

A photograph of a person's hands typing on a laptop keyboard, overlaid with a semi-transparent teal filter. The text is centered over the image.

Creating Funnels to Grow Your Brand

FOLLOWING THE INBOUND
MARKETING PROCESS OF
CONVERTING VISITORS INTO
CUSTOMERS



Attract

Convert

Close

Delight



Attract Strangers



Get attention by using an
awesome HEADLINE,
Keyword, or awesome
Social Media Promotion

1st Impressions are everything

Convert Visitors



Have a clear
call-to-action
ready

Landing Pages and Forms are good
ways to get visitors to
convert into leads.

Close Deals



Now it is time to work your magic. Branding is what people say about you when you aren't in the room. Your unique selling proposition helps motivate people to only want to use your product because of its exclusiveness. Don't forget even in a crowded market to stand out, with a special offering or niche delivery. Sending out follow up emails will help nurture leads that become loyal customers. Do not forget your tribe who supported early on.

Delight



Reputation marketing is the secret key to growth. Delivering great service creates the word of mouth that accelerates your business, yet bad marketing with false advertisement can ruin your brand . Saying you are the best is easy, but when others do it, you have mastered an effective inbound marketing strategy.