Program Name	Sales Funnels
Level	I
Pre-Requisite(s)	Marketing for Business, Social Media (Level I) or Business Skills
Recommended WEI Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
Description	The Sales Funnels Workplace Education program is ideal if you want to take a deep dive into how to apply sales funnels in your marketing strategy. Starting with sales funnel fundamentals, this program will walk you through each stage of filling your sales pipeline as you learn concepts such as creating lead magnets and landing pages, nurture sequences, copywriting for sales funnels, and the all-important strategy for growing your email list as well as sales funnel analytics.

Learning Outcomes:
- Identify the fundamentals of sales funnels
- Identify the three core parts of a sales funnel
- Describe AIDA as it relates to sales funnels
- Identify the five stages of filling the sales pipeline
- List the types of sales funnels
- Set measurable goals for a sales funnel
- Create a lead magnet
- Create a landing page
- Demonstrate the basics of effective copywriting for sales funnels
- Develop a nurture sequence
- Identify the factors to consider when using content bundles, bumps, upsells and downsells
- Describe how to demonstrate social authority
- Explain the steps for growing an email list
- List strategies for using free online communities to support the sales funnel
- List options for funnel automation
- Analyze sales funnel metrics

Standard Topics:
- Sales funnel fundamentals
- Stages of a sales funnel
- Types of sales funnel
- Choosing and developing a sales funnel strategy
- Copywriting basics for sales funnels
- Creating sales funnel content
- Growing an email list
- Sales funnel automation
- Sales funnel metrics