

SALES ON AUTOPILOT

The digital marketing strategy CHEAT SHEET

Here is a step-by-step guide on how to make digital marketing and sales work for your products or services. And not the other way around! Cheers to creating the perfect sales funnel automation and driving prospects on a journey, from awareness to purchase to ultimately advocating your business.

AWARENESS = ATTRACT



Create brand awareness with great content and start a conversation :
- Understand your audience
- Create accessible content and kick-ass lead magnets
- Choose channels with a wide reach to promote your lead magnet

HOW : Paid social media advertising / Search engine optimisation / Search engine advertising / Banner advertising / Video marketing / Guest articles and public relations...

Metrics : Unique Visits, Fans & Followers, Mentions, Comments,...

ACQUISITION = ENGAGE



This is when you build trust and you educate your audience about your products or service and why they need it. You need a unique selling proposition, some proof of expertise and amazing content marketing automation to help them understand why they need to buy next.

HOW : Blog Lead generation pages / E-mail drip automation / Search engine optimisation & advertising / Phone Consultations / WhatsApp marketing / Video marketing / Paid social media advertising / Free trial

Metrics : Leads, Inquiries, Engagement,...

CONVERSION = CONVINCING



How do you close the deal online? This is where you have to optimise your sales funnels, & bet on segmentation. Make purchasing as easy as possible for your prospect and verify all your call-to-actions. Remain available and carefully choose your channels to sell.

HOW : Sales Funnel & Purchase page Optimisation / A-B Testing / Google AdWords and Facebook remarketing / Conversion path optimisation / Email & Phone (SMS +WhatsApp) Incentives

Metrics : Sales, Revenue, Profit, Order Value, Conversion, Cart abandonment rates,...

LOYALTY = RETAIN



Amazing! You now have customers! You have to keep them satisfied and excited about your services. 80% of your business' future revenue will come from just 20% of your existing customers. Offer them loyalty services & rewards, create upsells, make sure customer service is top-notch, connect with them regularly.

HOW : Remarketing / Email / Phone Calls & SMS / Social media updates and boosted posts / Ask for feedback / Upsells

Metrics : Satisfaction, Reviews, Referrals, Repeat Purchases,...

ADVOCATE = REFERRAL



This is where your biggest fans become your advocates. To do so, you need to make it easy for them to refer your services, deliver to the highest standard and of course, pick the best channels to target them (email or phone numbers).

HOW : Remarketing / Email automation / Phone (SMS, Whatsapp, Voice messages...)

Metrics : Satisfaction, Reviews, Referrals, Repeat Purchases, Shares...

Need more info?
Subscribe on the-map.fr & stay connected for the upcoming courses.

