

**Laura 00:00**

So today we're diving into some really big questions around whether or not you should have a landing page or a sales process or a sales funnel, and a website. And what is the difference between a website and a sales funnel? And do you need both in your digital arsenal? And which one is even better for your business? And this might seem like a question that for advanced marketers is pretty obvious. It's, you know, pretty common to know what the difference between the two is. But for business owners, this is actually pretty confusing. And the game is change. It's changed in the past, and it's changing all the time. And the rules of today, when it comes to marketing, don't apply tomorrow. And this can frustrate people who are used to things remaining the same, they like consistency, they like that predictability, and at the same time, want to keep up with technological changes in the environment around us. So how does we navigate the Digital Highway, particularly when it comes to marketing and AI, we need to unmask the realities of what's happening at each stage of advancement, particularly when it comes to effective marketing. So many businesses believe that if you build a website, the customers will come, and the sales will start rolling in. And in today's show, I'm going to be sharing with you why this is actually rarely the case in today's digital marketing landscape, and what you can do about it instead.

**Laura 01:30**

Welcome to the Mission-Driven Marketing Podcast where we turn marketing into a powerful force for good. I'm your host, Laura Meyer ready to journey with you as we explore strategies that go beyond selling products and services and towards sparking real change. So whether you're a marketer and entrepreneur, a nonprofit or higher education leader, or simply somebody who wants to make a positive impact, this podcast is for you. Let's drive forward your mission together.

**Laura 02:10**

So as you heard in the introduction, this is all about the role of websites and sales funnels, the difference between the two and effective marketing, and a website is important. We've talked about websites for years, their story brand made, creating a one page website hugely popular, and it becomes like your digital storefront it gives your business credibility it provides information about your products and services. But does a website actively sell in 2023 and beyond? I'm going to say, No, it does not. And this is what you can do about it.

**Laura 02:45**

In today's fast paced world, I probably don't need to tell you that consumer decisions are made in a matter of seconds. And a website is typically nowhere near enough to cut through that noise. That's why you absolutely have to have a sales funnel. What are sales funnels? Sales funnels are the heavy lifters when it comes to making online sales. They guide your potential customers through the awareness stage of considering about working with your organization

and your business, through interest, decision and finally to action and loyalty and expansion and reactivation. A sales funnel is like your digital sales force working tirelessly 24/7. And it is pivotal in transforming your browsers into buyers. So if you've been relying on your website for sales and wondering why the figures aren't adding up, this is going to be for you. We've worked with countless organizations in the last few years who come to us with beautiful, well-crafted websites. And they wondering why it isn't translating into sales websites that they've poured hours of effort into creativity. And not to mention a pretty big, hefty chunk of that budget. Yet they're scratching their heads. They're trying to figure out why the sales aren't reflecting the amount of traffic that they're driving to those sites.

**Laura 04:19**

And if you've had any frustration like this in marketing, just picture this. They've done the hard work of getting potential customers into your front doorstep, you're essentially your digital doorstep. But once you got there, the people are left to their own devices. They're essentially asked to navigate the website, figure out the products or services that suit them understand the value on their own and finally make a purchasing decision which is a lot to ask of a busy consumer. And again, if somebody's completely new to your brand, how are they going to know what even questions to ask when they don't even know what they don't know. It's like sending somebody into a vast shopping mall without a map and hoping that they'll find your shop and, you know, pick out exactly what they need and make a purchase. And that's a lot of assuming and hoping with not a lot of guidance. I once had a mentor, that is one of his famous words was hope is not a business strategy, right. So we're hoping for the best, but it's probably not going to give you a great result. And as a result, a lot of potential customers fall into a digital black hole. They're lost amongst all of this information in the pages on the website, which is lost opportunities, lost sales. And this is where a sales funnel comes into play, which provides that much needed map and guidance.

**Laura 05:43**

So imagine then walking into a business's physical location, and the first person that you would encounter is typically a front desk or receptionist. And their job is to provide information, educate, give you a lay of the land, maybe a tour, they might guide you to the right area to look at so that you can figure out which department that you should be visiting, and where you can ask some general questions. But that's it. And what I want you to do is think about your website, like a receptionist, it's an informational hub, it's there to give you an overview of who you are and what you offer. But a receptionist typically isn't hired to make sales. Now picture a salesperson in the same setting, their task is much more focused. They're not just there to provide information, but they are going to lead you down a path to purchase. A great salesperson understands your needs, presents you with the right product or service, highlight feminine benefits handles your objections. And ultimately, if they're really motivated, they are

there to close the deal. A great salesperson loves the word yes, they want to get that customer, they want to get that lead the yes as fast and as efficiently as possible.

**Laura 07:03**

So, in essence, a great salesperson does the same thing that a sales funnel does in a digital environment, it guides it entices it persuades and it sells. So in the early stages of your business when you're hunting leads, and you're trying to convert them into customers. A sales funnel essentially, is that digital salesperson, they are laser focused on answering questions and leading prospects down the buying journey. And as your business grows, and the increase increase, a website can serve as your digital receptionist, providing information and fielding inquiries, but it's not about choosing one over the other, but understanding that they play completely different roles in your company. So you want to leverage them at the right stages of your business's growth.

**Laura 07:55**

So let's dive a little bit deeper and understand those unique roles at the websites and sales funnels playing your marketing strategy. So again, if we think about that website has having maybe an about section where the visitors can get to know you and then a blog page where they can educate themselves and build up some trust and a services page where they can kind of see what the different options would be for working together. All of these different areas on your website are important to have. Again, it's like your storefront. But it can also confuse people they don't always know where to go first, or maybe the thing that they're looking for is buried on the website. I recently had a nonprofit organization coming to me wanting help and with increasing enrollment for a particular area of their nonprofit organizations, specifically foster care. And they wanted to know why they weren't getting more people into their foster care system or parents, or potential parents signing up to become to care for children in need. And I was giving them a quick little tour of their website. And I couldn't even find the area on their website where the information was even available. It was like buried under three different scrolls and four clicks later. Well, to expect somebody new to your website to find that information on their own when it's already a difficult decision to even consider letting a child into your home and caring for them as your own. That was the primary reason why they weren't getting anybody new into their processes because it was buried and on top of what is already a challenging ask and an emotional decision within itself.

**Laura 09:39**

So on the other hand, a sales funnel is laser focused and it has one purpose to enroll in a nonprofit environment or to sell in a for profit environment. There is no ambiguity or distraction at all. Visitors are guided down a well-designed journey From the moment they land on that page to the final objective, which is to purchase signup, enroll register apply every single element within a sales process, the layout, the copy, the visuals, are strategically designed

towards the desired action that you want visitors to take. So if we go back to our salesperson versus reception analogy, when it comes to websites, versus sales pages, your website like a receptionist, again, can guide your visitors provide them with the information they need, and generally be pretty helpful. But when it comes to making a sale, securing an applicant, getting that lead to take action, you need your salesperson that in a digital environment is your sales funnel. It's assertive, it's persuasive. And it's always leading the conversation towards the ultimate goal, which is the sale. Now remember, each has a place in your business, but the roles are distinct. So now many of you might be asking whether or not you need both. And I'm asked that all the time. Which one do I need in business? Do I need both?

**Laura** 11:09

Well, I'm gonna dissect that just for a second, because as you can probably imagine, there isn't a perfect answer. There's just the right answer for you. Because it's not all one size fits all. It really depends heavily on where you currently stand in your business. Are you a startup really hustling to get your first set of customers? Are you an established organization that swamped with inquiries? So going back to the metaphor from earlier, if you're in the infancy stage of your business, it is the salesperson that's going to be most beneficial. They'll actively engage potential customers, they'll highlight the benefits of your product or service, they'll make sure that they're getting that product market fit conversation, right, and they'll gently but persistently guide them towards making a purchase. But what happens when your business grows and the inquiries start flooding in? At this point, you need a receptionist that can help field questions, provide necessary information, qualify prospects and ease the workload on your sales team, allowing them to focus in on closing deals. And here's the thing in a digital world, you typically aren't going to choose between one or the other. In fact, the most successful businesses employ both a website and a sales funnel. Your website acts as your online receptionist, educating potential customers about your business and fielding their initial inquiries. On the other hand, your sales funnel acts as your online salesperson strategically guiding prospects towards making a purchase. So in essence, whether you need a website, a sales funnel, or both, it all boils down to the objectives of your marketing efforts. Do you want to inform educate and engage your audience on a broader level? If so, a website is probably going to be your go to tool. Do you want to guide your audience through a well-defined path towards making a purchase? That's where a sales funnel comes in. And remember, for both results, the two should work together complementing one another to deliver the optimal customer experience.

**Laura** 13:25

So, to recap, a website is like a digital receptionist. It's informational and educational. equipped to answer your audience's most basic questions, provide them with insights on your brand and introduce them to your products and services. On the other hand, a sales funnel is like your online salesperson. It's laser focused with one singular goal in mind, which is to guide visitors

towards completing a specific action such as making a purchase or signing up for a webinar. It's a multi-step journey designed to convert potential customers into actual buyers. So remember our metaphor of the receptionist and the salesperson. Think about which one you need right now. Are you in the phase of actively seeking leads? Or Are you overwhelmed with increase? It's essential to understand that both the website and the sales funnel play that critical role at different stages in your business and at different stages in the customer journey. And as we conclude understanding that role, and the purpose of both is not just beneficial, but it's vital. The world of marketing, particularly when it comes to AI is fast paced and ever evolving. And AI can be used with both your sales funnel and your website. But either way for your business to keep up you have to understand the why behind the different tools that are available at your disposal.

**Laura 14:48**

So right now ask yourself, do you need a receptionist, a salesperson or both? And if you have a clear answer, then I did the job of creating a good A podcast episode for you. And I hope you've shared the aha moments and the lightbulb moments with me on social media. For myself, I can share with you that anytime I've had a new product or service, and I need to be able to focus on accelerating sales or having more sales conversation so I can validate the product, I focus on a sales funnel, because a website is really nice to have in marketing, but it's hard to make sales without a sales funnel or sales process. So in this world of websites and funnels, I hope that I've demystified this for you a little bit. But this is just the tip of the iceberg. So if you're ready to take your sales funnels to the next level, particularly incorporating the power of AI, which is what we specialize in at Joy brand Creative and really turning those funnels into formidable sales machines, I have a great solution for you. If you visit [makemoreSaleswithAI.com](http://makemoreSaleswithAI.com), that's [makemoresaleswithai.com](http://makemoresaleswithai.com), you'll discover a short training it's about 13 minutes on how to artificial intelligence can transform your sales funnels, making them more targeted, more personalized, and ultimately more effective. So either way, just do me a favor and don't let your traffic fall into a black hole. You want to make sure that you have an effective sales funnel or sales process in place, and so that you can equip your digital marketing with the most innovative tools and make your sales and enrollment skyrocket. So thank you so much for joining me today on our journey through websites and sales funnels. Don't forget to subscribe for more episodes on how to use AI in your marketing. And until next time, keep turning those visitors into customers and your customers into loyal fans. Happy marketing and I'll see you soon.

**Laura 16:49**

That's a wrap on another episode of the Mission-Driven marketing podcast. We hope our discussion today sparked fresh insights and inspires you to continue using marketing as a force for good. Remember, every strategy and story shared here is another step towards making a positive impact. And if you found value in this episode, be sure to subscribe, share it

with your network and visit us at [Joy brand creative.com](http://Joybrandcreative.com) For more resources. I'm your host  
Laura Meyer signing off until next time, remember the change we wish to see begins with us  
keep making your mission matter and let's ignite change together.