

# Offer Focused Funnels: Fast Ways to Get New Customers in Your Doors or on Your Schedule Starting soon

Ken Tucker



JOIN US! 2019

MONTHLY  
**MARKETING  
MEETUP**

SPONSORED BY:



# Offer Focused Funnels: Fast Ways to Get New Customers in Your Doors or on Your Schedule

Ken Tucker





Ken Tucker – Owner and Chief Marketing Strategist  
 Company Founded in 2005 | Digital Marketing | Author



<https://podcasts.apple.com/gb/podcast/marketing-guides-for-small-businesses/id1530948547>

**Does this  
describe your  
lead generation  
& sales process?**



**Or does this  
describe your  
lead and  
customer flow?**



# The Marketing Hourglass™

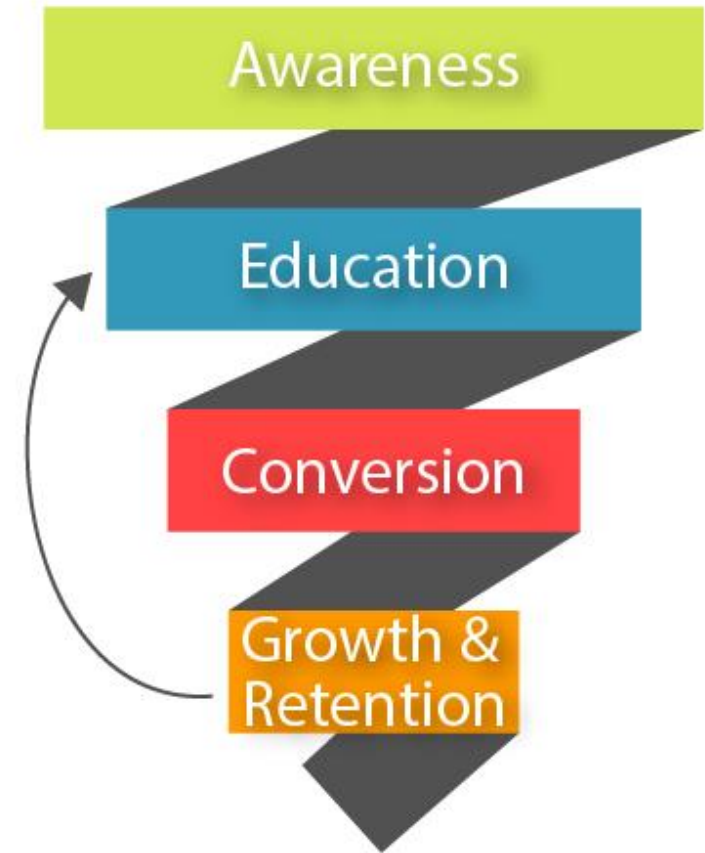


\* These are important stages for the Sales Funnel



# Why an online sales funnel

- Attract, convert and nurture leads – automatically
- Get Customers Booked or In the Door
- Build awareness
- Stay in touch, remain top-of-mind
- Get ahead of competitors
- Self-Funding, this is not big \$\$ ahead of a return





# What is an Offer Focused Funnel?

- The Offer
- Lead Conversion
- The Nurture
- Transformation

The key is to get them in your door or on your schedule as fast as possible.

# 1. The Offer

Building an effective offer requires several things.

- High Value and Low Risk
- For a Specific Audience
- Who has a Specific Situation – a life event or pain point
- And a Reason to Claim the Offer NOW – a sense of urgency or scarcity (limited number, only good for a limited time)

All four of these need to be included

## 2. Lead Conversion

This is the where and how you get your offer in front of your target audience.

- Create a simple landing page to capture leads
  - Simple, with a clear message about what the offer is and how to claim it
  - First Name, Last Name, Email Address and Cell Phone Number
- Create a thank you page
  - Reiterate how they can claim the offer
  - With an incentive to take action (secondary offer to sweeten the deal for fast action)
- A Traffic Source
  - If it is lifestyle-related, Facebook Ads can be a great traffic source
  - Google Ads are great if search is the biggest drive
  - Customer Lists are great for reactivation

## 3. Nurture

Just because someone claims an offer doesn't mean they use it. Life can get in the way. This is **not a long-term nurture**, but instead is designed to get immediate results

- An Immediate Email
  - Details on how to claim the offer
  - Fast Action Bonus to Sweeten the Deal
- An Immediate SMS (Text) Message
  - How to claim the offer
- Next-Day Email
  - Remind them if they haven't used the offer yet
- Phone Call in 3-4 days if they haven't used the offer (can automate this too)

Drop in Long-Term Nurture sequence if the offer expired and they didn't use it

## 4. Transformation

Move from tire-kicker or deal shopper into a reliable repeat customer who refers you

Initial Offer is Great, But You Need a Strategy to Get Them to Come Back

- First Visit Have to Deliver a Great First Impression (Parting Gift)
- Give Them a Reason to Come Back Soon With a Second Offer (Clincher Offer)
- Make it Easy For Them to Refer Your Offer to Their Friends
- Ask For A Review

Don't leave this to chance --- this is an essential part of the funnel (and often forgotten)

# The Marketing Hourglass™



\* These are important stages for the Sales Funnel



# Accelerate Know, Like and Trust

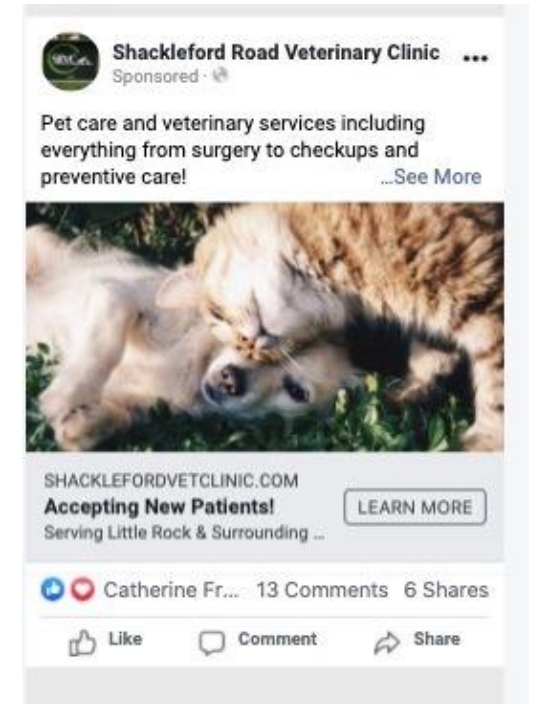
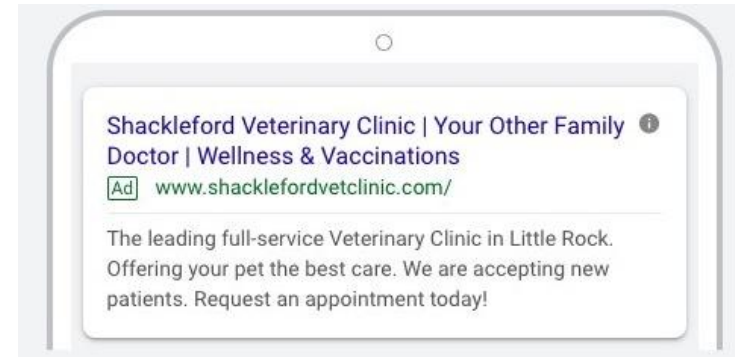
- Specific Target Audience + Specific Situation
- High Value and Low Risk
- GOAL – Try Your Business
- Urgency and Scarcity are the accelerants

Transform into Buy (second offer) and an incentive to get them to come back (Repeat) and to review (Refer)

# Online Ads > Traffic to Landing Page

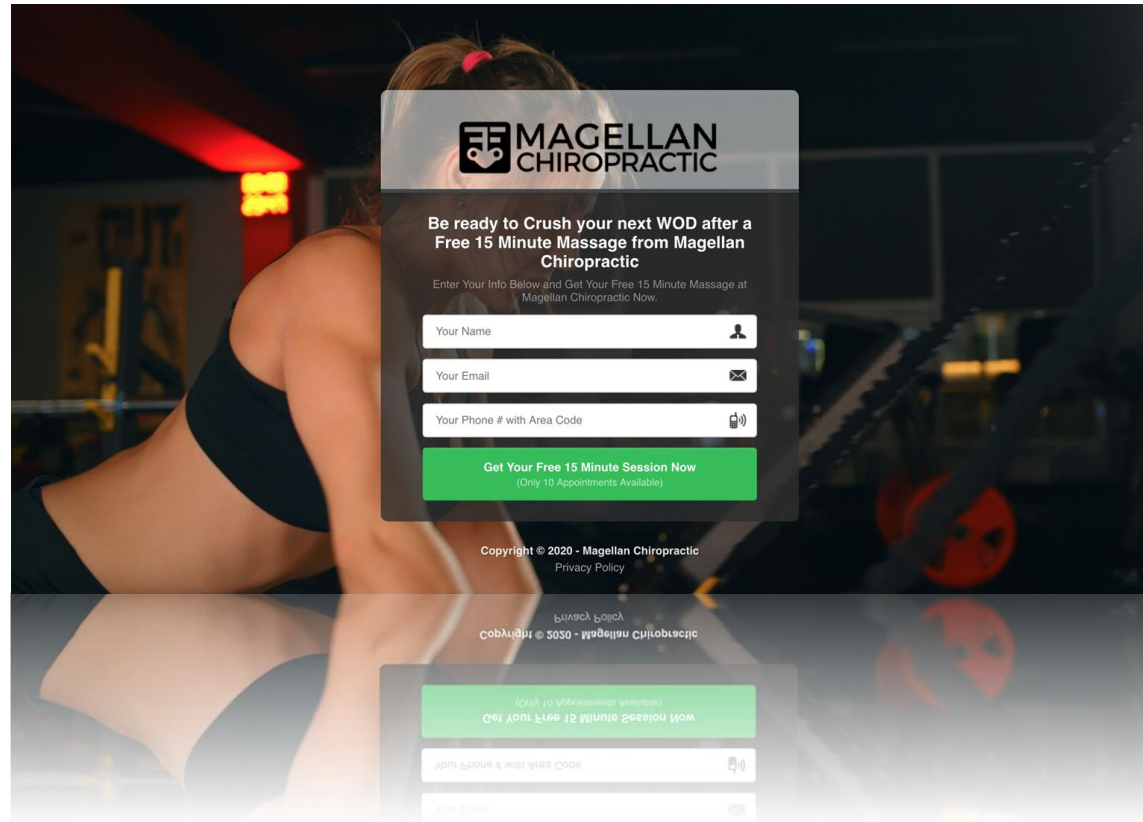


- "veterinarian fenton," "vet near me"
  - + dozens...
- Google Maps
- Pay Per Click
- People with pets within 5 miles of clinic
- Current customers
- "lookalikes" of current customers





# Brick and Mortar Call to Action: Call Now / Request Appointment / In-Store Offer



**MAGELLAN CHIROPRACTIC**

Be ready to Crush your next WOD after a Free 15 Minute Massage from Magellan Chiropractic

Enter Your Info Below and Get Your Free 15 Minute Massage at Magellan Chiropractic Now.

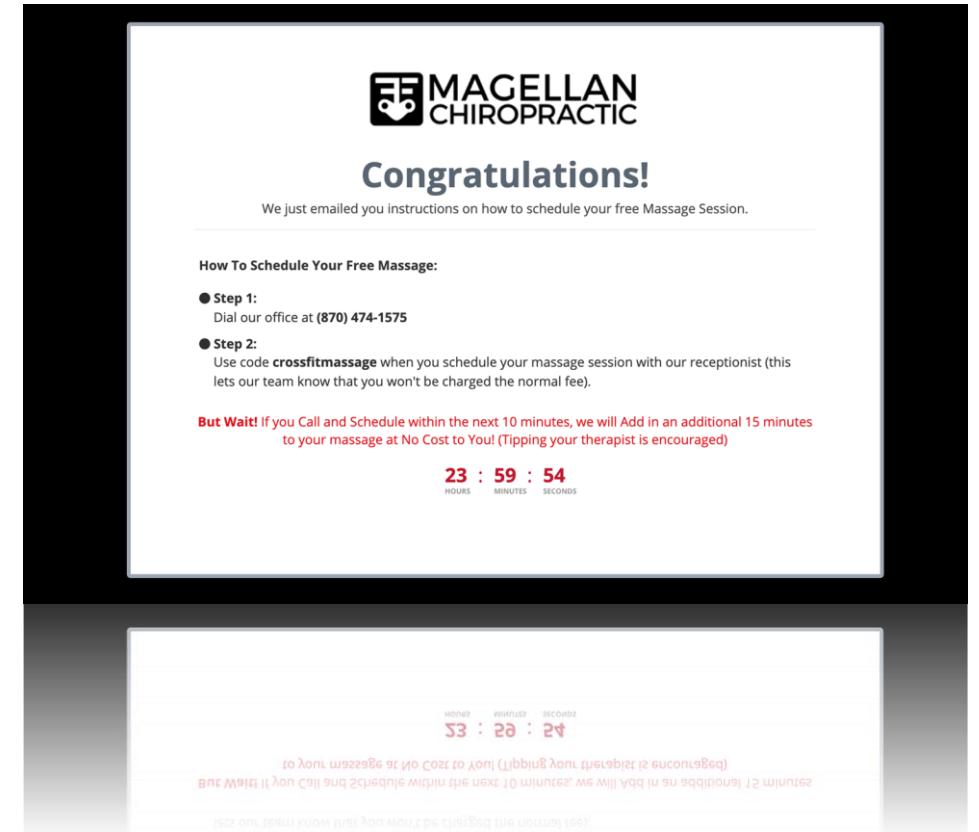
Your Name

Your Email

Your Phone # with Area Code

**Get Your Free 15 Minute Session Now**  
(Only 10 Appointments Available)

Copyright © 2020 - Magellan Chiropractic  
[Privacy Policy](#)



**MAGELLAN CHIROPRACTIC**

## Congratulations!

We just emailed you instructions on how to schedule your free Massage Session.

**How To Schedule Your Free Massage:**

- **Step 1:**  
Dial our office at **(870) 474-1575**
- **Step 2:**  
Use code **crossfitmassage** when you schedule your massage session with our receptionist (this lets our team know that you won't be charged the normal fee).

**But Wait!** If you Call and Schedule within the next 10 minutes, we will Add in an additional 15 minutes to your massage at No Cost to You! (Tipping your therapist is encouraged)

**23 : 59 : 54**  
HOURS MINUTES SECONDS

# Local Services Call to Action: Call Now / Free Estimate / New Customer Offer



**Get Your Free Power Washing Estimate**

Enter your details below

First Name

Last Name

Email

Phone

**Submit**

**Power Washing Makes  
Your Property  
LOOK IT'S BEST!**

**Thank You For Claiming Our \$150 Off Promotion**

Redeem your \$150 by booking a service appointment below

Pick a Date and Time

Available Starting times for **Mon, Sep 7, 2020**

September 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun	
		1	2	3	4	5	6
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

GMT-05:00 America/Chicago (CDT)

AM	PM
10:00 AM	12:00 PM
10:30 AM	12:30 PM
11:00 AM	01:00 PM
11:30 AM	01:30 PM
	02:00 PM
	02:30 PM

[Load More](#)

**Select Date**

# Marketing Automation – Email / Text - Long Nurture

- Start if not booked / redeemed after 5-7 days of claiming
- Create automated sequence of 3-5 emails and or texts over 7-10 days
- Covering:
  - Thank You + Asset Delivery
  - Problem + Solution
  - Education Series
  - Testimonial (Customer Transformation)
  - Overcome Objection
  - A Strong Sales Letter
- Calls to Action - Make it clear: What am I supposed to do?
- After sequence – event emails, newsletter, special offers – keep them lukewarm to warm



# Offer Focused Funnels by Changescape Web

- Traffic Campaigns
  - Google, Facebook, Instagram Ads (one channel)
  - Campaign research, setup, creative, management
- Landing page and Thank You Page for your offer
- Offer Creation
- Marketing Automation
  - Email and Text Follow Up
  - Notifications for you
- Customer Database for ongoing contact
- Reporting, ROI, Analytics

**Webinar Special:**  
**\$100 Set-up**  
**\$750/month**

includes media costs (click costs)

1 offer / target  
1 Google Campaign OR 1 FB/IG Campaign  
Includes CRM/Lead System

# Ken Tucker



- [changescapeweb.com](http://changescapeweb.com) | [painterseo.com](http://painterseo.com) | 866-724-2004
- [ken@changescapeweb.com](mailto:ken@changescapeweb.com) | @changescape | @painterseo
- Marketing Guides for Small Businesses Podcast
- Customer Generation Machine™ - 4 Week Coaching Program
- <https://seo.changescapeweb.com/customer-generation-machine/>



<https://podcasts.apple.com/gb/podcast/marketing-guides-for-small-businesses/id1530948547>