

Setting Up an Evergreen Funnel for a Digital Product (1)

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Fanton.



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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred. tell it like it is kind of approach.



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All right, the question we have this week is this. "Hey, I've got a question for the BB pod. Hope it's not one you've already done. Pretty sure I've listened to them all. Haha. Well, that's nice. But it's basically this. I'm launching a digital product this year, a downloadable eBook resource for around the \$50 mark. And wondering the best way to go about setting up an evergreen funnel for something like this, muchas gracias, Maria."



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This person's name isn't Maria. I know because they DM'd me this question. But I love the sign off. Amy, would you like to kick us off with any thoughts insights?



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I wish I had was able to ask questions because I want I want more. I want more information. So when I think about setting up an evergreen funnel, however, the first thing I always think of when I think of funnels is traffic. Right? So is it? Does this person have a list? Do they have a big social media presence? And we can answer this without knowing that, but that for me would put me in the direction of you know, what are the best things to be doing? Because what you do during traffic, I mean, you can you can do any number of things, then the funnel itself would

be the same no matter how the traffic is getting there, potentially, depending on the source. Right? So So let's define an evergreen funnel, in case anyone doesn't know what that is. That's something that is just set up to be purchased anytime evergreen, as in perennial as in all the time. So it's not something that it might be something that you launched initially, it probably is. That's another question I'd like to ask. But it's not something that you launch continually. And by and by launch will define that as well. That's when you know,

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somebody gets a big to do list. Yeah, Amy? Well, I know I feel like it's a lot of lingo though.

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People listening to like lunch ama Hmm. So the logic is basically when something is only available at certain times you launch it, you sell it you close, it could be a digital product could be a course could be it could be any, any number of things. So when you set up an evergreen funnel, essentially what you're doing it to my mind, and it doesn't really matter what the price point is, in fact, I'm really big fan of like just like fabulous, fabulous marketing for \$50 items where the person's like, you know, reading your copy and thinking I'll never be able to afford this. It's too good. And then it's like \$50, I can buy this. Yes, that's it's one of my favorite, favorite copy experiences. But but essentially what you need is depending on who your audience is, you need to educate them based on what they already know about whatever it is that you're that you're launching, or selling whatever they already know about the topic, you'd have to speak to them based on, you know, is this something that they that they know about? Is it something that they're not familiar with? And then you want to set up content that brings them that educates them? I guess you could say we talked about it as a customer journey. It's like what does what needs to happen in order for them

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to make a buying decision to go from where they are right now? When information do they need to get from here to there, which means you need to know something about them. Of course, I think I'm going to stop there, Kirsty because I am going in like four different directions. So I'm gonna have you help me.

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I love this, you've done a very good job of defining a lot of the lingo. And yeah, I totally agree. So I think the other key thing just to highlight about the difference between an evergreen funnel and a live launch is that. And I want to be careful how I phrase this. So the generic understanding of this is that for a live launch, you're like at your laptop you're actively promoting throughout a set period, whereas for an evergreen launch, which is for sale all the time, there's a passive element about that promotion, because so much of that funnel is automated. And I want to say that there still is absolutely time and energy and effort involved in maintaining and optimizing and evergreen funnels. So just in case, that is kind of your understanding, I don't think there's any such thing as a truly passive funnel. You asked me

about this person's audience size, and because I know who it is, I won't name them, but um, they have about 1800 followers on Instagram. So I suspect their list is a proportion of that. So I think that traffic will definitely be the key challenge for a funnel like this. And I think because the offer itself is at the \$50 mark, I think the real challenge will be how to bring in consistent, qualified traffic without spending more than you're set to make on actually attracting that traffic. So through things like you know Facebook ads, whatever that might be. So, as far as I know, and as far as I have seen, and as far as I can understand, if the \$50 offer is the endpoint of the Evergreen funnel, so if it's not an offer that then triggers some sort of upsell, either immediately or, you know, soon after, it's not the kind of offer that will typically be profitable on the back of paid advertising on the back of Facebook or Instagram ads. So, again, you know, anything's possible. But I think it's highly improbable that that will be the solution to the traffic problem for a funnel like this with a \$50 offer, unless that is leading into a much bigger offer, which offers, you know, a lot more profit for you as the business owner. Does that make sense? The starting point, Amy?



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Yeah, it does. And I'm thinking too, because because that's a pretty good rule of thumb, that it's at that price point, it's not something that you probably want to put money behind to advertise, then you think about what are the ways that you can reach people without spending money? And then, you know, and I don't know that, again, without knowing that the topic of what we're talking about here? I mean, you could you could do things like webinars and workshops and different things to get people interested, or give them some of the content but not all. And then and then sell for that. And we've got to get Instagram following. So that's, you know, that's an obvious spot. But I want to make sure like, because the question here like this way to go about setting up an evergreen funnel, we've talked a lot about what it is, we didn't even talked about setting one up to the streaming logistically you think or like, what should be in one? Oh,



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this is a good question. I suspect and I may be wrong. And if we are wrong, please let us know. So we can do a future episode where we address your actual question. But I suspect it's about how to set up a successful evergreen funnel. So maybe not so much about the tech side of things, but more about the strategy behind how could you actually have this kind of offer selling well, on evergreen? No, we're probably not the right people to ask.



07:11

Oh, that's too funny. Okay, this is an interesting conversation, because you know, Evergreen is really forever. Right? And so I think what you look at, you know, what I was saying before, like, if you bring someone on a journey, well, what does it take for them to make a buying decision? And what, how long does that take? Also? And usually, you know, for something that costs \$50, that's not usually a big decision for people. For most people, at least in the business market, that's a yes or no, it's not a, geez, I wish I could afford this, or maybe I can't afford it this month. But like, it's not prohibitive is what I'm saying. So, once, you know, have a sense of what the sales cycle is, you know how much content you need, because I would suggest that

you've got, you know, however, you're bringing people in probably, whatever the traffic is probably to a landing page, which where people can, you know, expressed some interest in some something or some piece of it, not necessarily, and this isn't the only way to go. But then off of that, you find out who's interested and they start getting emails from you, they just start hearing about it. I mean, a typical funnel, I think 10 Kirstie, tell me if you if you would agree with this, for something like at this price point, my inclination would be seven to 10 emails,

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you're gonna hate me, I'm such an independent person. So I think it really depends what the offer is, and how well that aligns with where your prospect is that when you meet them with the offer, right? Because if it's something they are just like, so ready for, and they're like, Oh, my God, this is such a no brainer, then it could just be like a case of, here's an email, then here's the sales page. And here's maybe one follow up email and maybe like an abandoned cart sequence. And that's it. Whereas if there is a longer bigger journey they need to go on or a bigger gap that needs to be crossed before they feel ready and excited to make the purchase or make the purchasing decision, then, yes, I suspect you need a longer email sequence, you know, and maybe seven to 10 emails is the right number. It also depends on what other launch assets you have in play. So that's a very annoying answer. I know I'm sorry.

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No, no, you're right. It's a good point. And especially the point, I argue with you a little bit, but I feel like, like, I feel like to some extent, the price point has to determine, especially at a lower price point. Because if you think about like the time and the resources to put it I don't know, I didn't like what, like how much time and resource do you put in? Okay, this is a backwards question. Because really, I guess you create your product for the audience. And if you know there's a need you bring them to wherever you need to bring them. So that's that's really the the actual answer, but I'm thinking, I don't know, I feel like a price point has to align with like an efficiency and marketing to Does that make sense?

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It does. Yeah. So I think we've jumped around everywhere. Thank you for bearing with us. I think probably the most important place to start with this is setting the goal. So you have this great product, you know you're ready to start offering it and to start sell winging it, you should absolutely live on shoot first. Because you know, you can't just put an offer up and hope people will find it, you need to direct their attention there. And the other thing that a live launch does is gives you some sort of feedback on whether your messaging or your launch mechanism is actually working. Because if it does work for a warm audience, it has a higher chance of working for a cold audience, even though there will need to be some tweaking that takes place between warm and cold audience marketing, but work out sort of a good, better best goal for the launch. So for example, you know, if 50 people bought it during that initial launch, you know, would that be amazing? If so that's your best goal. If 40 People bought a baby, that'd be good. And if 30 people, you know, maybe that's like your baseline indicator for success, just as an example. So I think you really need to start thinking about at what rate you want to sell this, what kind of a role this offer is going to play in your business. So for example, like I have a \$50

product to the mirror journal, and I live launched it, I sold about 50 copies, I think in the live launch, which was great. And I think I've only sold about 50 cents, and it's been probably almost two years. But I don't have any funnel setup for that. The reason being, and this is going back to your point, Amy, that, for me, the effort involved in creating a funnel and driving traffic that would sell that offer at any really significant rate is more than I think I would get financially rewarded by because of the cost of that offer. So working out sort of what role this offer is going to play in your business, and therefore being able to pin down some goals for, you know, if you want to sell how many, however many in the live launch to begin with? And then how many would you like to sell each month or each quarter or each year? Because I think without those, it's very hard to sort of create a funnel that is designed to help you hit those goals. Does that make sense? Yeah,



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I think it makes good sense. And you know, it to get like not logistical, technical but logistical a little bit since you did say setting up just to make sure we cover that. I think the best way to go about it is it's always testing, right, it's to start and see, I mean, because you've got a couple of things, and we've addressed them like you've got to figure out like how are you going to get traffic? And then where are you going to bring the traffic to know what what journey? Do you want to take them on? Where do they you know, where do they want to go? From wherever you're taking them to? You know, what's the offer? Are you taking them right to a sales page? Are you taking them? Is there a step between is there some way that people can opt in to learn more about it, and then that starts your your email flow where you where you talk about it, and you talk about the problem that it solves, and that sort of thing. So I would say I mean, you need those pieces, you need to think about the traffic, you need to think about where you're sending them and what you know what the messaging is there. And then what you're going to, you know, once people express interest, you know how you're going to gather that and what you're going to tell them on the back end. And then I'd say like create something like seven to 10 emails upfront. Maybe do them on the fly. Now maybe do the teasing, but you know, I would just I would do that and then see where that where that took you. So maybe like sick, like think of it that is minimum viable. So fair, Christy, do you think?



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Yeah, and like you say, like, you're gonna find out what works by testing a number of different things. So you need to have something up and running in order to test how well it actually functions. So definitely, and I love the way you framed about how to think about the pieces of the funnel, the touch points of the funnel. I think that's just a really nice way to conceptualize and then start to pin down what those bits will actually be.



13:25

Yeah. And that's that's the that's the fun part. And you know, good for you. Congratulations, because this is this is fun. And it's it's really, I don't know, I don't know what what your what your background is. But I am a fan. I think it's a really great idea. So good for you for having done it.



13:40

Totally. And I think before we wrap, I just want to talk a little bit about traffic, because I do suspect that's going to be the main challenge for this person. So if we're working on all the evidence, and all the people who've tried before, that suggests that, you know, if this offer is the endpoint, and there's no upsell, sitting behind it, Instagram and Facebook ads won't be a good investment. Think about how else you can actually bring traffic into the funnel. So, you know, are you someone who is really good when you go on other people's podcast? Because that's a really, you know, good way to bring traffic into a specific offer? Are you someone who gives lots of workshops and other people's memberships or paid programs that could also be another avenue for you? Could affiliates work for you? Obviously, that means giving away a chunk of each sale. But it also means that you definitely retain a chunk of each sale, which I guess is the difference here between what would likely happen if you did try to use Facebook or Instagram ads. So just thinking through what levers you have available to keep bringing new sets of eyes to this offer, or to this funnel. Because I think once you have done that live launch, if your audience growth is slow or relatively stagnant, that will likely mean that you won't have very many sales of this offer. So yeah, just encouraging you to think about how you can reach people who be a good fit, and how you can connect with those people, you know quite quickly and in a way that really helps people make that purchasing decision.



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Nice. I think we can I think we've covered all the points.



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Hopefully. Hopefully what we've shared here has been helpful. If you have any follow up questions or if you listening have a question related to a funnel or an offer or anything else about business head on over to businessbadass.co/podcast And you'll find the question submission form are waiting for you there.



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Yay. Catch you next time.