

# The 90 Minute Guide To Building Marketing Funnels That Convert Data Beats

Are you looking to improve your marketing funnel and boost your conversion rates? Look no further – in this comprehensive guide, we will reveal the secrets to building marketing funnels that convert data beats. With just 90 minutes of your time, you'll gain valuable insights into creating powerful marketing funnels that drive results.

Marketing funnels are essential for any business aiming to generate leads and convert them into paying customers. A well-designed funnel helps streamline the customer journey, guiding potential customers from awareness to purchase, ultimately maximizing your revenue.

## Understanding the Basics: What is a Marketing Funnel?

Before we dive into the specifics, let's start by understanding what a marketing funnel is. A marketing funnel is a visual representation of the buyer's journey, outlining the stages a customer goes through before making a purchase. These stages often include awareness, interest, consideration, and decision.



## The 90-Minute Guide to Building Marketing Funnels That Convert (Data Beats Opinion Book 1)

by The Gig Economist (Kindle Edition)

★★★★☆ 4.3 out of 5

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A successful marketing funnel is built on a deep understanding of your target audience. By leveraging data-driven insights, you can create a personalized experience for potential customers, increasing the chances of conversion at each stage of the funnel.

## **Building Blocks of an Effective Marketing Funnel**

Building a marketing funnel that converts requires careful planning and execution. Here are the key building blocks you need to consider:

### **1. Define Your Target Audience**

Start by identifying the characteristics, needs, and pain points of your ideal customers. This will ensure that your funnel is tailored to their specific requirements, increasing the likelihood of engagement and conversion.

Pro tip: Use long descriptive keywords for your alt attributes to improve SEO and make your content more accessible to visually impaired visitors.

### **2. Create Engaging Content**

Content plays a crucial role in attracting potential customers and moving them through the funnel. Develop high-quality content that educates, entertains, and provides value to your audience at each stage of their journey.

Remember, your content should be informative, visually appealing, and optimized for various channels (web, social media, email, etc.). Incorporate your long tail clickbait keywords into your content titles to grab attention and entice readers to click.

### **3. Lead Capture and Nurturing**

The next step is to capture leads and nurture them through email marketing campaigns, personalized landing pages, and lead magnets like free e-books, webinars, or newsletters. Stay consistent and ensure the messaging aligns with each stage of the funnel.

### **4. Drive Conversions with Effective Calls-to-Action**

Guide your leads towards conversion by incorporating clear and compelling calls-to-action (CTAs) throughout your funnel. CTAs should be attention-grabbing, benefit-oriented, and easy to follow. Consider A/B testing different CTAs to find the most effective ones.

### **5. Analyze and Optimize**

Data is vital in building successful marketing funnels. Continuously monitor and analyze the performance of your funnel using tools like Google Analytics or CRM software. Identify bottlenecks, drop-off points, and areas for improvement. Experiment with different strategies and optimize your funnel accordingly.

Building marketing funnels that convert data beats is a strategic process requiring careful planning and continuous optimization. By understanding your target audience, creating engaging content, capturing leads, incorporating compelling CTAs, and analyzing data, you can build effective funnels that drive conversions and maximize your marketing efforts.

Remember, Rome wasn't built in a day. Devote the first 90 minutes to lay the groundwork for your marketing funnel and be prepared to invest additional time in refining and optimizing. With patience and perseverance, you will build a powerful marketing funnel that propels your business to new heights.



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"I've made over \$100,000 from the funnels that Keith helped me set up."- Josh Doody, Fearless Salary Negotiation

Finally, a top-down guide that walks you through every step of setting up and optimizing your automated marketing funnels. Effectively building and optimizing your marketing campaigns is straightforward, but rarely easy. Marketing is a process of continuous improvement, and the key is to focus on understanding the entire flow of your campaign, but measure improvement on individual blocks, and not try to fix everything at once. When running a business, you have to make hard decisions about where to invest your time and effort. The same is true in marketing -- when

you try to focus on everything at once, you'll end up not being able to focus on anything at all. In marketing, there are a lot of moving parts, even through a relatively simple campaign, and it's tempting to just look at those top-line KPIs. That might be fine in the short run, but it's the outliers -- both the good and bad -- that help you improve your marketing, and grow your business. My mission is to empower you. To help you transition from the big "launch" model that drains your resources and energy for 3 months at a time every year, and instead move into a more scalable and leveraged model using automated marketing funnels. I'm here to tell you it's more than possible to build an evergreen marketing system that you can plug into paid traffic, and turn those leads into cold hard cash for your business. That's how you scale. That's how you become far more profitable, while working LESS and having the time to actually work ON your business. So grab a seat... get comfy... and get ready to completely transform your business for the better.

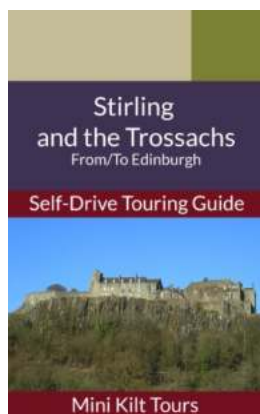
From the Forward by Josh Doody: I've made over \$100,000 from the funnels that Keith helped me set up. If that doesn't get your attention, I don't know what will. A few years ago, I started building my Fearless Salary Negotiation business: I wrote the book, started building a mailing list, set up the website, and made video courses to help people get what they needed quickly since salary negotiations tend to sneak up on people. I also started working on SEO so more people could find my work when they needed help with job interviews or negotiating job offers. And it worked! More and more people came to my site and read the articles I had published there. But something was missing. I wasn't selling anything to all those visitors. So I reached out to Keith and asked for his help. I knew he had worked with some really big businesses and I figured if he could help them, he could probably help me. "Let's look at your funnels from top to bottom," he said. And we did. We started with better lead magnets, better Calls To Action (CTAs), better Thank You pages, better nurturing sequences, better sales sequences, better sales pages, and better upsells. The result? BETTER SALES. To the tune of more than \$100,000 and counting. That's what funnels are for,

right? And when I read *The 90-Minute Guide to Building Marketing Funnels That Convert*, I saw everything Keith had helped me do with my funnels, distilled into a short little book. It's all there. Don't let the length fool you: This is the real deal. It's not watered down or "lite"—it's exactly what Keith helped me do to build funnels that turned all that traffic into sales. Do yourself and your business a favor and read this book. Your business will thank you. Josh  
DoodyFearlessSalaryNegotiation.com



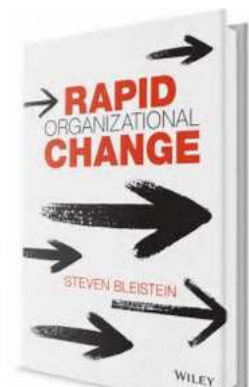
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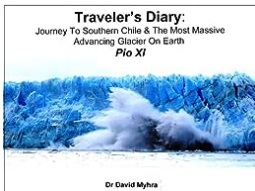
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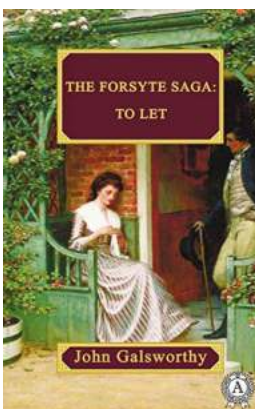
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