

AI Funnel

In the world of digital marketing, **a funnel is the journey that potential customers go through before they make a purchase decision**. Whether you are selling a product, service, or even a digital course, a well-designed funnel can help streamline the process of turning prospects into paying customers. The funnel's design is crucial because it ensures you are targeting the right audience, nurturing leads, and guiding them toward conversion.

Customer Journey

You need to understand a customer journey before creating a good funnel.

Awareness Stage - First ever interaction that we will have with our prospects is all about giving the very first impression about your product.

Blog Post, Image, Video.

Engagement - It has to be good. We are engaging our prospects in our blog post, watches your video or may be liking or commenting or sharing your stuff.

Subscription (Lead Magnet) - What you should ideally do is take the people to your blog where you have your signup forms all placed (strategically), giving away the lead magnets. The goal is:

- 1.) To generate Trust by giving Good Value in your blog post
- 2.) To collect that Optin

No.1 - You are going to give away some value to your prospects.

You will be throwing some more emails towards your prospects - some more learnings for them. The goal is to Enhance the Trust.

Convert (Tripwire) - Our goal is to sell a mini product.

This is ACTUALLY the REAL START OF THE BUSINESS RELATIONSHIP between you & your prospect.

In this conversion stage, you are selling a product of small value.

Something which is of **Huge Value** - Even then you are offering it for \$7-\$9.

The reason for that is:

* That you want to start a Buying Relationship with your prospects

This step will involve **the customer Paying You Money | You giving them Huge Value in exchange**

Your customer will feel safe about giving you money even in future.

Your customer knows that my money is safe with this person.

Tripwire - Tripwire can be ANYTHING where you are giving **GREAT** Value in exchange of a Very Very LOW Price.

Make your Tripwire in a way that you would want to spend at least \$50 on it.

Our goal is to make every stage of the customer value journey a '**No-Brainer**'

Will the other person will pay \$7 for it?

Yes

An Absolute Must - **You giving them Huge Value in exchange.**

Psychology - Pays \$7/\$19 - HUGE VALUE

"Oh my god.. In just \$7 I have received so much.. What will happen if I buy other products from me'

Excitement Stage - Make sure that you are giving away HUGE value when you are giving away whatever you have in exchange.

- 1.) Prospects gain Money based Trust on you
- 2.) They know that you will deliver huge value in exchange

Ascend - Business end of the spectrum.

Now you are going to present to them an offer/product which is of good value in terms of money (that's where you start making money).

Make sure (again) that you again are delivering a Product of Huge Value.

Core Product, Upsell 1 , Upsell 2, Upsell 3

Advocate - Your customers ARE SO HAPPY with what you offered to them that they are giving you testimonials, feedback.

To give away so much Value in your product that your customers are really happy with what they bought.

That is only how they will keep on buying from you over & over again.

Promotion Stage - With this step your customers will be RAVING about your product in their circle. You will be getting sales on autopilot.

Because your customers will become your sales representatives and praise you at every place.

Key Aspects of Funnels

A funnel typically consists of several stages, each serving a different purpose. These stages can be broadly divided into:

1. **Top of the Funnel (TOFU):** This is the awareness stage, where potential customers first become aware of your product or service. The goal here is to attract attention and build awareness. This is done through tactics like content marketing, paid ads, social media, SEO, and webinars.
2. **Middle of the Funnel (MOFU):** At this stage, leads are aware of your product or service but are still evaluating options. Here, the focus is on nurturing these leads by providing more information, educating them, and building trust. You can use email marketing, lead magnets (eBooks, whitepapers), and case studies.
3. **Bottom of the Funnel (BOFU):** This is the decision-making stage where prospects are close to converting. The goal at this stage is to provide them with the final nudge to make the purchase. Testimonials, product demos, free trials, and special offers can work well here.
4. **Post-Purchase (Retention):** Even after conversion, the funnel doesn't end. This stage focuses on customer retention and building brand loyalty through upsells, follow-up emails, or referral programs.

Why Funnels Are Required

Funnels are essential for several reasons:

- **Targeted Marketing:** A funnel helps to segment your audience based on where they are in the buying process. This allows you to deliver personalized messaging to nurture them effectively.
- **Lead Nurturing:** Not all leads are ready to buy immediately. Funnels allow you to nurture them over time, providing them with the right information at the right time, and increasing the likelihood of conversion.
- **Automation and Scalability:** Funnels automate the lead generation and nurturing process, reducing the need for constant manual intervention. With the right funnel in place, businesses can scale their marketing efforts efficiently.
- **Data and Insights:** A well-structured funnel provides valuable data that can be used to optimize marketing efforts. You can track where leads drop off, identify bottlenecks, and tweak your strategy to improve conversions.

Best Practices to Create a Funnel Using AI

Artificial intelligence can significantly enhance the effectiveness of your funnels. Here's how AI can be integrated into your funnel design:

1. **Personalization:** AI tools can help personalize content and offers based on user behavior. By analyzing past interactions, AI can provide tailored recommendations, leading to higher engagement and conversions.
2. **Chatbots and Lead Scoring:** AI-powered chatbots can engage users instantly, qualify leads, and answer questions in real-time. AI can also automate lead scoring by analyzing user data, allowing you to focus efforts on high-value prospects.
3. **Predictive Analytics:** AI can predict user behavior and help you anticipate when a lead is likely to convert. This allows you to send timely follow-ups or special offers to increase the chances of conversion.
4. **Email Automation:** With AI, you can automate follow-up emails based on user interactions. AI-driven email marketing tools can segment your audience effectively and send personalized emails that resonate with each lead.
5. **Optimizing Funnels with A/B Testing:** AI can automate A/B testing to analyze which version of a landing page, ad, or email is performing better. This data-driven approach helps you optimize your funnel for maximum conversion.

Common Mistakes People Make in Creating a Funnel

While funnels can be highly effective, many businesses make several common mistakes when designing them:

1. **Lack of Clear Goals:** A funnel without a clear objective is like setting out on a journey without a destination. It's essential to define what you want to achieve at each stage of the funnel, whether it's awareness, leads, or conversions.
2. **Ignoring the Customer Journey:** Failing to understand where your prospects are in the buying process can lead to poor targeting. A one-size-fits-all approach doesn't work in funnels. Understanding your customer's journey is key to delivering the right content at the right time.
3. **Too Many Steps:** While funnels can be complex, adding too many steps can overwhelm prospects and increase the risk of them dropping off. Keep the process simple and clear, with a logical flow from one stage to the next.
4. **Not Using Data Effectively:** Funnels provide a wealth of data, but many businesses fail to analyze it properly. Without insights, you won't know where you're losing prospects or how to improve your funnel.
5. **Forgetting Post-Purchase Engagement:** Focusing only on the conversion and neglecting customer retention is a critical mistake. A loyal customer is more valuable than a one-time purchaser, and post-purchase engagement can lead to repeat sales and referrals.

Launching AI Funnel

There are some prerequisites before you launch an AI Funnel. You need the following things to get started –

1. Discover Niche
2. Discover Your Audience
3. Competitors Research
4. Unique Positioning
5. Build Lead Magnet
6. Build a Landing page
7. Traffic

AI Prompt

1. Niche

I help _____ to get _____ using _____

I help IT working professionals to make an extra 50K every month in the stock market using my proven trading framework

2. Audience Research – Ideal Customer Persona

Discover the top 10 major problems of my audience I help <IT Working professionals > to < make an extra 50K every month using my proven trading framework>, please answer these questions as my Ideal Customer Persona ICP who is suffering from the following problem --- Please give at least 10 bullet points for every point. Use markdown for better readability.

- Problem
- Fears
- Objections
- Challenges to solve the problem
- Dream outcomes
- Feelings regarding solving the problem
- How important is solving the problem
- social media activity
- demographics
- psychographics

3. Competitors Research

Provide me details about my potential competitors in the Indian market in the stock trading training as a personal mentor niche and THE above ideal customer persona – ICP.

Visit their website or landing pages and social media profiles and provide me with the following details-

USP – Unique selling point

UVV – Unique Value Proposition

Offer – new offerings

Marketing message

Tagline

Landing page headline

4. Unique Positioning

Help me how to differentiate in the crowded market of the above Ideal customer persona – ICP

Use the following attributes to differentiate –

USP – Unique selling point

UVV – Unique Value Proposition

Offer – new offerings

Marketing message

Tagline

Landing page headline

To help you, HERE are a few details of my competitors in the same niche refer to my competitor's details from the above result

5. Lead Magnet

give me the top 5 ideas to write an eBook to attract my Ideal customer as a lead magnet

write 10 chapters on this eBook titles –

write <Chapter 1: Introduction to Stock Market Trading for IT Professionals> content in 500 words(repeat this for all chapters)

6. Build a Landing page

You are a senior landing page copywriting expert with experience in customer psychology.

Your job is to write the landing page content for my above niche.

Use the LIFT model with < copywriting framework> following framework: - - Headline - Subheadline - CTA button text - Who needs this workshop? At least 6 avatars - bullet points on solutions to customer pains - Workshop timings - Single line Bonus text - Single line scarcity line for number of seats - at least 6 pain points of the customer - CTA button text - Solution we offer that addresses all the above painpoints - One sentence testimonial - What will we cover in the workshop - CTA - Bonus sections, include at least 5 bonuses - testimonials - Certification - Meet your mentor section - FAQ Here are the psychographics of my ideal customer,

please go through them and understand their psychology before starting to make content. <refer to my above ICP details> Mention the 6 elements of LIFT during the content for my clarity.

create a landing page for niche - I help IT working professionals to make an extra 50K every month in the stock market using my proven trading framework, use the following details to create a landing page –

7. Traffic

Organic – LinkedIn Boolean Search

find the biggest influencer's LinkedIn profile in stock trading in India

Paid ad –

Write ad copy to target my above ideal customer using the PAS framework

Write ad copy to target my above ideal customer using the AIDA framework

create a creative image for a meta ad to target my ideal customer