

How to Reach Buyers with Email Marketing Funnels

by Paul Cuthbert

Think like A Consumer

Knowing how consumers think and at what stage they are in the buying cycle presents an interesting problem for online marketers. By creating engaging content that is both persuasive and logical, it is possible to guide the buyer through their decision process. Yet, not all consumers are ready to buy immediately. A large percentage of people conduct research and look for the best price before committing to a purchase decision. While a handful of online consumers might be ready to open their cyber wallet and make a purchase on their first visit to a website, the majority of the population requires more information and positive support before they are ready to buy. This is where sales funnels become a crucial component of the marketing strategy for online businesses. Funnels work by providing enough general information to attract a large number of potential consumers to a landing page. Once on the page the potential buyer is guided to additional pages on a website through calls to action and attractive links that filter out those who are seriously considering a purchase from the individuals who have a moderate interest, but not the intention to make a purchase while visiting the website. Moving an individual buyer from one page to the next increases the probability that they will make a purchase as they are guided from general or broad based content to more specific content about a particular product or service. Conversions come from the ability of a landing page to turn the viewer into a purchaser. However, there is more to funnels than the ability to narrow down the serious buyers from page viewers that are interested in gathering research before making a sales decision. Data collected by “cookies” provides insight into the number of people visiting a landing page and reports how much time the average person spends looking at a webpage before leaving the site or moving to another page on the site. Analytical data gathering provides insight into where viewers are being directed from the search engines. What keywords were searched and where the search originated geographically are also key pieces of information that can be used to build content that has a greater impact on online consumer purchases.

Retarget Non-Buyers with Sales Funnels

By analyzing search data and interpreting that information into who, when, where, how and what people respond to when searching the Internet, it is possible to build targeted marketing campaign that attract consumers to a website and even to a specific landing page. However as has been previously mentioned, not every consumer is ready to make a purchase the moment they land on a webpage. Some consumers will leave items in a shopping cart, but abandon the site before concluding their transaction. Perhaps they have sticker shock or they are not authorized to complete a purchase. They may be comparison shopping, or they were called away before they could complete the purchase. Whatever the case may be the fact is, they did not buy the product or service they were interested in. This is where retargeting comes into play. Retargeting provides businesses with information about the individual consumer that has abandoned their online shopping cart and allows the enterprise to reach out through

email campaigns to help guide the consumer to complete the purchase. As part of an email funnel, the practice of retargeting provides businesses with the possibility of closing a sale that might otherwise be lost. Of course, it is necessary to capture email addresses from potential buyers before any retargeting campaign can be utilized.

Building Your Mailing List

Collecting email addresses and consumer information requires an individual to grant permission for an entity to gain access to information. Companies that offer a free newsletter or which require an email before entering certain areas of a website, or exchanging email information for something of perceived value allows businesses to capture emails which will be put into a sales funnel. Typically email campaigns are used to attract potential buyers and move them ever closer to a purchase. Automation of an email campaign is the practice of sending out a series of emails over the course of predetermined timeframe in order to motivate and influence the buying decision. Links within the email provide analytical data on if and when the email was opened, how long it was open for and whether or not the link was used to move the reader to a specific landing page. By measuring responses and utilizing analytics, email campaigns can be modified and tailored to generate the greatest response. When used in conjunction with search data from a website, analytics becomes a powerful tool for influencing online consumer purchases.

Experienced Digital Marketers Can Help

Online marketers and specifically email campaign strategists have become vital to the success of every business that is selling products or services on the World Wide Web. Where only a decade ago it was enough to optimize a website with keywords and meta data to attract consumers and influence the search engines, today there is a growing need for data analysts and email marketers to give business an edge in the online marketplace. Knowing how to build funnels, automate email campaigns, and retarget consumers with specific language is where business owners of every size and type are required to invest their energy so that they can compete and succeed in guiding their target consumers to make a purchase decision.

Whether your company is a Fortune 500, startup, small or mid-size business, you need an advantage to gain a competitive edge in the online marketplace. Subscribe NOW for additional tips and insights into building effective email campaigns, or Email us to get started building funnels that make sales.