



AI-Driven Prospect Sales Funnel Strategy for your local Business by GrowOnline Pty Ltd.

This document outlines a comprehensive sales funnel strategy for your business, leveraging an AI-driven digital marketing and marketing automation CRM and appointment booking system. The goal is to streamline the prospect journey from initial awareness to appointment, purchase and beyond.

GrowOnline are website WordPress specialists so we can integrate any CRM, marketing automation & appointment booking system into your WordPress websites very effectively.

GrowOnline are specialist in leading CRM and tour booking systems – Mailchimp & Amelia.

We have dedicated account managers from Google and Meta who review all our work on a weekly basis so you are getting very high quality and verified marketing work done for you. We create marketing automation systems integrating - Google Ads Manager, Meta Ads Manager, Google Search Console, Google Analytics, Google Tag Manager, various SEO Software, Data Supermetrics & your CRM systems - all feeding into a Google Looker Studio Dashboard.

We provide this integrated Google Looker Studio dashboard to report on user behaviour, user experience and user results – integrating data into a live, real time, easily understood dashboard that integrates data from the above systems -that provides you with an easily understood strategic tool for our discussions.



Your bespoke AI-Driven Digital Marketing and CRM System

The core of this strategy is an integrated system that combines a CRM (Customer Relationship Management) platform with AI marketing automation & appointment booking system capabilities.

Key Components of the System:

AI driven Lead generation awareness advertising using Google and Facebook/Instagram - attracting and motivating your target audience to make an enquiry or appointment.

Centralised Omni-Channel Inbox: A single dashboard that consolidates all prospect communications—from phone calls, emails, and SMS and website enquiries.

AI-Powered Lead Nurturing: AI models and pre-built workflows automate personalised communication, ensuring no lead is left behind. This includes sending automated welcome emails, follow-up messages, tour reminders, and post-tour surveys.

Automated Communication Sequences: Pre-written and customisable email and SMS sequences that can be triggered based on a prospect actions. For example, a prospect who fills out an enquiry form can be automatically added to an "enquiry nurturing" campaign.

CRM & Lead Management: The system acts as a "single source of truth" for all lead information, including contact details, communication history, and their journey through the sales funnel. This allows staG to see where each prospect is in the process and provides a clear next best action.

Analytics and Reporting: The system tracks and measures the performance of campaigns and the entire sales funnel, providing data-driven insights on lead conversion rates, occupancy goals, and marketing ROI. This is crucial for continuous optimisation.



The Sales Funnel Strategy: A Stage-by-Stage Breakdown

The sales funnel for your business can be broken down into five key stages, with AI and marketing automation playing a critical role in each.

STAGE 1: AWARENESS (ATTRACTING YOUR TARGET AUDIENCE)

Objective: To get in front of prospect who are starting their search for a product or service like yours.

AI & Automation Role: The AI-driven system helps in two main ways:

Audience Targeting: The AI analyses data from existing and potential customers to identify ideal prospect profiles (demographics, location, interests). This data informs highly targeted paid advertising campaigns on platforms like Google and social media (Facebook/Instagram), ensuring ads are shown to prospect most likely to be in the market for childcare.

Content Creation & Optimisation: AI tools can assist in creating engaging content (blog posts, social media captions, ad copy) that addresses common pain points and questions prospect have during their initial search. The system can also track which content performs best and recommends optimisations.

Marketing Activities undertaken by GrowOnline:

Local SEO: Optimising the Google Business Profile (formerly Google My Business) with a strong profile, photos, and up-to-date information.

Paid Google Search Ads: Running highly geo-targeted Google Search Ads (e.g., targeting prospect who live or work within radius of your business or specific geotargeting).



AI tools within Google ad platforms can significantly enhance campaign performance.

Smart Bidding: Use Google AI-powered Smart Bidding strategies like "Maximize Conversions" or "Target CPA" to automatically adjust bids in realtime. This ensures that the budget is spent on clicks that are most likely to lead to a conversion (e.g., a phone call or a contact form submission).

Dynamic Search Ads (DSA): For Google Search, DSA automatically generates headlines and landing pages based on website content, saving time and capturing long-tail search queries that might be missed with manual keywords.

Audience Signals: AI uses audience signals (e.g., in-market segments, demographic data) to find users who are most likely to convert, even if they don't fit the initial targeting criteria.

Google Display Network Ads

The Display Network is ideal for building brand awareness and reaching potential prospects who are not actively searching but are in the target audience. AI can automate bidding and ad placement for maximum effectiveness.

Custom Audiences: Create custom audiences based on search history and website visits of the target audience of prospects who live or work near your business.

Placement Targeting: Place ads on websites and in apps frequented by prospect who live or work near your business.

Ad Creative: Use compelling visuals and concise ad copy.

Content Marketing: Creating blog posts, articles, and videos that position your business as a trusted authority (e.g., "Tips for transitioning your product or service," "How to choose the right product or service in your market").

Social Media: Actively engaging on platforms like Facebook and Instagram, showcasing your business unique environment, stage, and daily activities.



STAGE 2: ENGAGEMENT (CAPTURING LEADS)

Objective: To move prospective prospect from simply being aware of your business to actively engaging with it and providing their contact information.

AI & Automation Role:

Website Integration: The CRM system integrates with the business website to capture leads seamlessly through customisable online enquiry forms.

AI-Powered Chatbots: An AI-driven chatbot on the website or social media pages can answer common questions 24/7 and automatically collect lead information. The chatbot can also offer to schedule an appointment, which is a key conversion point.

Instant Responses: The system is set up to provide an immediate, personalised response to every enquiry, which is crucial as research shows responding within 5 minutes is significantly more effective than after 30 minutes.

Marketing Activities by GrowOnline:

Optimised Website: The website is user-friendly, mobile-responsive, and features clear calls to action (e.g., "Book an Appointment," "Enquire Now").

Lead Magnets: Offering a free download, such as a "Comparison of your product with others in the same market" or an e-book on "checklist for purchasing your product or service", in exchange for an email address.

Online appointment/ meeting Booking: A feature on the website that allows prospect to book an appointment directly on your website based on the staff availability, with automated email and SMS reminders to reduce no-shows.



STAGE 3: CONSIDERATION (NURTURING LEADS)

Objective: To build trust and a relationship with the prospect, positioning your business as the best choice for their needs.

AI & Automation Role:

Automated Nurture Sequences: The CRM automatically sends a series of personalised emails and SMS messages to customers who have enquired or booked an appointment. These sequences can include virtual tours, testimonials from current customers, staG introductions, and information about the business philosophy and products/services.

Behaviour-Based Segmentation: The AI tracks how leads interact with the communication (e.g., which emails they open, which links they click). This allows the system to segment leads and send them more targeted content based on their specific interests.

Marketing Activities by GrowOnline & Internally:

Email Marketing: Regular newsletters or drip campaigns that provide valuable content to promote purchase/cross sell.

Social Proof: Sharing positive reviews, testimonials, and high-quality photos and videos of your business on social media and in email campaigns.

Virtual Tours: Offering a pre-recorded video or a live virtual tour to give customers a detailed look at your facilities and products/services.



STAGE 4: DECISION (CONVERTING TO PURCHASE)

Objective: To guide the prospect through the final steps of the purchase process.

AI & Automation Role:

Streamlined Onboarding: The CRM system provides a seamless digital purchase process. Automated workflows can send secure online purchase forms, follow up on missing documents, and send payment reminders.

Personalised Follow-Up: The system alerts staG when a lead is "hot" (e.g., they've opened several emails and clicked the purchase link).

Automated Reminders: Automated reminders for appointment, purchase deadlines, and required payment etc ensure a smooth journey for the customer and reduce administrative burden on staG.

Marketing Activities GrowOnline:

Personalised Communication: A dedicated staG member (nurtured by the CRM) provides a personal touch, answering any final questions and making the prospect feel valued.

Customer Welcome Pack: The CRM can be set up to automatically send a digital welcome pack with key information once a prospect becomes a customer.

Remarketing (Follow around marketing): Once a prospect has visited your website – their browser is tagged and everywhere around the internet they will see your advertisements encouraging them to purchase.



STAGE 5: ADVOCACY (RETAINING AND GROWING)

Objective: To turn customers into passionate advocates for the business.

AI & Automation Role:

Prospect Communication: The system facilitates ongoing, personalised communication with current prospects and customers.

Review Management: The CRM can be used to automate review requests from satisfied families, which helps build a positive online reputation.

Referral Program Automation: The system can track and manage a referral program, automatically rewarding current customers for new enrolments.

Marketing Activities by your Business:

Excellent Service: High-quality care and communication are the best forms of marketing.

Events: Organising community events, open days, and workshops.

Online Reviews: Actively encouraging and managing reviews on Google and other platforms.

Referral System: Implementing a structured and automated referral program to leverage word-of-mouth marketing.

By implementing this AI-driven sales funnel strategy, your business can work smarter not harder. The system automates repetitive tasks, provides stakeholders with actionable insights, and ensures a consistent, positive, and personalised experience for every customer, from the very first click to a lifetime of loyalty.