

Clickfunnels Review

Clickfunnels is a complete marketing automation platform that provides all of the back end marketing and sales management and front end sales funnel tools for ecommerce.

Clickfunnels is meant for entrepreneurs who are trying to use the Internet to make money. This may be by selling something directly on your website, generating leads online that they then close by phone, in person or over email, generating leads and then selling the leads, or to run an event like a webinar where you then sell something. But it can be used by any organization that is trying to persuade people online to take some kind of action, including non-profit organizations and affiliates selling someone else's product.

The main piece of the Clickfunnels offering is a proven, high-converting sales funnel that is already programmed and designed and is just waiting for you to put your content in it. The promise is that your sales funnel can be up and running in as little as 10 minutes.

Clickfunnels is a turnkey ecommerce system. When you use Clickfunnels, you no longer need:

- Web programmers and designers
- Third party integration between different parts of your sales funnel
- Marketing automation providers
- CRM
- Ecommerce shopping carts

What is a sales funnel and why do you need one?

In the early days of the Internet, companies were happy with mostly static websites that served as online brochures. But with more competition and more technical sophistication, companies came to realize that it was not enough to just “build it and they will come,” but that they needed to create ways to attract, persuade and nurture a continuous flow of potential customers.

A typical sales funnel works like this. The company runs digital ads to send traffic to a landing page. The landing page is a small website that's sole purpose is to sell something or capture prospect information (if your goal is to generate leads). Often, the landing page features some sort of bonus, discount or lead bait to make it irresistible for prospects to take action now. The landing page represents the top of the funnel, where you have a large amount of people who have some level of interest in your product or service.

Then, once you have that person's information, whether it is just a lead or an actual sale, the next page leads them to other information or products. Since not everyone

will advance to the next step in the process, the number of people gets progressively smaller, like a funnel, hence the name.

Sometimes, the next step or information piece is on a web page and other times the outreach can be via email or social media, but all of the communications with the prospect or customer share a common goal of driving the person toward an initial or subsequent sale.

Types of Clickfunnel sales funnels

As mentioned above, there are three main goals of a sales funnel: generating leads, generating sales and filling the seats at an event, and each of these has several types of sales funnels that are suitable.

Lead generation

Clickfunnels has two lead generation sales funnels for lead generation. Companies normally will opt to generate leads online when they have an external or internal sales force that can follow up.

The first lead gen sales funnel is called a *squeeze page funnel*. It is a very simple email or social media messenger funnel that is used to build an email or social media list. It consists of a squeeze page where you would make some sort of offer such as a free e-book on a related topic to entice people to enter their email address or name and email address into your form. Once they do so, they go to a thank you page that features a video with a soft sell of your product or service.

The rest of the process is done via email or social media, not on the web. If using email, the prospect would get an immediate autoresponder email thanking him for signing up, and giving him access to the lead bait (e-book, link to a video, etc.). Then you would follow up with an email nurture series that would combine useful and/or interesting information related to the product, service or problem that you are solving along with promotional content such as sales discounts and bundles.

Social media follow up would be similar content, only would be done via whatever social media platform you are using. Whether by email or social media, some, but not necessarily all of your communications would lead prospects to your website and especially to your sales pages.

Clickfunnels' other lead generation sales funnel is for products and services that have a higher value and therefore a higher cost and utilize salespeople who will eventually contact the prospect by phone and may try to arrange a face-to-face meeting.

They call this the *application lead sales funnel* because rather than the very simple form of the squeeze page, you will be capturing more detailed information which may include name, email address, street address, phone number and other details about the prospect, his or her details and needs. The application lead sales funnel is

designed for high-ticket item products and services and is commonly used by coaches, consultants and B2B companies.

It starts out with a sales video with a button that takes prospects to a page where you get their email address. If they abandon the process mid-way, at least you will have them on your list where you have the chance of getting them on the path to purchase. When they submit to send their email address, it takes them to a full application where you ask all of the relevant questions and then finally to a thank you page with a video thanking them for applying and advising them of what to expect (a welcome email, a call from a consultant, etc.).

Direct sales

If your goal is to sell a product or service online without a salesperson being involved, then you need a sales-oriented sales funnel and Clickfunnel offers three types primarily based on the price point of your offering.

The first funnel is a *tripwire or unboxing funnel* and is best used for simple, lower priced products. In fact, some companies use this initial product as a loss leader, selling it for less than cost as a way to capture a customer who can then buy other more profitable products. The unboxing funnel is often the choice for companies selling gateway products as well as coaches, consultants and authors. The tripwire funnel begins with a sales page where the prospect is sold the initial, low priced product with a sales video and sales form with payment on the same page.

When she hits the submit button to buy the product, the next page is not a thank you page, but rather is a “one time offer” or OTO page. It offers her an additional product, at a perceived discount from the regular price. This is usually a product from which the company is making a profit, even at the discounted price.

If they customer says yes to the OTO product, it is just automatically added to the purchase so there is no need for her to type in her payment information again. Once this second product is accepted or rejected, the customer goes to a thank you page, which also shows additional products that your company sells. Clicking on one of those additional products will go to that product’s sales funnel.

When you are selling something that is either more complicated or more expensive than the simple, low cost product in the tripwire funnel, you can use the second type of funnel called the *sales letter or video sales letter funnel*. The first page of this funnel features a text or a video sales letter that goes in depth into the features and benefits of the product.

In addition, it will frequently contain “social proof” showing that other people and/or organizations think that the product is high quality, useful, a good value and so on. This may include written or video testimonials from past and current customers, customer reviews, reviews from industry influencers or authorities,

awards that have been won by the product press coverage and even the number of social media likes you have gotten.

Below the sales letter or sales video there will be an actual order form where they buy the product. The rest of this sales funnel is the same as the unboxing funnel, where they go to an OTO page to be upsold and then to an “Off the wall” page with a thank you and links to additional products.

The final kind of direct sales funnel is a *product launch funnel or sideways sales letter funnel*. This funnel takes an over time approach to educate prospects about a new product and what it can do for them and builds excitement about the new product launch.

The first page of this funnel is a squeeze page where you will capture the person’s email address as they sign up for a video training class. The next screen asks some questions to segment them onto the right list. The prospect is then brought to the first of four videos that “train” them on the product and the problem it solves. There is an opportunity for viewers to comment on the video below, but they cannot buy the product at this point.

You will send the prospect an email when the second training video is ready, and then the third, all of which continue to explain and sell the product without a chance for the prospect to actually purchase it. When the fourth video is released, hopefully the excitement has built up and they finally are able to buy the product via a sales form below the video.

Online events

Sometimes, you want to combine the automated nature of the sales letter or product launch funnel with the personal touch of a real person selling a product. In this case, you might want to have a live webinar or a recorded, evergreen webinar where prospects can see you and sometimes can see the product in action. Clickfunnels has sales funnels for both of these kinds of online events.

Live webinar sales funnels drive people to registration pages and increase conversions and sales when you are using a third party software like Gotowebinar or Zoom. The first registration page inside Clickfunnels integrates with the 3rd party software so each person is also registered with the software. The second page is a webinar confirmation page that gets registrants excited about the information you will share with them.

Since many people who register for a webinar end up not showing up, this sales funnel includes three “indoctrination pages.” After registration, you will send out emails to registrants sending them to each of the indoctrination pages in a way similar to the product launch funnel. Each indoctrination page has a different video that continues to sell them on the value of the webinar and keep the excitement high so that there a higher chance of their showing up for the live webinar.

Through the third party software, you have the option of recording the webinar. The Clickfunnels live webinar sales funnel therefore also includes a page where you can post this replay. Sometimes, although they may have every intention to attend the webinar, people do not because they have other obligations, an emergency came up, they experience technical problems or they start the webinar but have to sign off early. For any of the people who registered but did not attend live, you can send them a link to the replay page so they have the opportunity to get the information.

On the other hand, you may decide to use a recording of a previous live webinar or a webinar that was meant from the beginning to be recorded. Webinars can be the marketing initiative that keeps on giving when they are on topics that are not tied to a time period, which is why they are referred to as evergreen. Keep these webinars available on demand and they can continuously feed leads into your sales process. Clickfunnels has a sales funnel for that as well, the *on demand webinar sales funnel*.

The on demand webinar funnel is almost identical to the live webinar funnel, in that it has a registration page, a confirmation page, indoctrination pages, webinar page and replay page. The only difference is that it resides completely within Clickfunnels rather than integrating with a third party webinar provider.

Shopping cart

When you sell multiple products, it is easy to add them to your shopping cart. Simply set up a new digital or physical product in the Clickfunnels interface and it will automatically be added to the order form.

When a customer buys a digital product, you can choose whether to send them to a thank you page where they can download the product or to a members area. For physical products, Clickfunnels can export orders directly to ShipStation fulfillment company with a few clicks. ShipStation is a third party company that integrates with Clickfunnels and specializes in importing, fulfilling and shipping products directly to customers on your behalf.

Although there is no built-in payment processing capability in Clickfunnels, it does integrate with Stripe, Paypal and other payment processors.

Completely customizable

Since every company and product is different, you have the ability to change pages, add and delete pages and make other changes to the funnels. To increase cart value, add one-click upsells where the additional products are added to the customer's cart without their having to re-enter payment information.

If customers get to the end and look like they are in danger of abandoning their cart without buying, you can add downsells to make sure that you get some revenue and capture that individual as a customer.

The Clickfunnels system also enables you to create a member's page where you can keep training material or subscriber-only content. The membership area allows your customers to set up a login and get instant access to content, or staged access based on a schedule that you set up.

Customize your order forms by choosing from the traditional order form or a two-step form. In the two-step form, customers input their contact information on the first step and then payment information on the second step. That way, if they end up abandoning their cart, you have still gotten their information for future marketing efforts. You can also add instant order bumps to the order form to encourage additional impulse purchases.

And of course, you can edit the pages to have your images and text. Rather than go to a website company or programmer to input your content, Clickfunnels gives you an easy to use interface. No programming knowledge is necessary to create beautiful and versatile pages. Doing A/B testing? It's no problem to set up different designs and text to see which one performs best. If you do have advanced programming knowledge, the Etison Editor gives you even more control over the look of your pages.

Affiliate centers

If you sell a digital info product in particular, you may be interested in setting up an affiliate program so that Internet marketers can send potential customers to your sales funnels in exchange for commissions. With Clickfunnels, there is no need to use a third party affiliate network because the affiliate center will allow you to set up a commission plan, do payouts, post affiliate ads and generate affiliate links.

Accessing and working your incoming leads and sales

Clickfunnels is one integrated system, so when someone fills out an opt-in form, that person's information is automatically added to your database. You can easily set up zero-delay autoresponders to instantly connect with prospects via email and can also create entire lead nurturing sequences that go out on a pre-set schedule. The email module has easy to use, pre-designed email templates so you can send out beautifully designed emails with content in places that have been proven to increase conversions.

The Actionetics tool within Clickfunnels enables you to segment your list according to customer characteristics, the product(s) they have purchased from you, when they last purchased from you, the original place they came to your site from and the actions they took inside your funnel. By segmenting in this way, you can send prospects and customers emails that are personalized to appeal to them and make it more likely that they will buy from you.

Actionetics is also not limited to email. You can set it up to also communicate with prospects and customers on Facebook Messenger, desktop notifications, SMS and by retargeting ads, increasing the likelihood of getting through to them.

Monitoring your performance stats

Clickfunnels has a robust stats area so you can easily keep tabs on the performance of your emails, including who opened the emails, who purchased and campaign performance. Armed with this information, you can make any needed tweaks to your emails, replicating strategies and messages that were successful.

There is also a stats area that covers all of your sales funnels, showing you both top level stats and stats for each sales funnel, including opt-ins, page views, dollar sales and conversions. You can look at stats for short periods of time to examine campaign or product launch results or over longer time periods so that you can see macro trends and progress.

How to get started

Because it is all pre-programmed and tested for best practices, the Clickfunnel system allows non-technical business owners to get up and running and making money quickly. Clickfunnels is a cloud based SaaS, software as a service, and involves a monthly fee. There is no annual or other contract, so if it doesn't work for you, you can always cancel it with no penalty.

Since it's all on the cloud, you don't need to install anything on your computer and they also take care of cybersecurity to keep your funnels, subscribers and members areas secure from infiltration, interference and theft.

To get you started, they are currently offering a 14-day free trial, which also includes a variety of training including 3 "Fast Funnel" templates, a webclass, the Funnel Hacker's Cookbook, the Funnel Cookbook 3-part video training and access to the Clickfunnels member community.

After the free trial period, there are two levels of service. The basic level of service includes the sales funnels and up to 20,000 visitors per month and costs \$97 per month and is suitable for the small business or start up entrepreneur. While it doesn't include the Clickfunnels shopping cart, CRM and email autoresponders modules, it will integrate with third party providers of these services. You may also have no need for some of the modules like the affiliate module or the membership area in which case, the basic package might be the one for you. Remember, you can always upgrade.

If you want all the bells and whistles beyond the funnels, including unlimited traffic, funnels and domains, the Backpack affiliate module and the Actionetics email module, it will cost \$297 per month. If your online business is already throwing off some cash and you want to streamline your digital providers, this is the package to go for.

What's done for you and what you need to provide

Other than the integration between the different components, the main benefit of Clickfunnels is that it has so much done for you that it makes it easier and much faster to get to market and earning money online. There are, however, some things that you will need to do. If you have these things already done when you start Clickfunnels, you can get completely set up faster and can take full advantage of your free 14-day trial.

Clickfunnels has handled the basic web design and programming for all of the funnels. The only thing left is for you to customize them and put in your content. You can choose to keep the main design of the templates or if you are more technical, you can customize them a lot more.

General – You need to have your business set up, with a name, logo and other images and branding. You need to have a clear idea of what you are selling, your prices and which products you want to upsell and/or downsell. You should have product descriptions already written. You should have a strong idea of how to best appeal to your target market. For physical (non-digital) products, Clickfunnel integrates only with ShipStation, so you will have to set up an account and arrange to stock your products with them and provide them with branded packaging materials.

Traffic – Although Clickfunnels gives you the structure you need to convert prospects into customers, it does not provide the traffic to get to your landing pages. That is something that you will have to do. The Clickfunnels are pared down to focus just on delivering sales or leads so there is little opportunity for SEO. However, you can easily advertise them on search engines, link to them from social media and email and advertise on social media to drive traffic to them.

Funnel/web area – If you are doing a lead generation funnel, make sure you have your lead bait (an e-book, guide or whitepaper, for example) written and designed. If you have a more expensive or complex product and you are doing an application lead funnel, know which data fields you would like to collect from prospects. Remember, the more fields you have, the lower response you will typically have.

Most of the funnels involve sales videos, and these are something you will need to do one your own or with a third party video company including writing the script, shooting the video, editing the video and inclusion of any other clips, such as video testimonials. Take a look at the funnel you have in mind to determine how many videos you need to prepare. Access to a professional, sales-oriented copywriter is a must have.

If you are doing a long form sales letter, then that needs to be written as well. You should also have payment processing in place, although you should check with Clickfunnels to make sure that your payment processor is compatible with their system.

Email follow up – Whether or not you get the full package with the Actionetics email or not, you will need to keep in communication with customers and prospects in order to close more sales.

You will definitely need a zero-delay autoresponder that is ready to go as soon as a lead or sale comes in, as well as a series of other emails which may include a cart abandonment email series, a series that follows up after a sale to ensure customer satisfaction and promotes complimentary products, a lead nurturing campaign, and in some cases, an email newsletter or other content-based communication.

Affiliate program – If you are at the point where you want to set up an affiliate program and want to make use of the Backpack module, make sure you have done some research on commissions for your type of product so you can set the right commission rate. You should also have a graphic designer prepare some affiliate banner ads that you can post in your affiliate area.

Members area – When you are selling access to a members area, it should be pre-populated with content so that new members will immediately feel that they got value from it and will remain members. It's okay to continually add content over time, but it should be fairly well stocked to begin with.

All of this really points to the fact that you will get more out of Clickfunnels if you have a business that is already thought out and operating. Although you can certainly launch a new business with Clickfunnels, it will take a little longer to get all of the content and other pieces in place.

For entrepreneurs who are business-driven and non-technical, Clickfunnels is an amazing tool that will help your business to bring in revenue and become profitable.