

FUNNEL MARKETING

How to build a marketing funnel to automate
your marketing and consistently drive high
quality leads into your business.



**FUNNEL
MARKETING™**

FUNNEL MARKETING BROCHURE

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**BE AUTHENTIC
HAVE FUN
CREATE YOUR FUTURE**

THE BEST WAY TO PREDICT YOUR FUTURE IS TO **CREATE IT**

FUTURE THINKING MARKETING

We're Future Marketing, the future-thinking technology marketing team.

We all know that there are so many marketing technologies out there, with new ones appearing all the time. Our mission is to help you to find the right ones for you, that enable you to connect with your audiences more effectively, to build relationships, to engage and to drive action.

Our Marketing Technology systems and processes are designed to ensure that you achieve results and drive growth through controllable and effective marketing.

"The best way to predict your future is to create it"

We live by this philosophy. It shapes everything we do. We can help you to take control of your future and create incredible results for your business.

We specialise in creating marketing funnels using our F.U.N.N.E.L. process outlined in this brochure. Our role is to work with you to understand your business, products or services and your target market. Formulating and implementing a digital marketing strategy.



JON ALLEN





What is Funnel Marketing?

FOCUSED STRATEGY

The Funnel strategy needs to fit into the wider strategy of the business itself and be in line with the businesses goals.

UNDERSTAND YOUR AUDIENCE

Understanding your audience (avatars) has a profound impact on your marketing strategy. It helps you to fine tune your marketing efforts.

NEW ASSET CREATION

In today's digital world, we have seen the birth of 'Digital Assets'. Digital assets include; digital documents, audible content and videos.

NICHE TARGETING

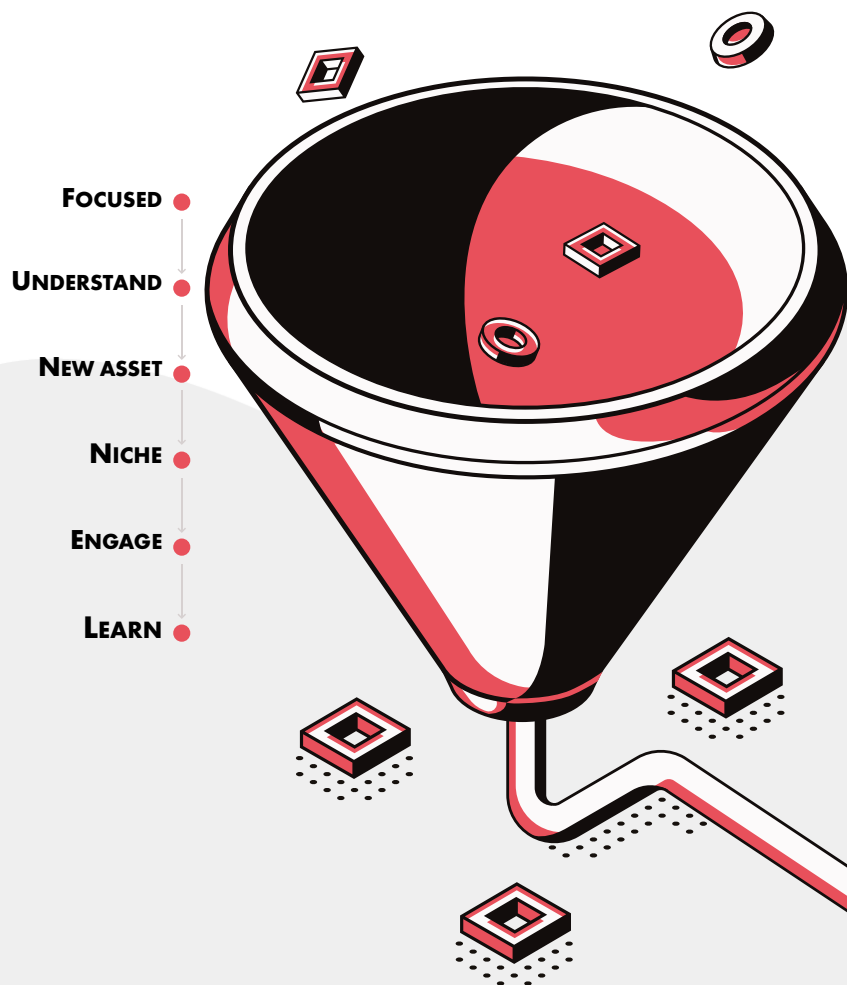
Now it's time to attract people into your funnel. Because we've spent time on your avatar we'll know which platform to choose for your advertising.

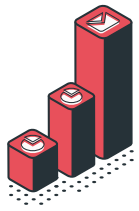
ENGAGE TO CONVERT

We use marketing automation, which is an exciting new set of tools that can be used to drive incredible results in your business on an automated basis.

LEARN & OPTIMISE

Learning and optimising is the process of understanding which parts of the funnel are working and how effective the funnel is as a whole.





Focused Strategy

There are a wide range of funnel strategies available that we can use to create an effective marketing funnel and bring high quality leads into your business.

Any funnel strategy needs to fit into the wider strategy of the business itself. The strategies within the business could be to grow sales for a certain product or service, improve customer service, increase the number of customers, increase pricing, or to drive overall top line revenue and profitability.

Whatever they are will determine the focus of the funnel strategy itself.



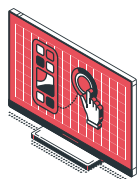
Understand your Audience

Understanding your audience has a profound impact on your marketing strategy. It helps you to fine tune your marketing efforts and understand why some products or services sell better than others.

We will work with you to develop a deep understanding of your audience which can often expose gaps or even conflicts in your marketing messages, that you might not have been aware of.

Successful business owners understand their customers, the problems their customers have and how they are solving them.



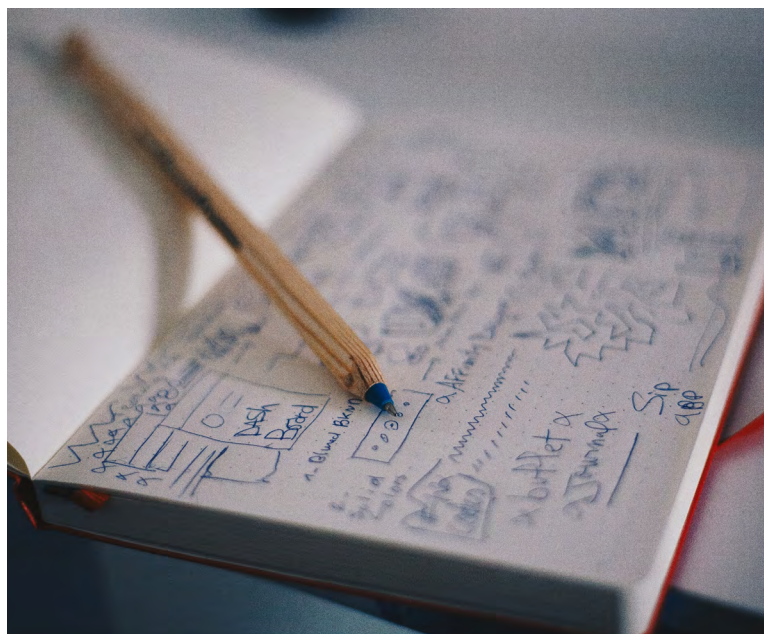


New Asset Creation

In today's digital world, we have seen the birth of 'Digital Assets'.

The assets we will create for your marketing funnel include products for your prospects; these are products that are adding value to your potential customer and you're asking very little in return for them. They can be a digital download, audio or video.

We will also create a new landing page specifically designed around them, this will become an asset to the business.



Niche Targeting

Now it's time to attract people into your funnel. Having spent time on your avatar we'll know which platform to choose for your advertising;

Facebook, Instagram, LinkedIn, Google, Twitter or a combination of these. Facebook is one of our favourite platforms. It's more cost effective and the technology is far more advanced compared with other platforms.

We're finding many business owners are waking up to the fact that Facebook is a powerful marketing tool.

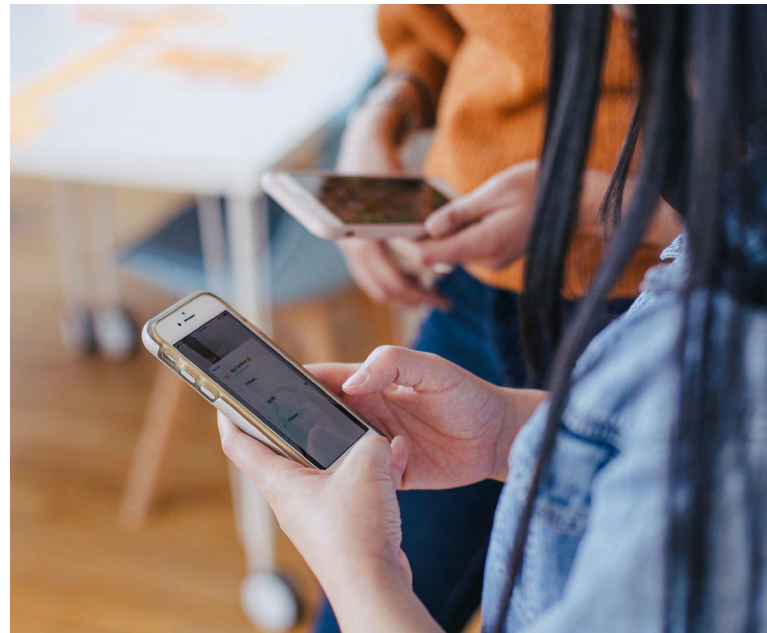




Engage to Convert

We will be using tools that include marketing automation to drive incredible results in your business on an automated basis. Whilst many of these tools have been around for some time, only the biggest blue-chip organisations have had access to them.

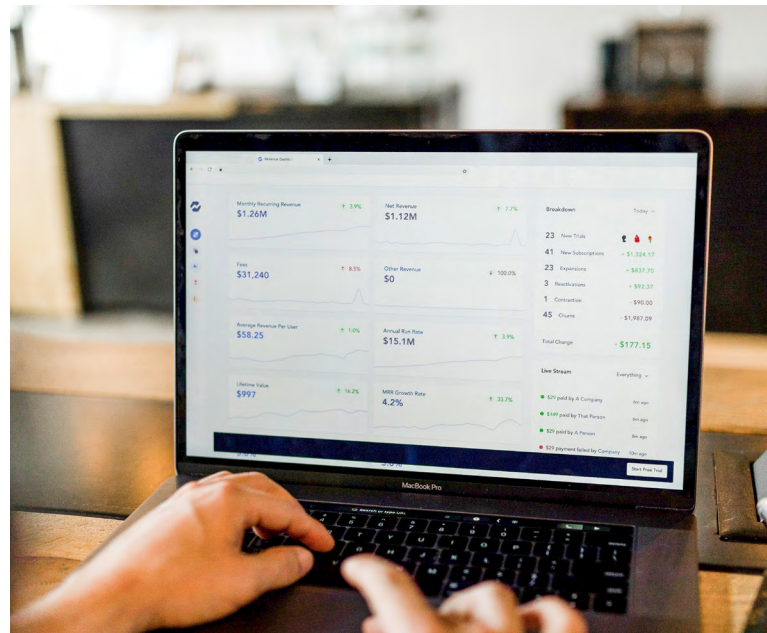
Only in recent years have marketing automation technologies become rapidly available to smaller businesses and entrepreneurs, making it an exciting time to be able to compete with larger organisations.



Learn and Optimise

Now the funnel is live and generating leads, our next step is to carry out some fine tuning in order to make it work as effectively as possible. That's where we learn and optimise. Learn and optimise is the process of understanding which parts of the funnel are working and how effective the funnel is as a whole.

We then have the ability to make improvements to the whole process in order to continually move towards better results and improve return on investment.



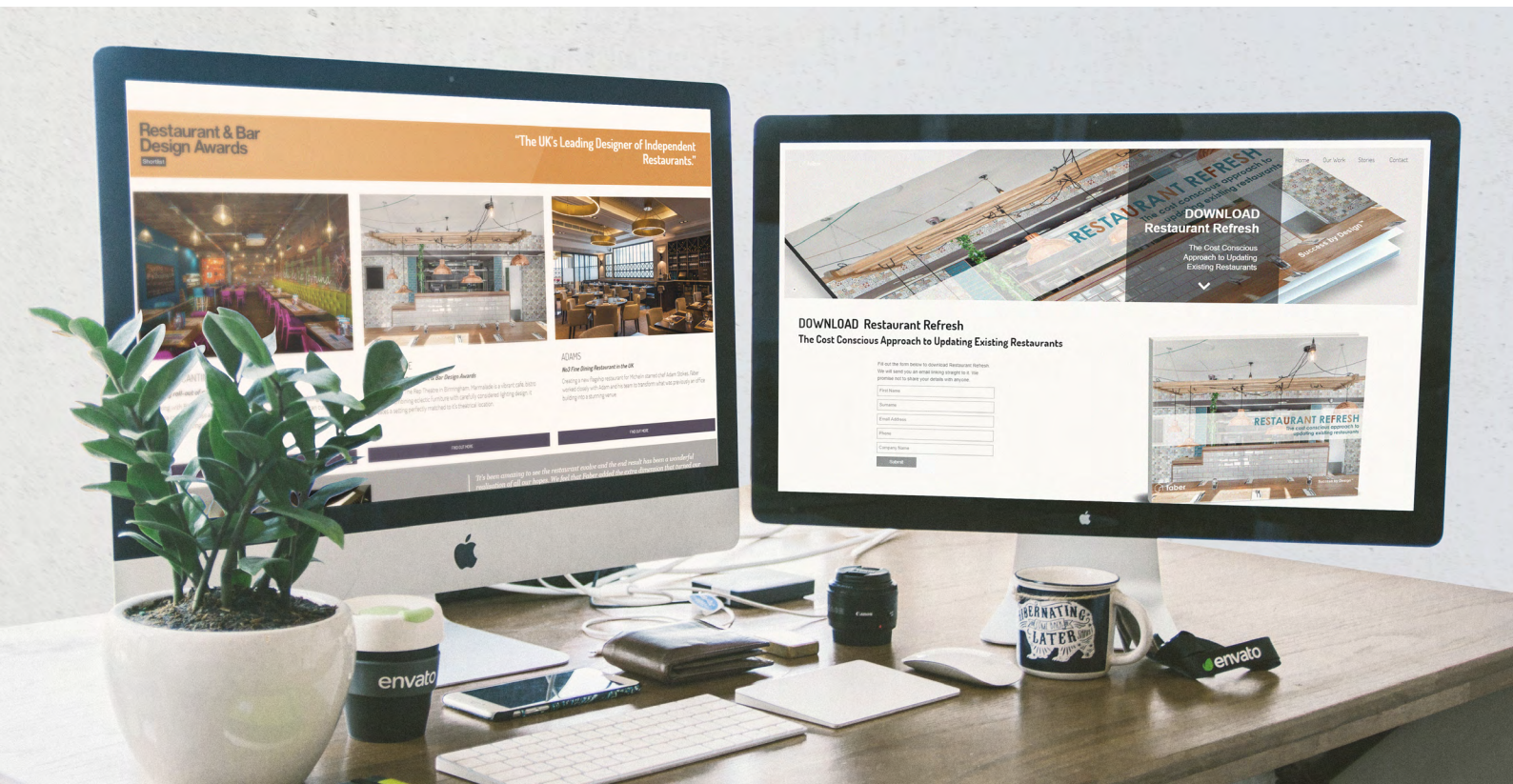


CASE STUDY

FABER DESIGN

Faber is an interior design agency that specialises in the creation of restaurants and food & beverage concepts.

Working with leading chefs, restaurateurs, hoteliers and retailers. Their vision of becoming the leading agency in the F&B field has now become a reality. We work with Tony and the team at Faber very closely to build marketing funnels, targeted at chefs and restaurant owners, which generate a continuous stream of high quality leads for them.



FABER DESIGN

Funnel Marketing & Social Media

www.future-marketing.co.uk/faberdesign

Faber needed to find a way to drive a consistent flow of high quality targeted leads into the business, as their previous marketing activity had been hit and miss and unstructured.

The first part of the process was to position them as the “Go to guys (and gals)” for the interior design of food and beverage concepts for restaurants and hotels.

Then we identified the key avatars. The first one was the “Chef”. Once we truly understood the chef avatar, we could target and market to them where they spent their time. Facebook was great for targeting, but even more relevant was Instagram.

Through the creation of a set of highly targeted marketing funnels, with native posts and ads into Facebook and Instagram, we’ve been able to work with the team at Faber to create a constant flow of high quality leads, with several leads a day being generated.

Their return on investment (ROI) on Facebook Ads alone was over 3000% within the first 3 months, with more campaigns and funnels being added monthly.

FUNNEL MARKETING

Automated Lead Generation Funnels

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