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HOW TO CREATE A BRAND FOR 3 STEPS? BUILDING SUCCESSFUL SALES FUNNELS IN BUSINESS

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The purpose and objectives. The main goal is to reveal the creation of a brand and the psychology of a building sales funnel, and why is that the key point of the marketing strategy and how to use that successfully in the digital marketing world.

Object of research. The research deals with the main steps of marketing strategy and the major sales funnel model

Research methods. Analysis of literature, websites and business articles and summing up a learning of mass media, research into understanding why building sales funnels is so successful nowadays.

Results of research. The marketing strategy is a long-term plan for achieving the company's objectives based on its production and financial capabilities, competitive positions, staffing. The result of such plan is a clear and sequential determination of its basic parts, thus its realisation provides the desired increase in business efficiency. The target market, segments, time of penetration the market, distribution channels, promotion and communication need to be carefully worked out before including into the strategies program.

The steps of creating a brand image are:

1. Market research
2. Marketing strategy objectives
3. Development

In the digital marketing the main kind of marketing strategy is a sales funnel. It is a marketing concept that maps out the journey a customer goes through when making any kind of purchase. The model uses a funnel as an analogy because a large number of potential customers may begin at the top-end of the sales process, but only a fraction of these people actually end up making a purchase.

As a prospect passes through each stage of the funnel, it signifies a deeper commitment to the purchase goal. Most businesses, whether online or conventional, use this model to guide their marketing efforts in each stage of the sales funnel.

The 4 basic Sales Funnel stages are:

- Awareness
- Interest
- Decision
- Action

The process of building a sales funnel consists of next stages:

1. Gathering data

The best way to do that is to find out the current market situation, gathering information on the competitors on the marketplace. It is obligatory to know competitive environment, what methods of promotion are used. The marketer subscribes to the newsletter of competitors, analyzes



their offer, the particular letters and sales mechanics (sells from webinars, live events, through social networks, etc.).

2. Creation buying personas

Defining the target audience (TA) which is a potential customer core, used for targeting and creating marketing materials is the next step of the sales funnel. The main point is to understand who are the major competitors of the company, make a brief comparative analysis of the product with data competitors, highlight the distinctive or main features which value the product, understand who buys the product now and is a loyal buyer, present the ideal buyer of the product (who should buy the product?) on the basis of the received information make a portrait of the buying person.

In addition, the best test for relevance is a modeling the behavior of a potential client, making a customer journey map (CJM). Marketers imagine themselves as they were clients.

3. Traffic and lead generation strategies

There are three different directions which are possible to go here – toward paid traffic, “free” traffic or cold outreach. The paid traffic is the easiest way to bring traffic to the website. Marketers pay for an ad and as soon as someone clicks on it, they will have a visitor to the website, using: Google AdWords, Facebook Ads, Twitter Ads, LinkedIn Ads. The disadvantage of paid traffic is that as soon as it stops paying, the traffic will stop without any new leads. “Free” traffic is the one when it is necessary to pay for directly. However, this doesn’t mean it’s truly free. Marketers might need to spend money on paid tools and work really hard to optimize the site for Google and earn the attention of others so they start talking about the company. Free traffic includes: SEO, Social media traffic (non-paid), Referral traffic (from other sites linking to you), Direct traffic (from people who know about brand and have visited the website before). Cold outreach is a strategy that involves you sending cold emails or cold calling companies that might need your product or services.

4. Engagement strategies

The company should constantly engage the leads, educate them on topics they are interested in and help them move down through sales funnel. That way, at some point, they will be ready to make a purchasing decision. Marketers can also engage them with blog posts, videos, Podcasts, Social media posts, Facebook live, Webinars

5. Closing strategies

These are the strategies that the company uses to convert the prospects into customers. For that, marketers can use sales calls and emails, webinars, sales and product pages such as landing page. What’s important is to build the demand for the prospects in advance and turn their implied needs into explicit needs. Then marketer can make a clear offer that targets the needs of the customers and closes the deal. It’s important to explain to the user what he needs to do in order to buy from the company.

Key words: sales funnel, customer journey map, target audience, buying person, marketing strategy, traffic, leads, brand image, competitor analysis.

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