

MILLION-DOLLAR PROMOTION:

From Reach to Sales

Promoting content and creating effective sales funnels is the key to maximising results on social media.

In this lesson, we will discuss how to build sales funnels, promote content, and effectively leverage reach and engagement for growth.

1. Business Profile: Reach, Impressions, Engagement (What Matters More: Likes, Comments, Shares?)

To understand how effective your business profile is, you need to distinguish between the following metrics: reach, impressions, and engagement.

Reach

The number of unique people who have seen your content.

This helps you to understand whether your content is reaching new users and expanding your brand's audience.

Reach is crucial for attracting attention.

Impressions

The total number of times your content is displayed, including repeat views.

This metric helps to measure how often your content appears in users' feeds and how much it influences their perception and interest. Impressions can be useful in assessing overall engagement levels.

Engagement

The level of user interaction (likes, comments, shares). This is a key indicator that reflects how well your content resonates with the audience.

Engagement directly influences social media algorithms, increasing the chances of your content being shown to a larger audience.

Key Questions:

What are the main metrics to evaluate account effectiveness?

Reach, engagement, and conversions (sales, registrations, etc.). These metrics show how actively your audience interacts with your content and how effectively you attract new customers.

What specific KPIs should you track to measure content success?

Engagement, follower growth, link clicks, and conversions (e.g. purchases, sign-ups).

What tools and reports should you use to analyse activity on the platform?

Instagram Insights is a great starting point, providing basic engagement and content performance analytics.

For deeper analysis, tools like Google Analytics, Hootsuite, and Sprout Social can help track performance across multiple platforms and generate detailed reports.

2. Creating Sales Funnels: From Attracting Attention to Closing the Sale

Without a funnel, driving traffic to your social media is pointless.

Why? Because simply gathering followers doesn't warm them up and turn them into customers.

What is a Sales Funnel?

A sales funnel is the journey a potential customer takes, from discovering your brand to making a purchase.

It consists of several stages:

Top of the Funnel

Attracting attention through engaging content (*posts, stories, videos*).

Middle of the Funnel

Engaging and building trust through deeper content and free offers.

Bottom of the Funnel

Converting interested users into buyers through paid products and services.

Example: Funnel Using a Code Word in Reels

One of the most effective and simple funnel strategies is using a code word in Reels. Here's how it works:

1. Create content that solves a problem for your target audience and offers a solution.

Example: "Still think you can't make money from an email list? Last week, I made over \$2K using my email marketing techniques. Want my free guide? Comment the code word 'EMAIL' and I'll send it to you!"

2. Trigger automation – When users comment the code word, a bot automatically sends them the requested file or link.

3. What happens next?

- *If you send a free file, you collect more information about your potential customers.*
- *Alternatively, instead of a free file, you can immediately offer an upsell, such as a paid product or consultation.*

Selling Through a Lead Magnet

Ideally, you should offer a **lead magnet** – a free product that warms up potential clients and increases their trust. This could be a guide, mini-course, or strategy call.

***Example:** If you sell crypto consulting, a free guide or mini-course on cryptocurrency basics can introduce people to your expertise and lead to sales of paid consulting sessions.*

Customer Journey & Its Importance for Funnel Creation

The **customer journey** is the process a client goes through from their first interaction with your brand to the final purchase and beyond.

Optimising this journey with tools like **ManyChat** can significantly improve your conversion rates.

Stages of the Customer Journey:

1. Awareness:

- The client discovers your brand via content, ads, recommendations, or search queries.
- Capture their attention with engaging and informative content (Reels, stories, posts).
- Use triggers like code words to initiate interaction.

2. Interest & Engagement:

- The client starts interacting with your brand, following your profile, and engaging with posts.

3. Consideration:

- At this stage, the client evaluates your offer, compares options, and looks for reviews.
- Offering free consultations or Q&A sessions can help to push them towards a decision.

4. Decision & Purchase:

- The client decides whether to buy. Provide incentives like discounts, bonuses, or personalised offers.

5. Post-Purchase:

- Maintain communication to encourage repeat purchases and loyalty.

3. Organic Promotion: Hashtags, Collaborations, Trends

Organic growth is a crucial part of building effective funnels.

Hashtags:

- Help your content appear in search results and expand reach.
- Use a mix of broad and niche-specific hashtags to attract relevant audiences.

Example: Instead of #business, use #onlinemarketing or #SMMforbeginners.

How to choose the right hashtags for promotion?

Use niche-relevant hashtags and research their effectiveness.

Collaborations:

- Partnering with influencers or brands in your niche can help you to reach a wider audience.
- Example: Hosting a webinar or live session with an industry expert.

How to find the best accounts for collaborations?

Look for accounts in your niche with engaged audiences that align with your brand values.

Trends:

- Leveraging trending formats (popular songs, challenges, memes) can dramatically boost engagement.
- Example: Using trending hashtags or formats in Reels or stories to gain visibility.

What social media trends drive the best results?

Video content (Reels, TikTok), interactive stories (polls, quizzes), and short-form videos.

Without a funnel, the traffic you bring to your social media can be wasted, as followers won't warm up and be converted into customers.

A well-structured **sales funnel** builds trust and helps turn interested users into paying clients.

By using simple tools like **code words in Reels, lead magnets, hashtags, collaborations, and trends**, you can not only attract attention but also increase customer loyalty and ultimately boost sales.

ASSIGNMENT:

Launch Organic Growth:

Choose 1 method and test it:

- Hashtags: Find 10–15 relevant hashtags and use them in posts.
- Collaboration: Partner with a creator to go Live together, co-create a Reel, share a joint post
- Trend: Make 1 Reel using trending audio or format.

Analyse Your Stats:

- Reach – how many people saw your posts
- Impressions – how often your posts appeared

- Engagement – likes, comments, shares, saves

Bonus Materials:

PDF with niche-specific hashtag lists.