

How I create Automated & Maintenance-Free Sales Funnel

Free Digital Marketing Guide

I've created many sale and marketing funnels for my clients in last 3 years. I believe that every marketing and sales funnel must be automated and maintenance-free, so we can put all the resources to generate targeted traffic and send them to the automated funnel which will automatically convert the most interested people.

In this guide, I will discuss the most important parts of a sales funnel and the softwares I use to design/create them (assuming you already have a working website). Here's the list:

- Lead Magnet Pages
- Sales Landing Pages
 - Upsell Pages
 - Downsell Pages
- Email Automation
 - General Email Marketing
 - Event-based Email Automation
 - Using Tags

When all the above mentioned parts are complete, the funnel is ready to go.

Now, let's discuss the list in detail.

Lead Magnet Pages

Lead magnets are simple pages we use to give away free gifts in exchange with the prospects' email address. This is one of the most important steps in any sales funnel. But this only works if the "free gift" is relevant to the product or service we want to sell.

The free gift can be anything, a free consultation, a free guide, product samples etc...

Once the prospect entered their email address and signed up for the free gift, we then send them some automated emails. I will cover the emails part in the "Email Automation" segment.

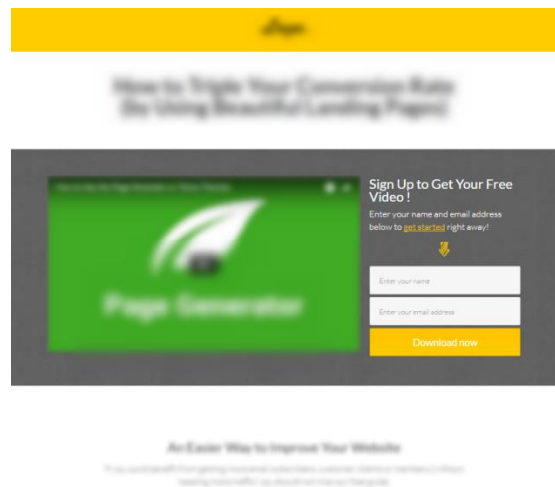
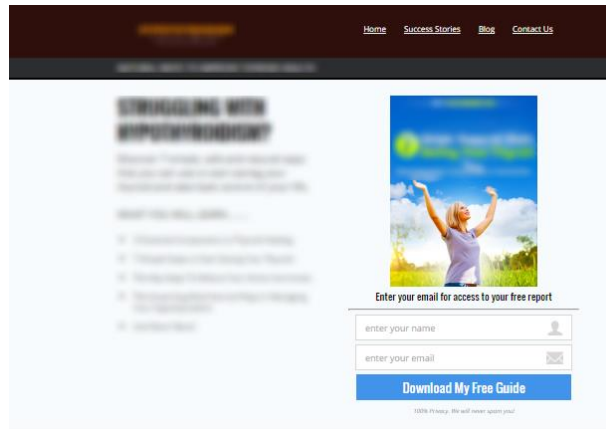
Software/apps to help create lead magnets:

I've used almost all the softwares and applications available in the market to create lead magnets because most of the clients I work with likes their own selected softwares/apps. If I am asked, these are the softwares/apps I usually suggest.

1. Use the website theme to create a page and embed forms
2. [ClickFunnel](#) - Starting from \$97 per month
3. [Lead Pages](#) - Starting from \$25 per month
4. [Thrive Landing Pages](#) - Starting from \$67 (one-time-payment)

I personally like the options provided with Thrive Landing Pages because I can control almost everything I build with it.

You can use any from the list above to create conversion-optimized lead magnet pages to create the email list. Here are a few lead magnet pages that I created:



Sales Landing Pages

After lead generation pages, we need sales landing pages. Sales pages are usually filled with lots of content. We use text, images and videos to create compelling and interest-raising sales pages. These pages are often used in the email series, thank you pages, upsell and downsell pages. These landing pages are the core of any sales funnel.

Usually every landing page takes the visitor to the payment processing page if they want to purchase. Depending on the strategy, I created 5 to 15 landing pages for different products and services.

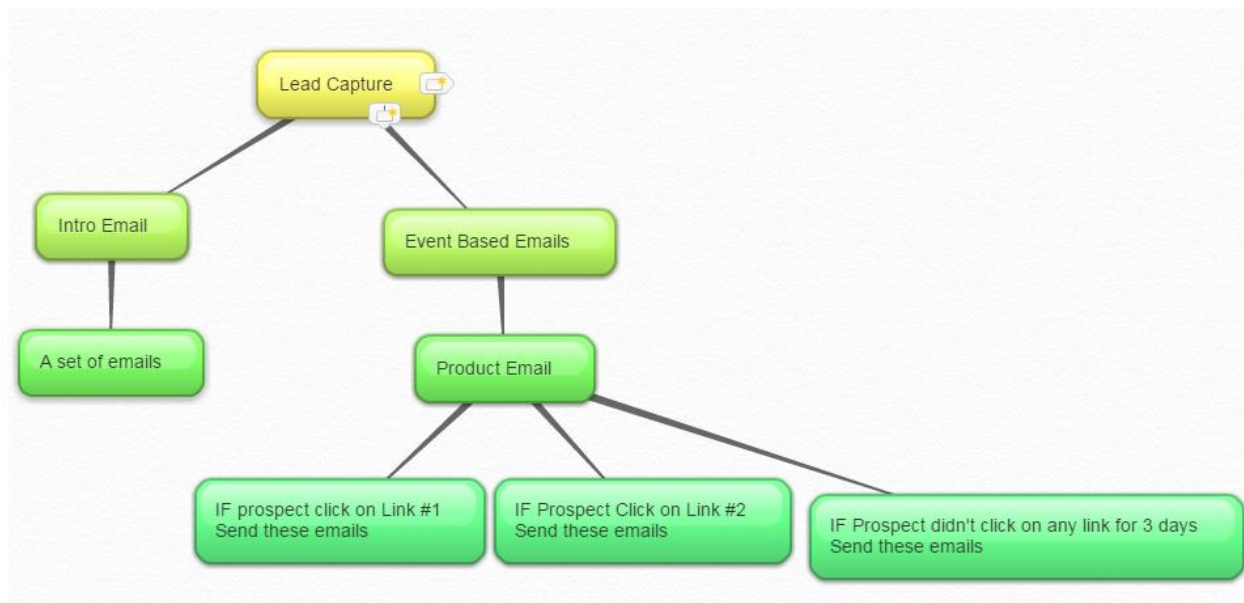
Software/apps to help create Sales Landing Pages:

We can use the same software/apps to create landing pages that we used for Lead Magnets.

Email Automation:

The email marketing strategy is created according to the product or service we are offering. In the last 3 years, I've created many email marketing and automation campaigns, for some I only had to create 5 or 10 emails and for some I created more than 50 emails that sends automatically on the strategic time and after a strategic action taken by prospects.

Email Automation is the core of sales funnel automation. Now, let's see an example how the email automation really works.



As you can see in the screenshot above, we can create several email series in one email automation campaign that goes to the subscribers only if the specific conditions are met.

The intro emails usually contains the gift and an introduction to the product or service we want to sell.

The event based emails are sales emails which are sent on conditions. We send out one or a set of product/service emails and the email automation will wait until a specific condition is met. We have unlimited options to create conditions. Using the IF/ELSE workflow, waiting time, pages visit etc...

We can also add tags to our subscribers... Tags like.. "IF" a subscriber didn't open any of our email for 15 days, we can tag such subscribers as "not-interested" and make sure our further emails for a specific product won't sent to all those. This is completely optional and its not necessary if we use the tagging feature or not.

Some of the email automations become very complicated and difficult to create but once created and tested, it will never need any kind of maintenance or updating unless you want to make some changes in the workflow or emails.

Software/apps to help create Sales Landing Pages:

1. ActiveCampaign
2. Aweber
3. ClickFunnels

I personally like to use ActiveCampaign because it is easy, quick and effective.

Conclusion:

This is almost everything that's needed to create a maintenance-free automated sales funnel. If you are able to make these things work, you will not need anything else.

I've created sale funnels using the above mentioned process for more than 30 different clients for different products and services. The best thing about this type of funnel is, they are easy and cheap to make and once made, they are maintenance free and can be used for years.

If you want to discuss about your product or service and how we can built some sale funnels for you, contact me via email, skype or whatsapp.

Whatsapp: +923002605503

Email: ad.abidpasha@gmail.com

Skype: m.abidpasha

I wish you best of luck.

Thanks for reading.