



# THE MARKETING FUNNEL OF LOVE

## Why your sales funnel is the marketing funnel of love



Your sales funnel. It's the marketing funnel of love – because if you work it right you can increase your pulling power with customers and prospects. The marketing funnel of love is what turns complete strangers into committed customers – and transforms the uncertain prospect into the decisive buyer.

But the secret to a successful marketing funnel of love is to work it as a structured sales pipeline and focus carefully at every stage. An effective marketing funnel of love is proof that great things come from linking your marketing closely with your sales cycle.

## Why does the funnel of love equal pulling power?



The marketing funnel of love gives you true pulling power with prospects and customers because it:

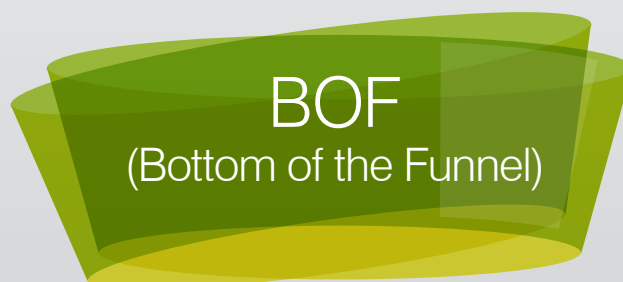
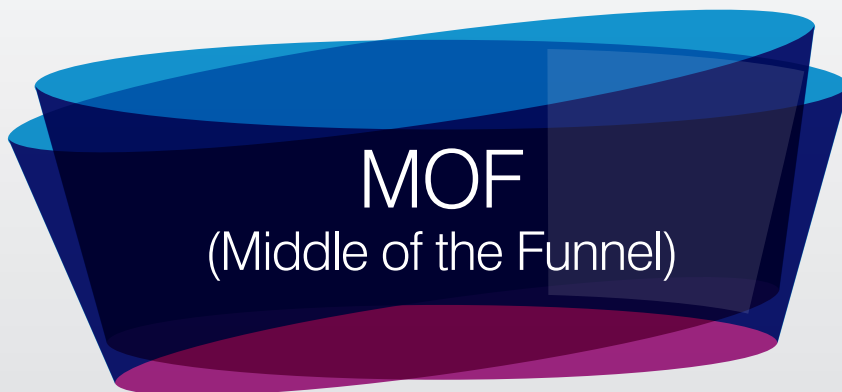
- + Draws in your prospects through a **clear and considered marketing flow** from awareness to consideration to decision.
- + **Matches your customers' buying cycle** instead of attempting to push them into your own selling cycle.
- + Allows you to **create a lasting and loyal relationship** with prospects.
- + Provides **vital commercial insight** to your sales team through easy to understand dashboards for targeted sales calls and conversations based on understanding the behaviour of each individual website visitor.

## The missing piece from the marketing funnel of love

To make the marketing funnel work for you, there is one important element that you cannot afford to overlook: creating a clear flow from one stage of the funnel to the other. It's all too easy to focus on one aspect such as attracting new prospects, only to fail at nurturing their interest - and potentially losing out on sales.

So don't just be a TOF (Top of the Funnel), a MOF (Middle of the Funnel) or a BOF (Bottom of the Funnel) – be all of them to create your own successful marketing funnel of love.

Check the three stages to see if you're falling into the trap of just focusing on one stage of the marketing funnel:



## Are you a TOF (Top of the Funnel)?



### Three signs that you're a TOF:

- You're only focusing on attracting new prospects
- You're spending most of your marketing time and budget on attracting new business
- You're getting lots of sales enquiries, but not turning them into sales
- You focus your marketing spend on SEO to drive traffic to your website

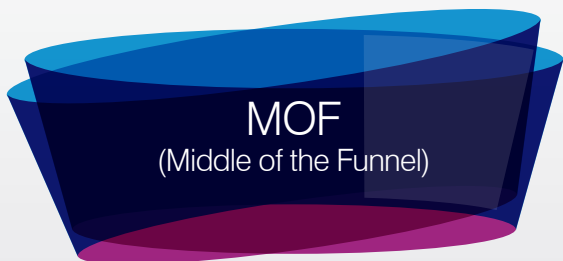
### Solution:

Don't apply this top stage in isolation because this leads to a broken sales pipeline. Instead, use this important stage of attracting initial interest as the natural next step towards nurturing and developing prospects into customers.

### What happens at the top of the funnel of love?

The top of the funnel is an essential part of the Marketing Funnel of Love. This is the stage where people may just be looking at your website or visiting your blog. Ensure that you can give them great quality 'awareness' content to draw them in and that you nurture them with targeted lead nurturing content.

## Are you a MOF (Middle of the Funnel)?



### Three signs that you're a MOF:

- You have a lot of content on your website such as white papers or case studies
- You are focused on providing content that shows you as an expert
- You are spending lots of time providing information to prospects, but perhaps not converting them into as many sales as you could be.
- You don't know what content each individual website visitor is looking at

### Solution:

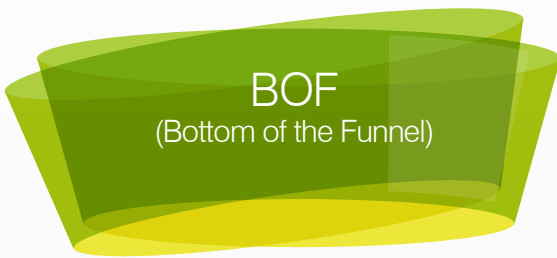
Using only the middle of the funnel and neglecting the top or the bottom creates a flat sales pipeline. Instead of being a MOF, make sure you're working to a clear and measured marketing funnel that fits perfectly with your sales cycle.

### What happens at the middle of the funnel of love?

The middle of the funnel of love is where you draw in prospects with content marketing and lead nurturing to drive them on to the next sales stage. The key is to use relevant content – content that reflects their interests, concerns and business pains. For example, a repeat website visitor is a middle of the funnel individual.

They've downloaded different documents or they're looking in more detail at your product or service. So you could follow this up by sending them consideration content - content that demonstrates (rather than sells) how you deliver and why they should buy from you. This could be something like a case study from a relevant industry.

## Are you a BOF (Bottom of Funnel)?



### Three signs that you're a BOF:

- You are focusing solely on the bottom of the sales funnel before people are ready to buy
- You're using highly targeted content before developing a relationship with prospects
- You're seeing people leave your sales cycle because they're receiving too much content from you

### Solution:

Don't start at the bottom of the funnel and put off potential prospects by selling too early. Instead of doing the hard sell, focus on nurturing your prospects with a considered approach.

### What happens at the bottom of the funnel of love?

To get the best out of the final stage of the funnel of love, you need to have built up to it carefully and strategically with the first two stages. Move in too early on your prospects and you're likely to do the hard sell - rather than win a sale. The bottom of the funnel is where people are ready for more specifics about you have to offer. It's the crucial stage where prospects turn into customers, if you have lead up to it effectively through the the top and middle stages.

## How to win with the funnel of love

Here's what you need to keep in mind to win with the marketing funnel of love

### Create a perfect match:

Your marketing funnel of love is about creating a perfect match between each stage from awareness to consideration to decision – not putting all your resources into one stage. Create a perfect match between TOF, MOF and BOF and you'll create more productive relationships with your prospects.



### Your marketing is about buying:

Change your viewpoint to work your marketing strategy around a buying cycle. That means getting to know what your audience wants - and at what stage - and delivering the right messages at the right time.



### Get your marketing and sales together:

Creating a powerful marketing funnel of love involves building a beautiful (and potentially highly profitable) union between your sales approach and your marketing. Only then will your funnel of love will actively feed into your sales, giving your team targeted and relevant information with which to approach prospects.



Get more on accelerating your marketing now download our eGuide *What Exactly is Inbound Marketing?*