

# Webinar

AUGUST 2024

| Marketing Funnels for Online Directories



# Our Team



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edirectory

# Next Events

- September 11th - The eDirectory Banner Ads System
- September 25th - Enhancing User Experience in Online Directories



<https://www.edirectory.com/webinars>

# Background on the eDirectory platform

Fits any industry or purpose

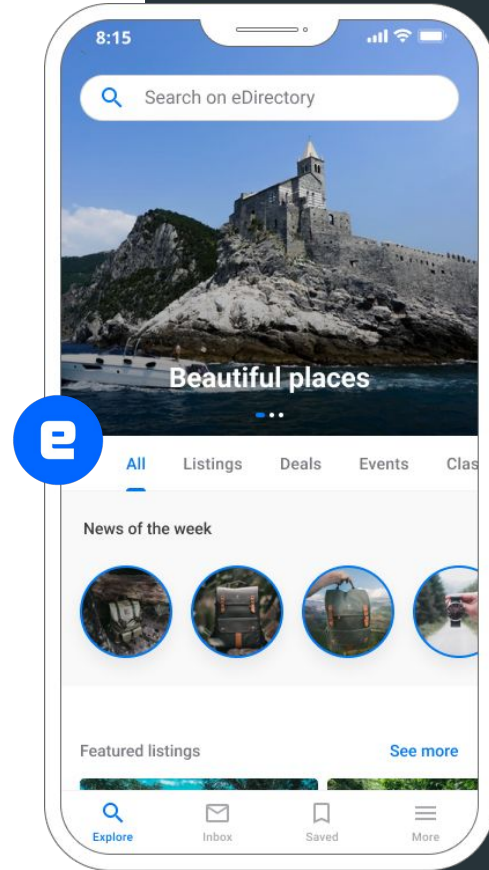
Highly customizable

Integrated native app builder

In-house Customization Team

Source code available

Request a live demo at [www.eDirectory.com](http://www.eDirectory.com)



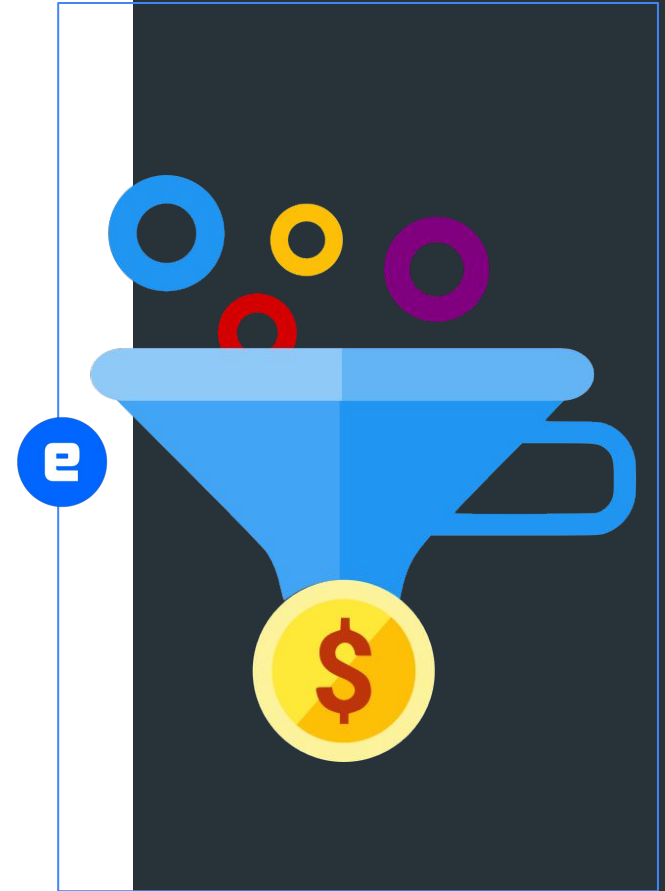
# Marketing Funnel for Online Directories



## Summary

A well-built content marketing strategy can increase your website's reputation and drive more sales. In this webinar we'll discuss:

- The concept of marketing funnel
- How to create the funnel
- Types of content
- Paid Ads to automate the funnel flow
- Integration between your directory and Ads platforms



## What is a Marketing Funnel?

The marketing funnel is one of the essential content-marketing concepts for increasing the commercial results of any company.

It is a strategic model that shows the customer's journey from the first contact with your project to the sale.

A graphic representation of the path the customer takes from discovering your website to signing up for a plan.

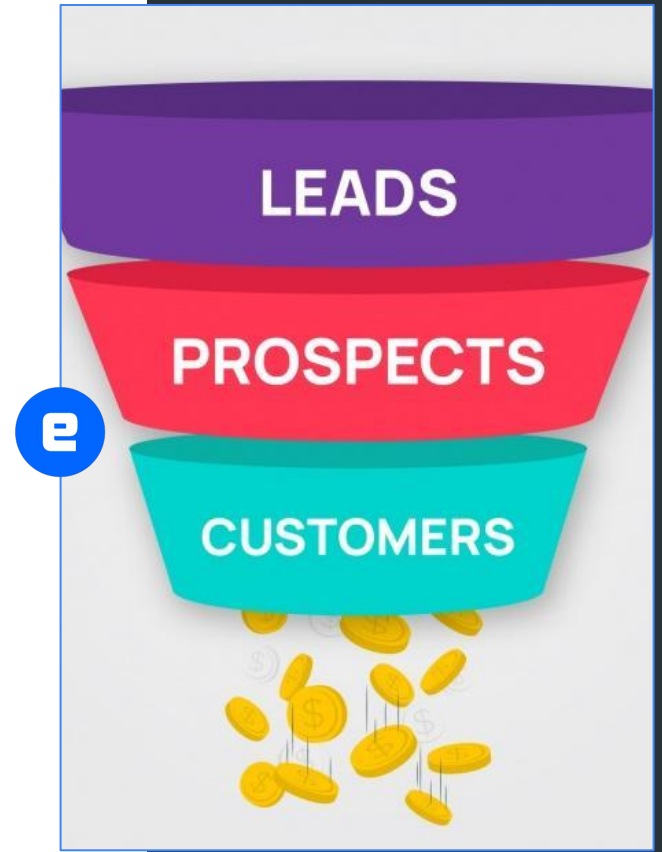


## 3 Stages Funnel

The marketing funnel is divided into three stages:

- **Top of Funnel (ToF):** known as the awareness stage, as until now the person was not aware of your website and the advantages it offers
- **Middle of Funnel (MoF):** the recognition and solution consideration stage
- **Bottom of Funnel (BoF):** the purchase decision stage

Each stage requires specific content to engage the audience and drive them from awareness to sale.





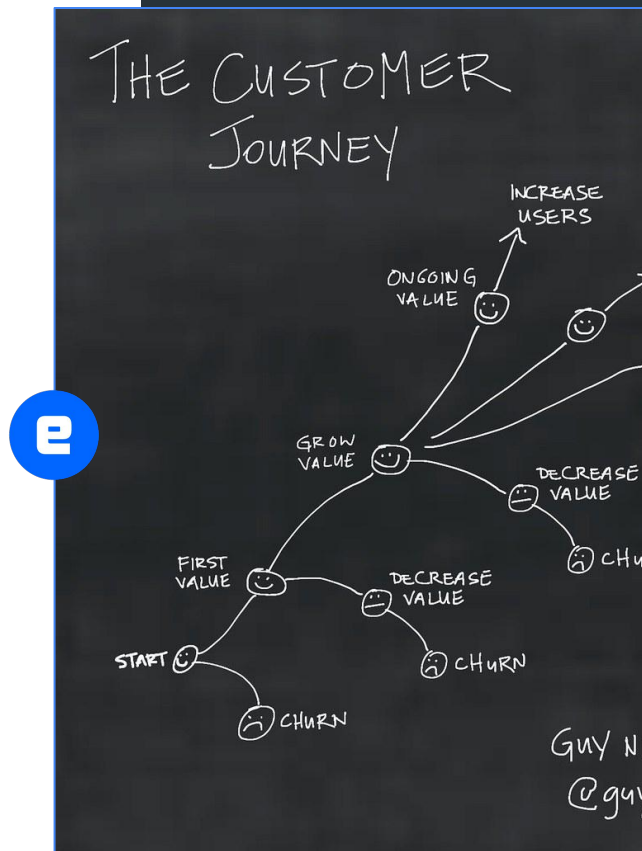
## How to Create a Marketing Funnel

- **Journey Mapping:**

To monitor and optimize your customer's purchasing journey, you first need to know it.

If your company already has a considerable number of customers, you can map the journey with a series of questions aimed at an organization's best customers to define the profile of the ideal customer, their doubts and ambitions, and the reasons that lead them to buy something from you.

For those just starting out, the best way to do this is to talk to as many potential customers as possible to find out the same answers.



## How to Create a Marketing Funnel

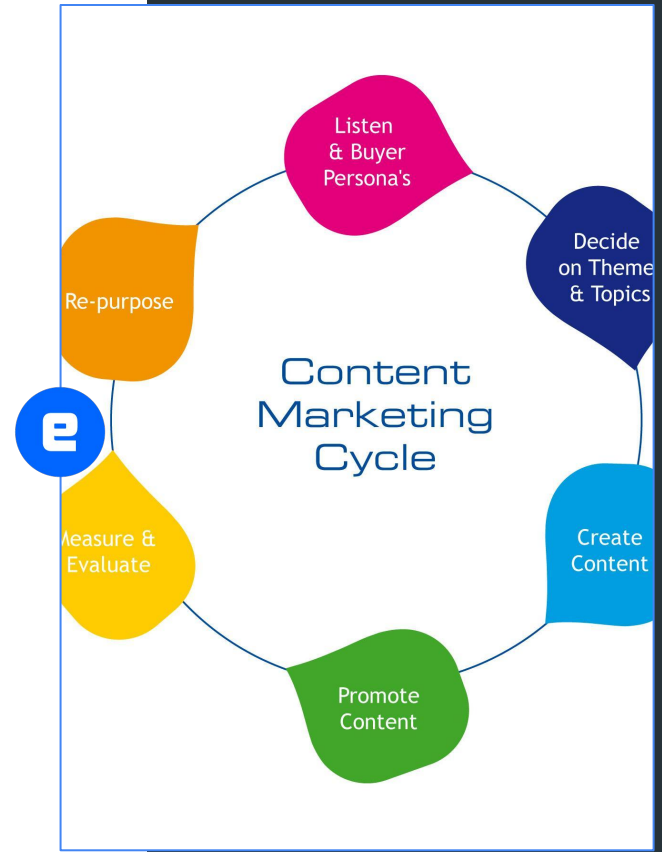
- **Content Planning:**

With the information collected previously, it's time to create a content strategy suitable for the entire process.

The content must be different for each phase and you must provide enough information for the customer to progress until they reach the last stage of your funnel.

Before writing, do a keyword research to find out opportunities, traffic volume, cost, ranking difficulty, etc.

Google Search Console performance reports will also show valuable queries that helps people to find your site.



## Types of Content

**Top-of-the-funnel content** should aim to make your audience discover that your website can help solve their problem.

Write about topics like:

- Digital Marketing as a tool to attract new customers in your area/niche
- Diversify exposure channels to increase visibility in your area/niche
- Qualified audience versus mass audience in your niche



## Types of Content

**Middle-of-the-funnel content** should be even more informative, presenting solutions for your target audience, advertising your project but without starting to sell.

Write about topics like:

- The benefits of advertising in a directory with complete and diversified features
- The advantages of your directory compared to the competition
- Success stories from your real customers



## Types of Content

**Bottom-of-the-funnel content** must start with informative materials about values and services you offer, media kit, until arriving at a final offer to capture the customer.

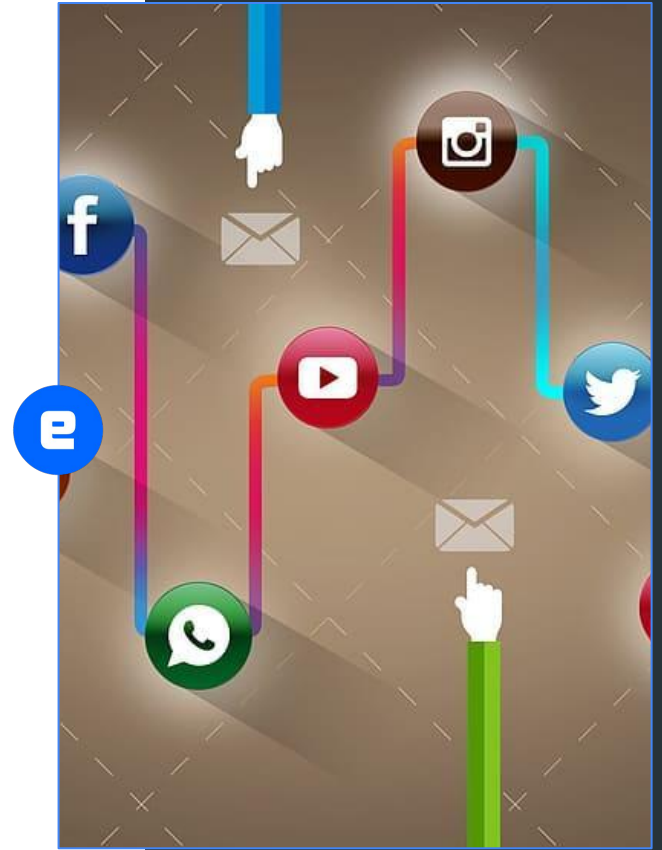
Create content like:

- Media kit highlighting the very best details about your site, traffic, social media stats, etc
- Client testimonials
- A page with an irresistible offer



## Content is ready. What now?

- Share them on social media
- Highlight them on key pages (advertise, contact, etc)
- Explore paid traffic such as Google Adwords and Social ads



## MARKETING FUNNEL FOR ONLINE DIRECTORIES

# Organic Traffic on your Funnel

Internal links to keep visitors engaged and nurtured. At the end of each blog post link your content related to the next stage of the funnel.

Add a Lead Form widget at the end of Blog Post Detail Page to convert visitors into leads.

Use a chat feature to provide instant communication.



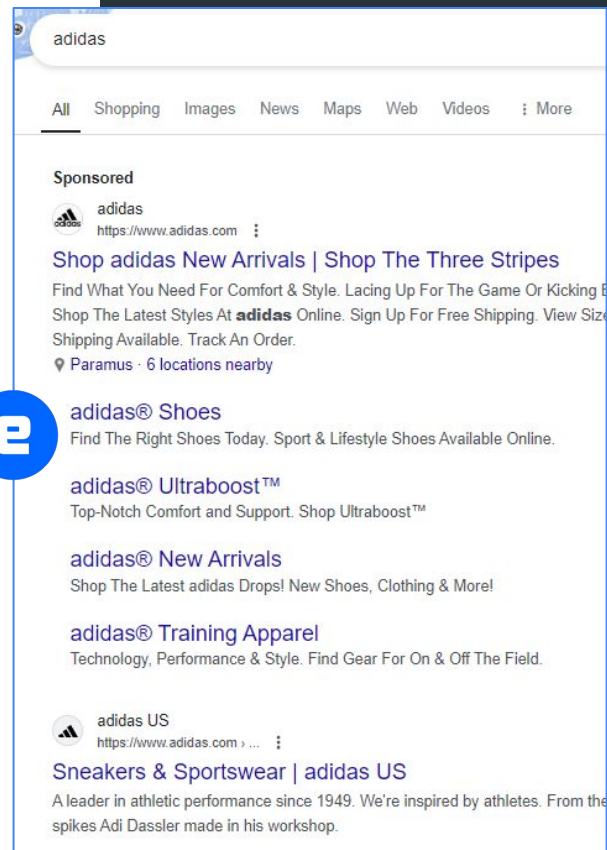
## Paid Traffic to Automate your Funnel

Take advantage of Segmented Audiences feature to reach specific group of site visitors.

How segmented audiences works:

1. User visit a web page triggering a conversion on Adwords
2. This conversion will feed a Segmented Audience
3. This SA can feed a group of another targeted-ads

Different goals for different funnel stages will feed different audiences.



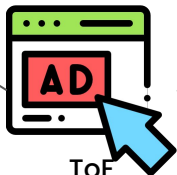


# MARKETING FUNNEL FOR ONLINE DIRECTORIES

## Stage 1



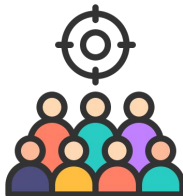
Presumed Audience



ToF ADS



ToF Landing Page



ToF Audience

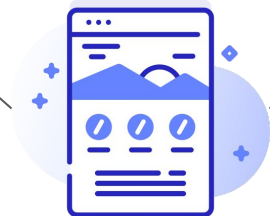
## Stage 2



ToF Audience



MoF ADS



MoF Landing Page



MoF Audience

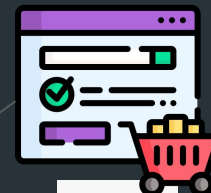
## Stage 3



MoF Audience



BoF ADS



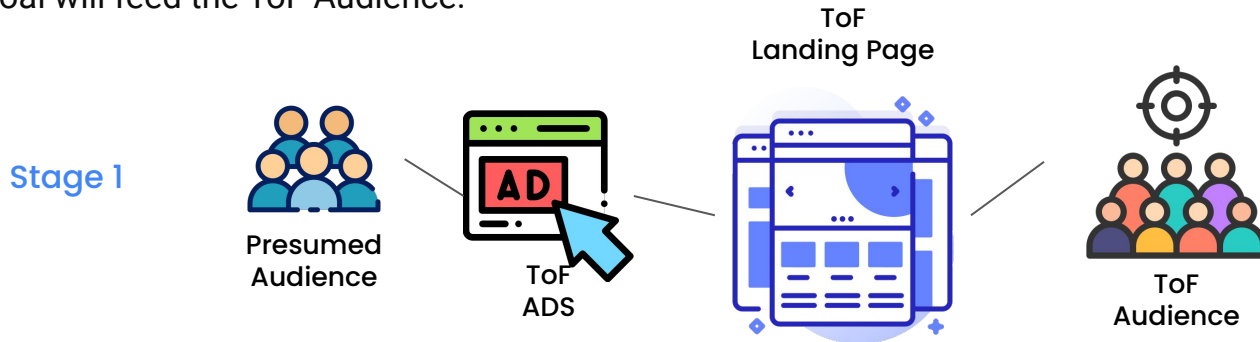
Offer Page

## Paid Traffic to Automate your Funnel

Take advantage of Segmented Audiences feature to reach specific group of site visitors.

1. create a page-view goal for the top of funnel
2. save the goal tracking code to embed it later on the different pages of your site
3. create Segmented Audience
4. Create the Ad Group + 2 Ad Copies with ToF Goal

The ToF Goal will feed the ToF Audience.

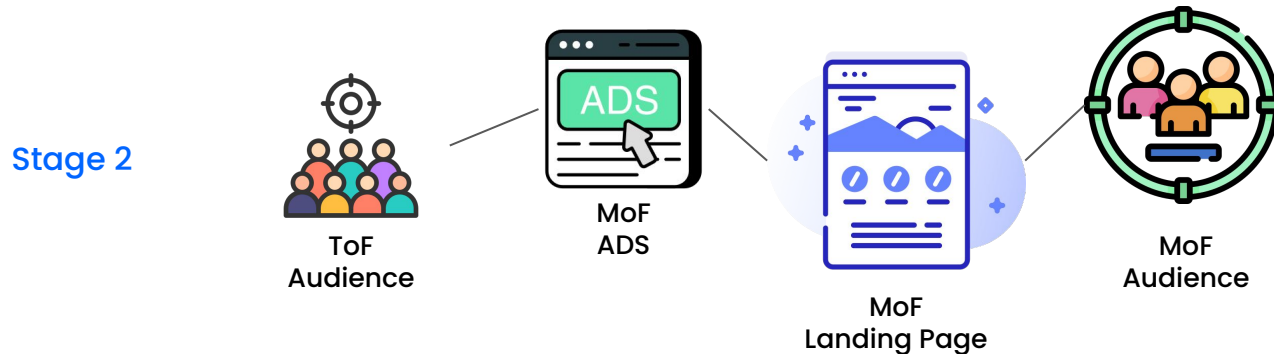


## Paid Traffic to Automate your Funnel

How to create segmented audiences for MoF

1. create a page-view goal for the MoF
2. save the goal tracking code to embed it later on the different pages of your site
3. create Segmented Audience for BoF
4. Create the Ad Group + 2 Ad Copies to target ToF Audience

The MoF Goal will feed the BoF Audience.

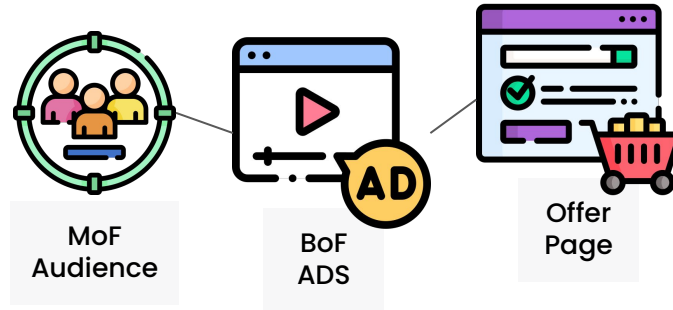


## Paid Traffic to Automate your Funnel

Reach BoF audiences to push sales

1. Create the Ad Group + 2 Ad Copies to target BoF Audience

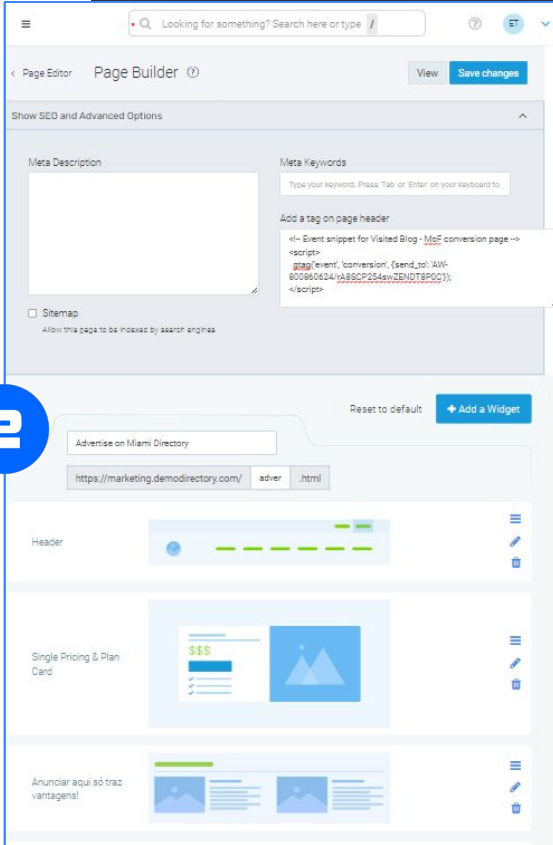
Stage 3



## MARKETING FUNNEL FOR ONLINE DIRECTORIES

# Tracking Codes on your Pages

- header tags
- custom content widget
- wysiwyg text editor on blogs and articles



The screenshot displays a 'Page Builder' interface for a website. At the top, there's a search bar and a 'Page Editor' header. Below this, the 'Show SEO and Advanced Options' section is expanded, showing fields for 'Meta Description' and 'Meta Keywords'. A 'Sitemap' checkbox is also visible. A 'Code Snippets' panel is open, showing a JavaScript event snippet for tracking conversions. Below the SEO options, there's a 'Header' section with a text input field containing 'Advertise on Miami Directory' and a URL field with 'https://marketing.demodirectory.com/'. The main content area shows three previewable widgets: a 'Header' widget, a 'Single Pricing & Plan Card' widget, and an 'Anunciar aqui só traz vantagens!' widget. A blue circular logo with a white 'e' is overlaid on the left side of the interface.

```
<!-- Event snippet for Visited Blog - MoC conversion page -->
<script>
  gtag('event', 'conversion', {send_to: 'AW-800860624/YA8SCP234swZENDT8PDC'});
</script>
```

# QUESTIONS?

