

# The 90-Minute Guide to Building Marketing Funnels That Convert: Data Beats

In today's competitive marketing landscape, it's more important than ever to have a well-defined marketing funnel that converts leads into customers. But building a funnel that actually works can be a challenge.

That's where data comes in.

Data can help you understand your target audience, track their behavior, and identify areas for improvement. By using data to drive your marketing funnel decisions, you can create a funnel that is more effective and efficient.



## The 90-Minute Guide to Building Marketing Funnels That Convert (Data Beats Opinion Book 1)

by The Gig Economist

★★★★☆ 4.3 out of 5

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In this guide, we'll walk you through the process of building a marketing funnel that converts, using data to make informed decisions every step of the way.

The first step to building a marketing funnel is to define your target audience. Who are you trying to reach with your marketing efforts?

Once you know who your target audience is, you can start to develop content and messaging that will appeal to them.

To define your target audience, you need to consider the following factors:

- **Demographics:** Age, gender, income, education, location, etc.
- **Psychographics:** Interests, values, lifestyle, etc.
- **Behavioral:** Purchase habits, media consumption, etc.

You can use data from your website analytics, social media insights, and customer surveys to help you define your target audience.

Once you know who your target audience is, you need to create a lead magnet that will entice them to give you their contact information. A lead magnet is a piece of content that is valuable to your target audience, such as an e-book, whitepaper, or webinar.

Your lead magnet should be relevant to your target audience's interests and needs. It should also be something that they are willing to give their contact information for.

Once you have created a lead magnet, you need to promote it to your target audience. You can do this through your website, social media, and email marketing.

A landing page is a web page that is designed to capture leads. When someone clicks on a link to your lead magnet, they will be taken to your landing page.

Your landing page should be clear and concise, and it should explain the benefits of your lead magnet. It should also include a form that people can use to sign up for your lead magnet.

Once you have created a landing page, you need to promote it to your target audience. You can do this through your website, social media, and email marketing.

Once you have captured leads, you need to nurture them until they are ready to become customers. Lead nurturing is the process of building relationships with your leads and providing them with valuable content that will help them make a decision about your product or service.

You can nurture your leads through email marketing, social media, and content marketing.

Once you have nurtured your leads, it's time to close the deal. This can be done through a sales call, a webinar, or a product demonstration.

The goal of the close is to get your leads to take the next step, whether that's making a purchase, signing up for a free trial, or requesting a demo.

Building a marketing funnel that converts is a complex process, but it's essential for any business that wants to succeed online. By using data to drive your decisions, you can create a funnel that is more effective and efficient.

In this guide, we've walked you through the process of building a marketing funnel that converts, using data to make informed decisions every step of the way. By following these steps, you can create a funnel that will help you generate more leads, close more deals, and grow your business.



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