

Digital Products Platform

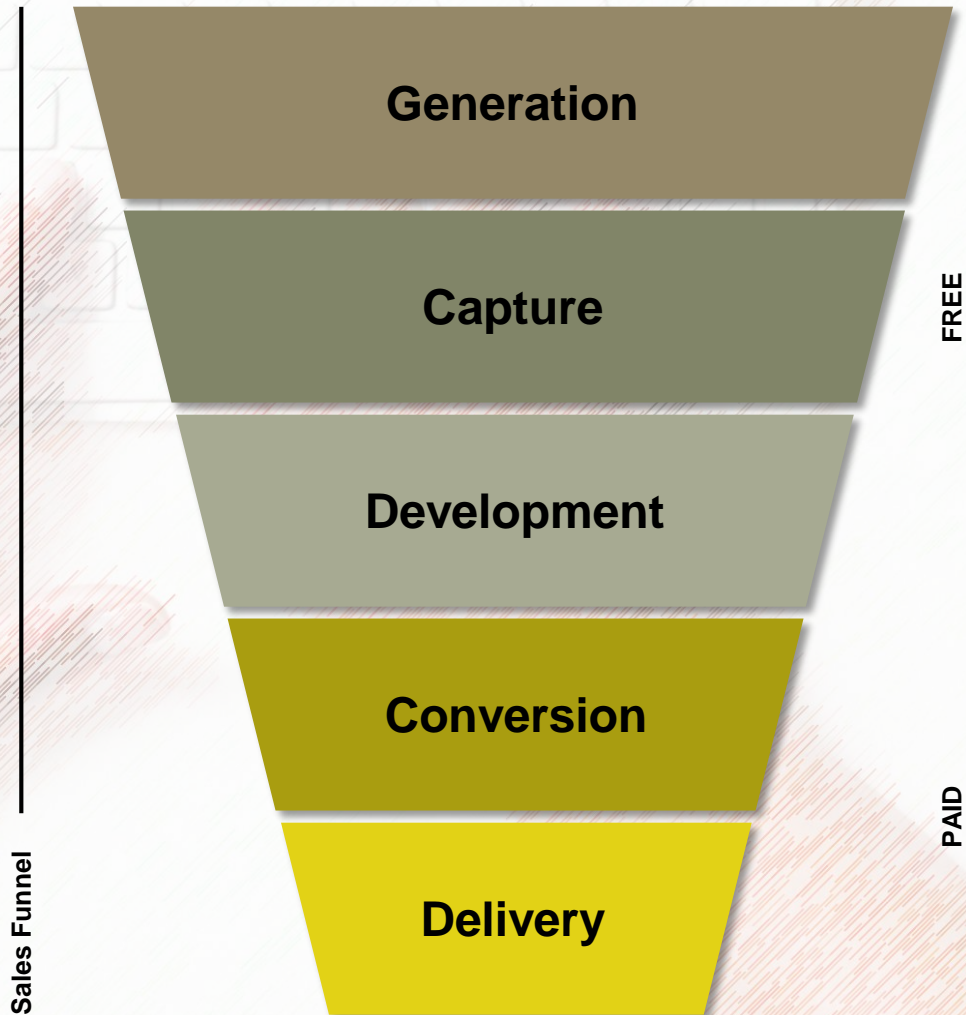
Blueprint for creating an integrated ecommerce website that captures and converts leads and delivers your digital products

Defining Your Website Needs

Digital Products Platform Training Course

Sales Funnel Overview

Sales funnel concept applied to free and paid content



Generation: Point at which potential customers become aware of your offerings through Consumption Magnets

- Internal Sources: Website home, content, blog, and shop pages
- External Sources: social media, newsletters, other websites, mobile apps, press, publications, public speaking

Capture: Point at which potential customers exchange their contact information for something of value to them – Lead Magnets

- Website landing pages

Development: Points of engagement with potential customers where ever greater value is offered to them – Engagement Magnets – in exchange for increased engagement.

- Website thank you pages
- Website delivery pages
- Website invitation pages

Conversion: Point at which the potential customer becomes a buying customer.

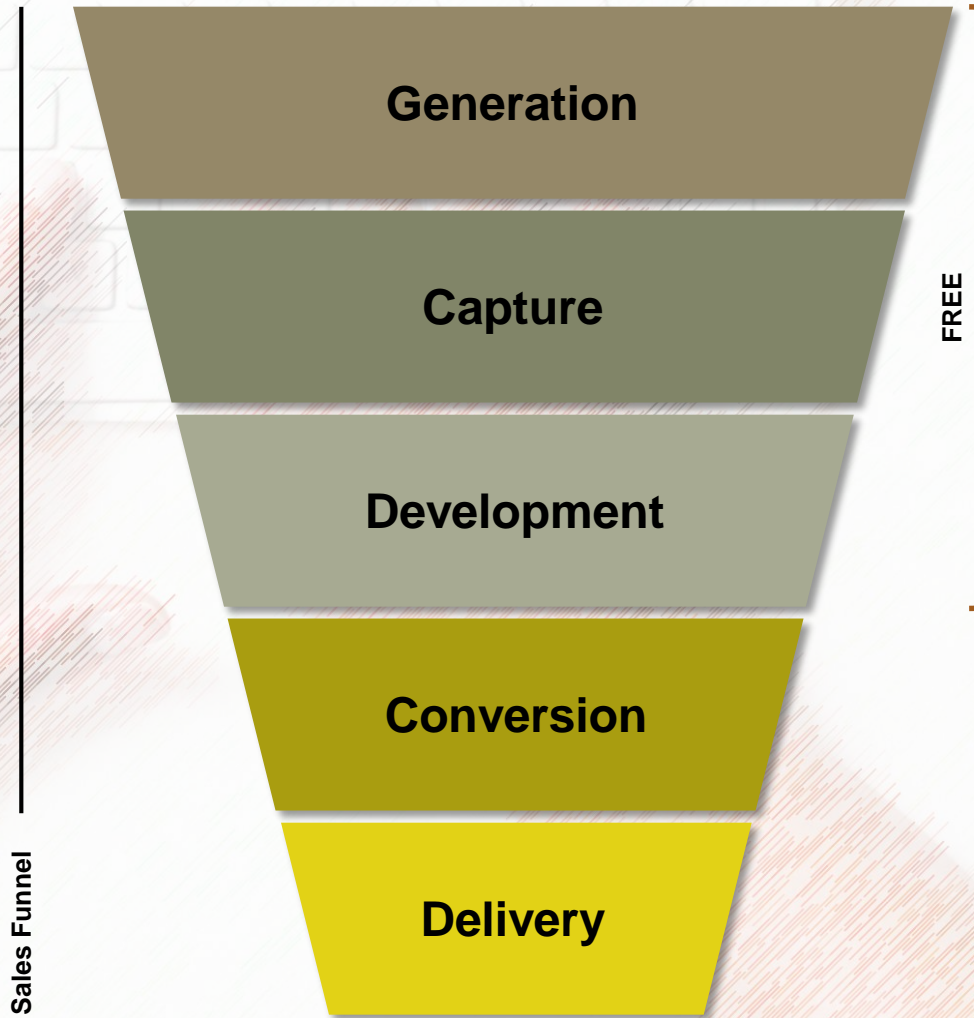
- Website sales pages

Delivery: Point at which customer receives his/her purchased digital product(s).

- Website thank you pages
- Website delivery pages

Lead Generation Components

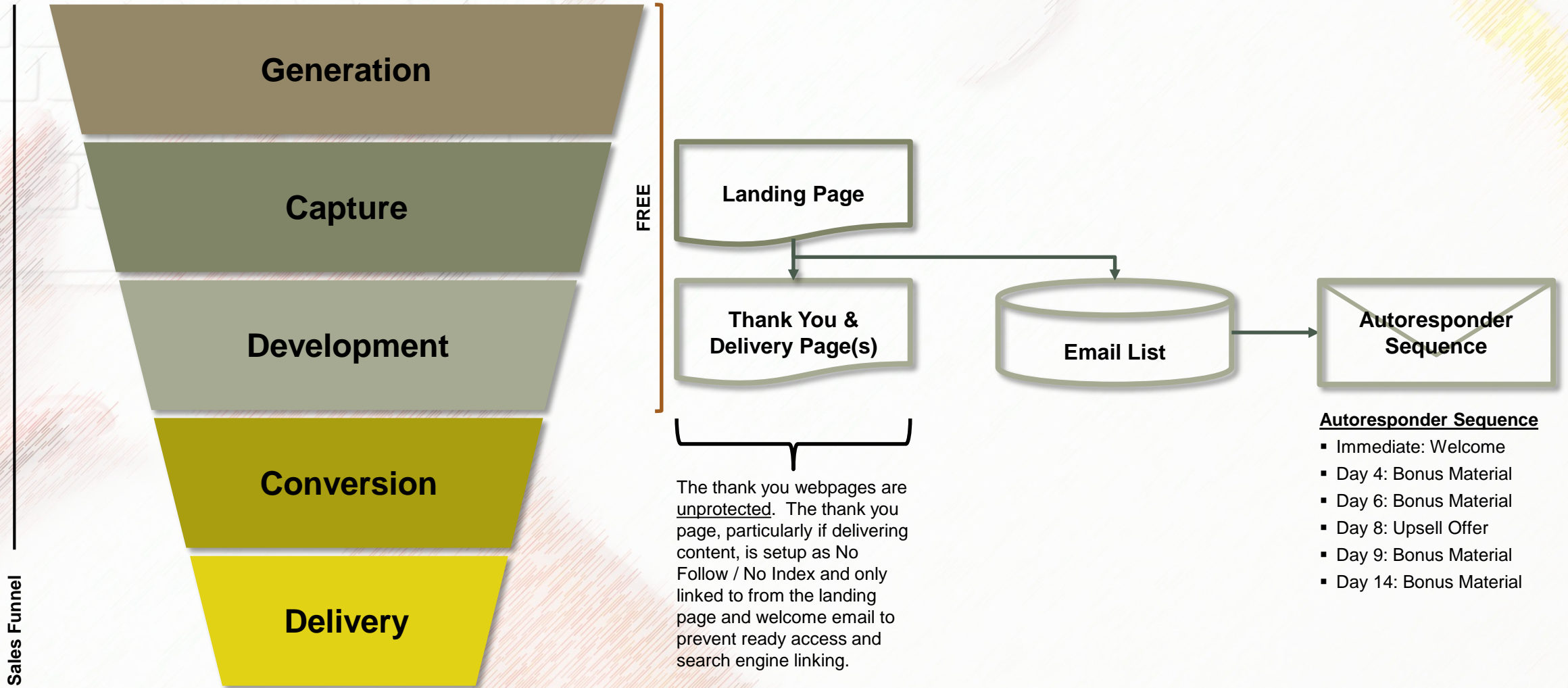
Free portion of the sales funnel generating potential customers



- **Website:** Blog, Content, Shop, etc.
- **Social Media:** Facebook, LinkedIn, Google+, Twitter, etc.
- **Other Media:** YouTube, Vimeo, iTunes, etc.
- **Newsletters**
- **Offline Engagements:** Public Speaking, Publications, Press, etc.

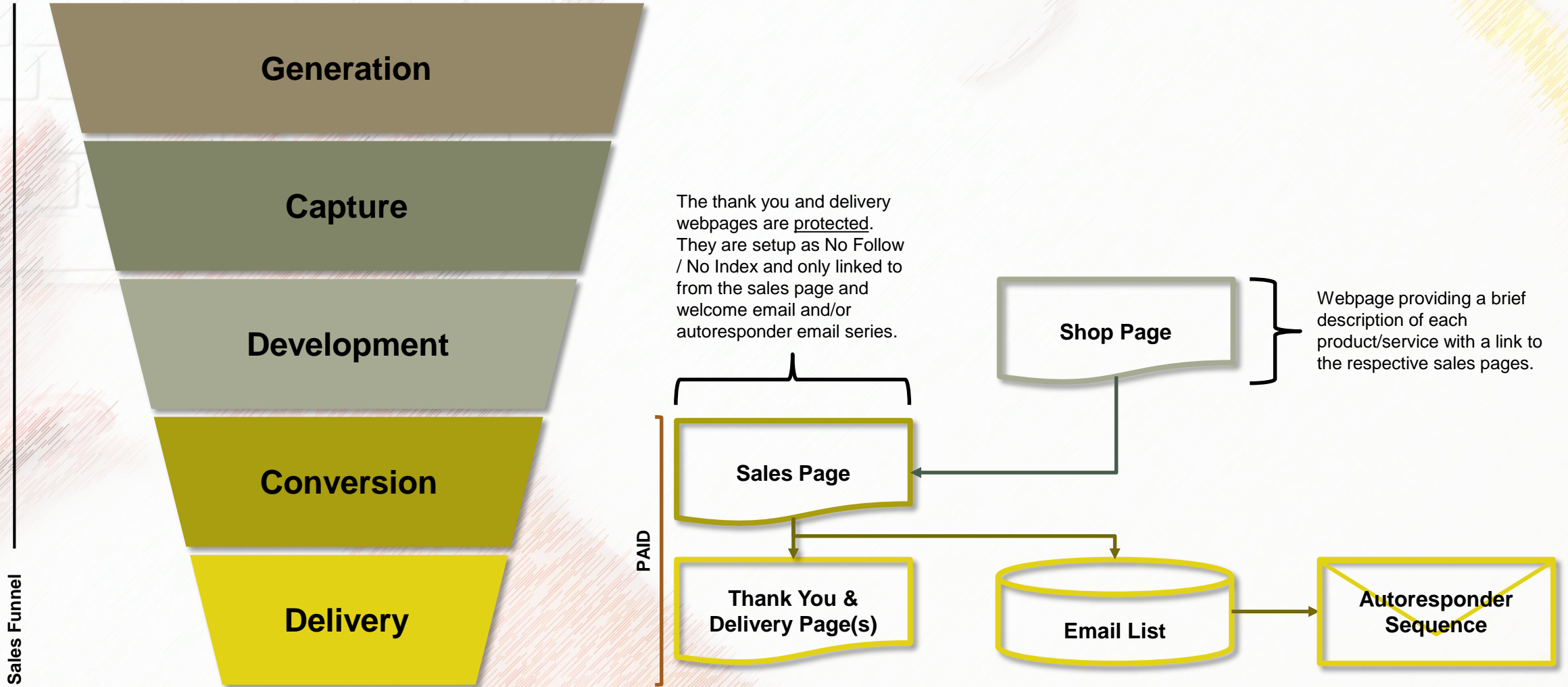
Lead Capture and Development Components

Free portion of the sales funnel capturing, qualifying, and engaging potential customers



Customer Conversion and Product Delivery Components

Paid portion of the sales funnel converting visitors to customers and delivering digital products





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