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Plan Your Sales Funnel

This is ideal for planning your strategy but you must first know your ideal buyer personas or IMT. You may not have 3 so use this for the ones you have. Each one will need a slightly different plan of action.

Where Are Your IMT(ideal market targets) Found

Target 1 -

Target 2 -

Target 3 -

What Do They Want/Need

Target 1

Target 2

Target 3



	Target 1	Target 2	Target 3
Your Goal	_____	_____	_____
Your Budget	_____	_____	_____

Your Sales Funnel Simplified

First Contact

End Result (Goal)

First Contact					End Result (Goal)
<p>➤➤➤</p> <p>Where are you making first contact?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>➤➤➤</p> <p>Is there an incentive? Ebook, giveaway, tips, articles</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>➤➤➤</p> <p>Did you get an email? Did they join your Social Media group or page?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>➤➤➤</p> <p>Do you have a plan to continue the contact? Email drip, Social Media posts</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>➤➤➤</p> <p>How are you tracking the leads and segmenting them?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>➤➤➤</p> <p>Where are you sending them? Landing page, website, blog</p> <p>_____</p> <p>_____</p> <p>_____</p>



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Notes: