the week of writing and then repost at regular intervals using a social media management tool
- Use your blogposts to lead your regular newsletter with value and add promotional information to this.
- The ethical bribe form will gather more interested people to your list, expanding your marketing pool of interested people.

To see how this works download The Marketing Machine from [the Treasure Chest](#).

Lesley Morrissey runs Inside News, a boutique agency specialising in reputation marketing. The team focuses on generating content to:

*Take control of your **Reputation***

*Become the **Authority** in your field*

*Maintain your **Visibility***

*Demonstrate your **Expertise***

She is a copywriter and an expert in readability. She helps business owners to develop websites that engage, inform and persuade.



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