



Proventus
Marketing

Lead generation funnel marketing whitepaper

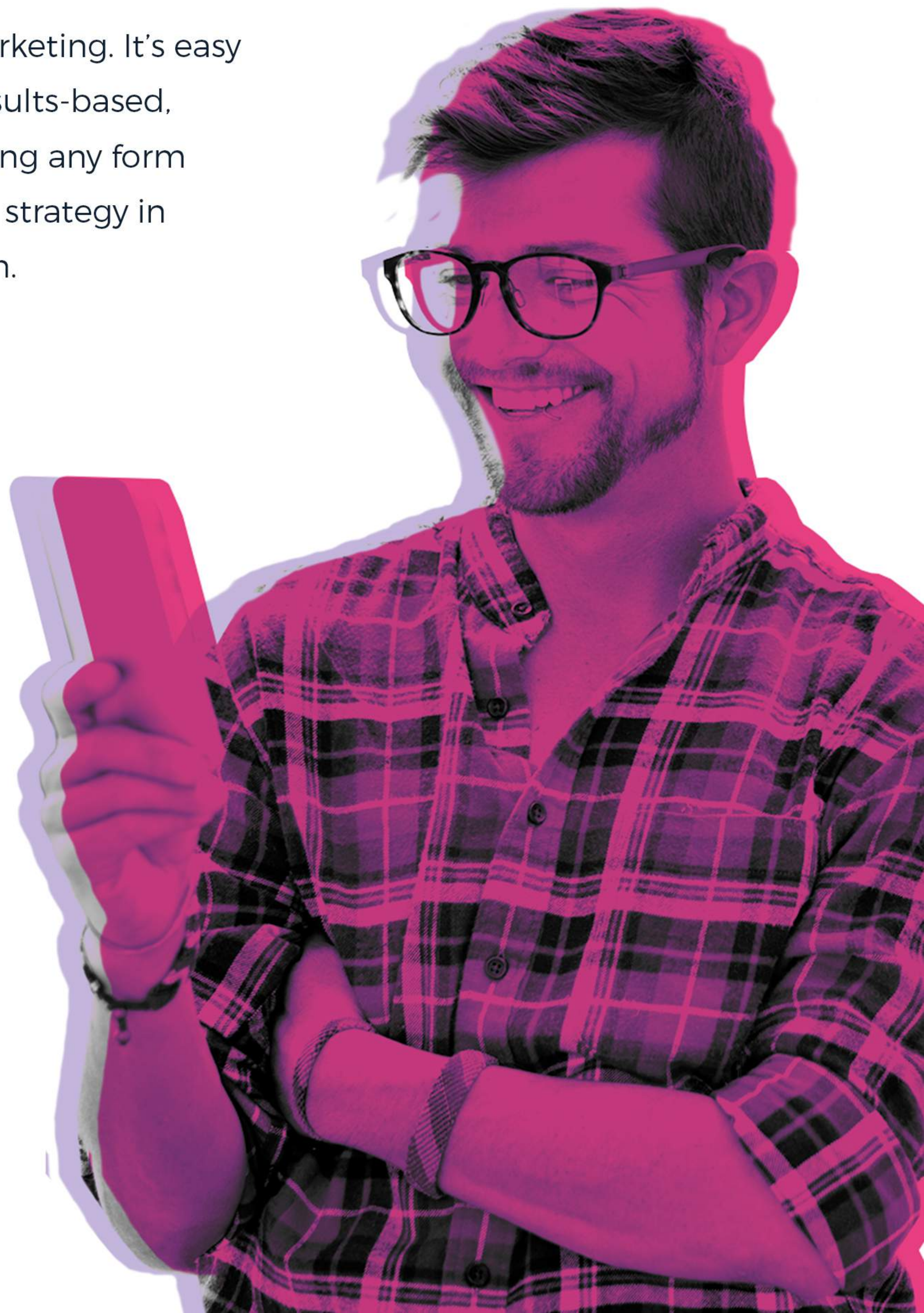
How lead generation funnel strategies work and how
to utilise them to transform your marketing

Grow your business, increase profits

The goal for any marketing campaign is to generate results, if that's leads or sales, the end result is always the same - grow your business and increase profits... But how do you achieve this?

The simple answer is results-based marketing. It's easy to think that all digital marketing is results-based, but that's not the case - If you're running any form of advertising online without a proper strategy in place, the desired results rarely happen.

You need a strategic plan of how your target audience will journey from seeing your marketing and website to becoming a customer. And that is where **lead generation funnel marketing** comes in.



What is lead generation funnel marketing?

Lead generation funnel marketing is the process of managing your target audience's buying cycle and improving their experience as they purchase your product / service.

Lead generation funnels give you full control over what marketing each user sees throughout the whole buying cycle, allowing you to control your brand at each stage of the funnel.

- Speed up the buying cycle
- Increase conversion rates
- Increase return on ad spend



How to engage at each stage of the funnel

Top funnel: Lead interaction

Use channels that incite initial engagement to get an opening touchpoint and brand recognition. These users are now in the buying funnel for your product / service, allowing you to nurture each touchpoint as they start going through the purchase cycle.

Mid funnel: Lead nurturing

It's time to show why your product / service beats your competitors. Users at this stage are interested in your offering but want to find out more before they purchase. Remember that on average users need around 10-12 touchpoints with your brand before they purchase.

Bottom funnel: Lead purchase

Now is the time to convert your audience into customers with exclusive promotions and strong call to actions. You have enabled multiple touchpoints to the users, they are familiar with your brand and they are very interested in your product / service offering.



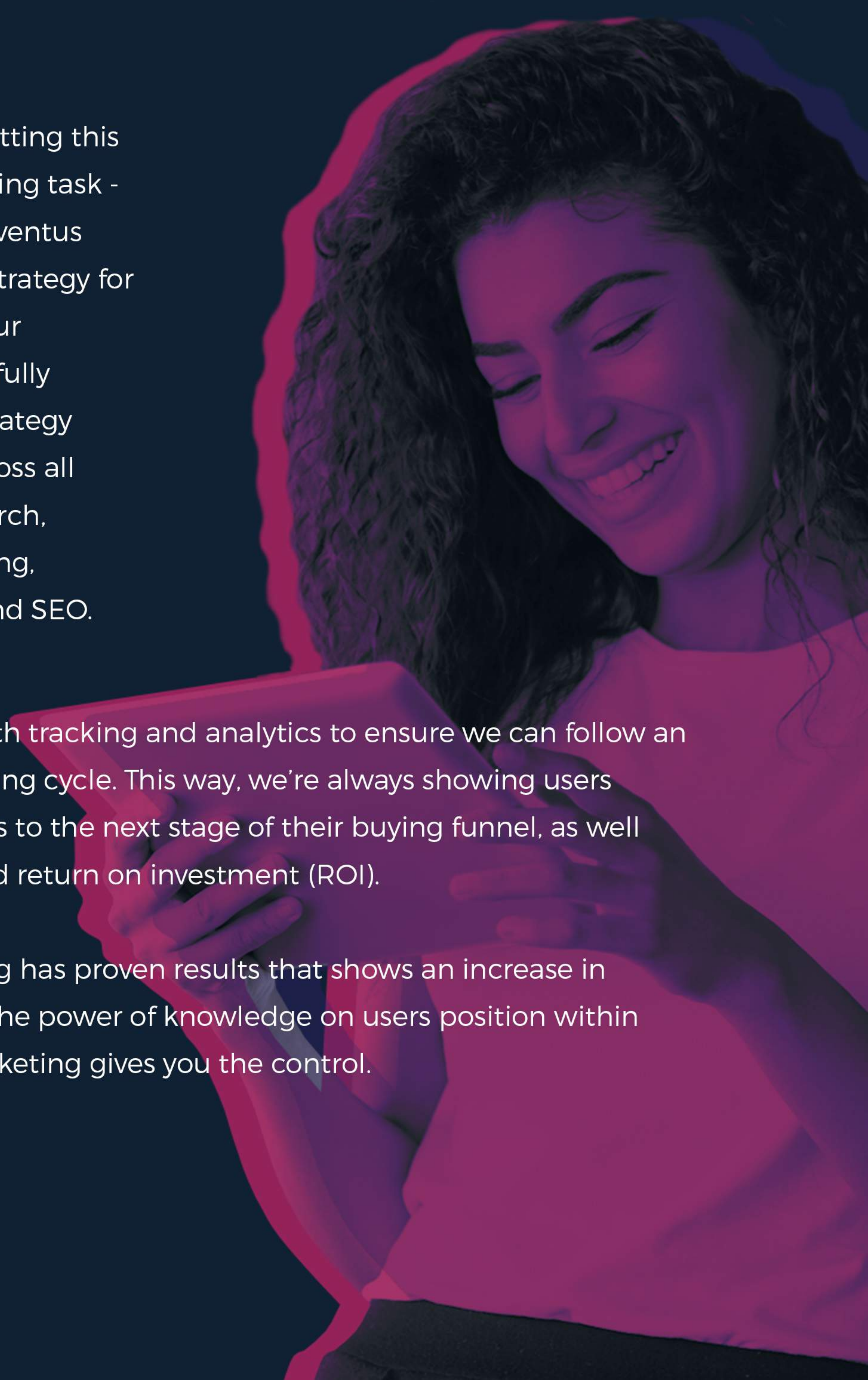
How does it work?

Lead generation funnels are designed to create a tailored experience for each user, exposing them to multiple brand touchpoints to encourage your target audience to become customers.

This sounds great, but actually putting this into action can seem like a daunting task - that's why we're here to help. Proventus Marketing will create a bespoke strategy for your business, focused around your budget and goals. We'll enable a fully engaged, 360° cohesive funnel strategy serving multiple ad variations across all digital channels, such as paid search, programmatic display & retargeting, Google shopping, social media and SEO.

Proventus Marketing uses in-depth tracking and analytics to ensure we can follow an individual user through their buying cycle. This way, we're always showing users what they need to see to progress to the next stage of their buying funnel, as well as increasing conversion rates and return on investment (ROI).

Lead generation funnel marketing has proven results that shows an increase in conversion rate and ROAS. With the power of knowledge on users position within the buying funnel, Proventus Marketing gives you the control.



Example campaign

Here is an example of what marketing touchpoints your target audience might see as they progress through the various stages of the lead generation funnel.



Plan your lead generation funnel strategy today

We go “under the hood” to ensure the strategy we’re creating will produce the results you need to guarantee a long-term partnership with Proventus Marketing.

Lead generation funnel marketing strategies work for everyone, whether you have one product, an entire e-commerce store or you’re serviced based. Lead generation funnel marketing deliver results - with an average increase of conversion rate anywhere between 0.25-5%+ increase.

If you’re interested in finding out what your lead generation funnel marketing strategy could look like, please get in touch with Alex Bury, CEO of the Proventus Group:



alex.bury@proventusgroup.co.uk



01865 570061



<https://www.linkedin.com/in/alex-bury-92b252a7/>