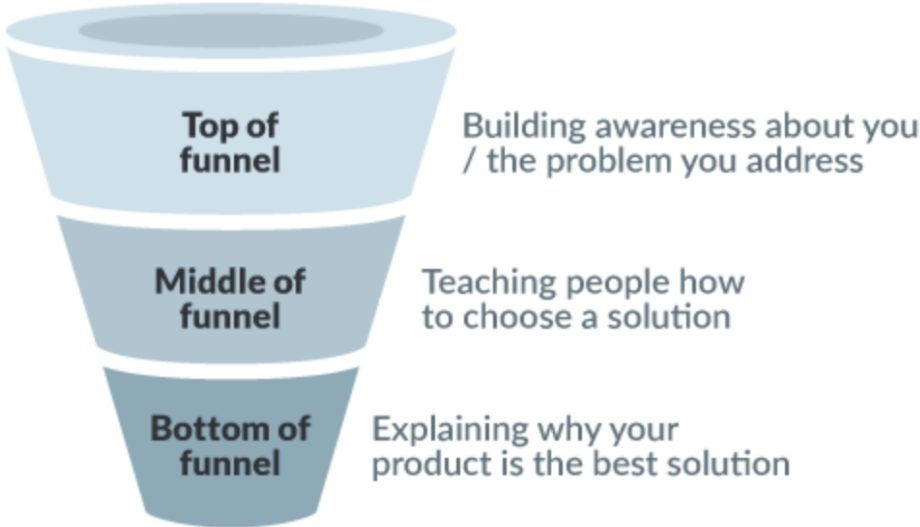


Boehm Media Clinic: Build Your Audience ~ Digital Tactics to Find & Keep Valuable Supporters of Your Work

Presented by Victoria Fine, Finally.works

The following resources were gathered and adapted from various sites online for reference and discussion points in this presentation. Finally does not claim ownership of the copy or images herein.

Basic and advanced conversion funnels



Funnel Stage	Example Goal	Key Question	Example Metrics	Example Tactics
Discovery	Increase awareness	Do people know about you?	Ad impressions, brand awareness	Advertising, social media, events
Interest	Increase traffic	Do people call/visit?	Clicks, site/store visits, phone calls	Referrals, SEO, Blog posts, flyers/promos, ebooks
Engagement	Increase interaction	Do people take action?	Subscribes, downloads, repeat calls/visits	Newsletter, videos, email, webinar, resources
Consideration	Increase opportunities	Do people trust you?	Offer page views, sales appointments	Email, testimonials, demos, free consult, product reviews
Conversion	Increase sales	Do people buy from you?	Booked sales, signed contracts, purchases	Pitch decks, LTOs, discounts, bonus incentives
Loyalty	Increase retention	Do people stay with you?	Repeat customers, churn, referrals	Onboarding, customer service, exclusive member benefits, referral incentives

Questions to ask yourself as you build your funnel

Top of the funnel questions:

What is the problem that needs to be solved? Why should your target audience care and how does it relate to them?

- What is the problem your solution solves?
- Is there a clear need that is not being met?
- Is there an evident cost in time, money or other resources that can be easily solved?

Middle of the funnel questions:

What is it that prospects need to believe about themselves so they can be confident they'll reap the benefits of your solution?

- Do they need to believe they already have the skills necessary to reap the benefits?
- Do they need to believe they have the discipline to follow-through?
- Do they need to believe they have enough time?
- Do they need to believe they have the money?
- Do they need to believe they are smart enough to execute?

Bottom of the funnel questions:

What do prospects need to believe about you?

- Do prospects need to believe you're credible and trustworthy?
- Do prospects need to believe you deliver on your promises?
- Do prospects need to believe you have a proven track-record?
- Do prospects need to believe you are a recognized expert?

What do prospects need to believe about your solution?

- Prospects need to believe your product or service is unique and different, unlike what they've tried before.
- Prospects need to believe your product delivers the benefits you've promised.
- Prospects need to believe your product or service will deliver the benefits for them.
- Prospects need to believe your product or service delivers the benefits for people in their situation.
- Prospects need to believe your product or service is the best solution for their situation.

Answer these questions with PROOF.

For everything your prospects need to believe, you need to make a point that establishes that belief... then offer proof. A preponderance of proof.

Here's a rule to live by when it comes to establishing these beliefs throughout your sales funnels: anytime you make a claim or promise back it up with proof. And, the more proof, the better.