

The Inbound Marketing Funnel: A Simple Guide to Drive More Sales

For the majority of businesses, finding a new, reliable customer is a constant struggle. This is especially true in our ever-changing market, where new trends are constantly coming in, along with rising standards for businesses to uphold. With inbound marketing, however, new customers are given the ability and agency to find you, making the process easy and pain-free.

To put it simply, an inbound marketing funnel is a model of the customer's journey to choosing your brand, involving all of the steps and decisions along the way.

To condense the marketing funnel, you can summarize it with three main goals:

- 1.) Attract (at the 'top' of the funnel) - Visitors become aware of your product or service. They may have heard about it from family members, friends, online ads, craigslist posts, etc.
- 2.) Engage (in the 'middle' of the funnel) - Visitors are attracted to your website because of compelling content or words in an advertisement that piques their interest.
- 3.) Convert (the 'bottom' of the funnel) - Visitors become leads who have given you their name and email address. Leads become customers when they make a purchase. Their contact information is then stored in your database.

Continue reading to learn more about the marketing funnel, its main aspects, and how to use it to find more customers and drive more sales!

Critical Stages of the Inbound Marketing Funnel

Forming and utilizing the inbound sales funnel can allow you to better understand your customer's needs and their thought processes along their purchasing journey. This has multiple benefits for you and your marketing team, as it can allow you to easily and effectively market to your (new and returning) customers in a much better and more optimized way.

Top of Funnel Inbound Marketing

The top of the inbound sales funnel revolves around attracting the correct customers to your business. This means attracting people who have similar interests to that of your brand/your

other customers. There are multiple means to do this, and each business will have different means to attract new customers.

You can summarize the attraction portion of the inbound marketing funnel by using “ToFu” content, which supports raising brand awareness and creating strong customer engagement. While attracting returning customers is great, using ToFu content really optimizes attracting brand new people.

Middle of Funnel Inbound Marketing

The middle of the inbound sales funnel centers around the idea of consideration or helping and allowing your audience to research and evaluate. By research and evaluate, the middle of the funnels means helping your customer evaluate options to their problems (i.e., which product from which brand is best). This is one of the most crucial parts of the funnel, as it distinguishes if a customer will be purchasing your product or your competition’s product.

The middle part of the funnel uses “MoFu” content, which is designed to help them research while improving your brand’s image. Common MoFu content examples include nurturing emails, expert guides, educational videos, and statistical/technical reviews.

Bottom of Funnel Inbound Marketing

To finish up the funnel, the bottom portion is meant to persuade the reader to purchase your product. This essentially takes the review (middle) portion of the funnel and combines it with the process of making a sale. This is probably the most apparent, and again, one of the most important pieces of the funnel.

The bottom of the funnel uses “BoFu” content, which is meant to close sales and persuade buyers. Some great examples of BoFu content are demos, sales, discounts, promotions, testimonials, etc.

A Step Further: Post-Purchase Behavior

While it may seem contradictory, what happens after a sale is often much more important than what happens before, or even the sale itself. This is because post-purchase is the last thing your customer will remember, and it can separate making one customer sale, from making repeated, reliable customer sales.

The main aspect of post-purchase care is not to leave your customer hanging. Instead, you want them to be 100% satisfied and engaged with your product. In the end, this makes them more likely to be loyal to your brand, and it increases the likelihood of them repurchasing or endorsing your brand.

How to Master the Inbound Marketing Funnel

To start, the first thing you need to do to master the inbound marketing funnel is to fully understand your buyer. This can be challenging; however, a great way to do so is to create detailed and in-depth buyer personas.

In addition, each stage in the funnel and along the way should have clear set goals. This should make the process easier, better to understand, and more rewarding along the way.

As with any fine-tuned theory, the funnel isn't absolute, and it can be edited, altered, optimized, and of course, be built upon for your specific business. To do this, you need to first measure and analyze the working of the basic funnel on your business. This can often take time but is worth it. After investigating, you can then implement changes meant to improve its function.

Inbound marketing is definitely not easy to start; however, it can be one of the greatest business tools. Creating a basic funnel with at least three stages can help you better understand your customer and make more sales. In the end, while the process can seem challenging, it can do so much to help any business. So with this, take it slow, and enjoy getting to know your buyers!