# Cyber Sales As The Latest Tool For Optimizing An Enterprise Strategy

**Yuriy Robul, Oleksandr Deineha, Maryna Prokopenko, Nataliia Novikova, Olena Lukianykhina, Nataliia Baistriuchenko**

**Abstract:** An independent and informed buyer, for the most part, no longer responds to attempts to sell him something "on the forehead". The paradigm of "cold" sales and the constant search for new customers does not compete with the new strategy - building long-term relationships with customers using specially designed "sales tunnels". The article reveals the concept of cyber-sales or auto-funnels. The methodology of construction and operation of automatic sales tunnels is shown, both at the preparation and planning stage and at the stage of technical implementation of the sales tunnel. Particular attention in the article is given to chatbots, which are used in instant messengers for the technical organization of sales tunnels. They can build communication with the client around the clock, perform tasks of information and promotion. They significantly reduce the cost and simplify work with clients. Every year, bots are becoming smarter and more functional. The article considers five main proposals that are necessary for the consumer to move through the funnel: Lead Magnet, Tripwire, Core Product, Profit Maximizer and Recurring Payments. The article also lists the main tools used in the planning, implementation and analysis of auto-funnels. Cyber sales in business is a customer communication system that works automatically. A sequential chain of interconnected content that, like a tunnel, leads a customer to a purchase. In fact, this automated system is an alternative to the services of a sales manager. This article will help optimize the digital strategy of the enterprise by moving from cold sales with a loss of up to 99% of traffic to automatic sales using chatbots and the highest conversion.

**Index Terms:** Core Product, Cyber Sales, Enterprise Strategy, Lead Magnet, Profit Maximizer, Recurring Payments, Tripwire.

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## 1  INTRODUCTION

Now messengers are a universal and straightforward channel of communication with the client, harmoniously complementing other channels of information. Using WhatsApp, Skype Viber, Telegram, Facebook Messenger and other instant messengers, a modern business can increase sales, provide its customers with fast, round-the-clock support, provide customer information, and promote products and services. The market is on the verge of global change. The paradigm of "cold" sales and the constant search for new customers does not compete with the new strategy - building long-term relationships with customers using specially designed "sales tunnels". The future of the market is sales on the machine, which makes the work of a sales manager unnecessary. For the technical organization of sales tunnels, chatbots are now actively used in managers, who can build communication with the client around the clock, to perform tasks of informing and promoting. They significantly reduce the cost and simplify work with clients. Every year, bots are becoming smarter and more functional [1], [2], [3], [4]. The time when businesses were doubtful about social media promotion is over. Now many people use their communities and targeted advertising to attract and engage customers. And as a standard of the ads in targeted advertising, companies lead an audience to a site, landing page or community on social networks.

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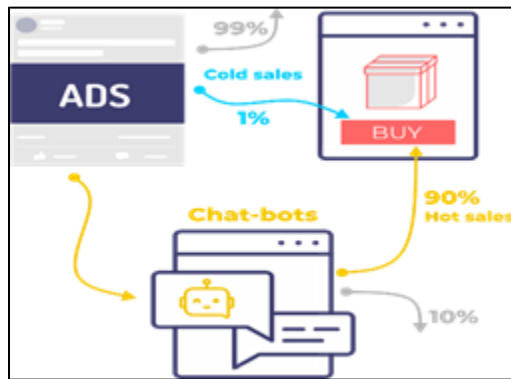
Users go through the pages, take actions and most often leave because the first time they make a purchase or make an order only a hot audience that has long been waiting for the company's offer. But there are few such audiences. To bring back a past audience, companies use retargeting and pay again to attract users. The company is forced to pay until the audience is ripe for the purchase. For shareware work with the audience, enterprises can lead it from an announcement to the community on social networks, and work there on heating: publish posts, talk about themselves, engage, but there is an obstacle here - a "smart" tape [5]. The algorithms of social networks are arranged so that subscribers do not see every post; we are forced to increase the coverage of publications, promoting them for a fee. Meanwhile, the audience gets used to looking for information about companies in social networks and tries to communicate there, including asking questions in private messages of communities. And companies that have not established work with appeals to the PM lose potential customers if they do not respond on time or are unable to convert the request into a sale [6], [7], [8]. To successfully process and analyze big data, communicate with customers, personalize offers, modern companies optimize their digital strategy using automatic funnels in instant messengers (Fig. 1).

### Terms and concepts

Autofunnel/Tunnel of sales/Newsletter in messengers is a communication strategy in social networks and instant messengers, which, with the help of automated mailing of messages to subscribers, allows them to engage them in communication with the company gradually, foster interest, introduce and lead to the sale. A chatbot is a tool in the messenger that allows you to set up auto answers and distribution to different branches of the dialogue depending on the user's choice (clicking on the button).

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*Fig. 1. Sales automation with chatbots*



*Fig. 2. The transition from cold sales and direct traffic to sales funnels*

## 2 TUNNELS OF SALES IN INSTANT MESSENGERS

Sales tunnels in messengers - an innovation that fundamentally changes the idea of business. This is a way to multiply conversion, automate sales, reduce the cost of promotion and interaction with customers. 5-7 years ago, a website on the Internet was an essential condition for the success of the business promotion. However, the market is changing faster than entrepreneurs would like: using this tool, it becomes more difficult to sell, and you have to look for other methods of promoting goods and services. Currently, useful landing pages provide only 10-12% of conversion. The buyer loses interest in this way of interacting with the seller. CPC has increased significantly. As a result, the cost of such advertising weakly pays off. The modern buyer has dramatically transformed the market. He became financially more literate, learned to count money well, carefully selects services and products, actively using all the capabilities of modern Internet programs and applications. An independent and informed buyer, for the most part, no longer responds to attempts to sell him something "on the forehead". Flickering teasers and banner ads popping up on the floor of the screen are annoying. Employees of companies that call on weekends to inform about a "special exclusive offer" receive a refusal in the first seconds of a conversation. The buyer is tired of impersonal and aggressive online advertising. Now about 50% of site visitors use programs that block pop-ups and other types of online advertising (Adblock and the like). In other words, valuable advertising content does not even reach the target audience. Finding an effective sales manager, evaluating and monitoring his work is a complicated and time-consuming and time-consuming stage of business development. Meanwhile, a revolution has occurred in this area. The trend towards marketing automation that arose in the USA forced the market to begin the transition from brisk sales and direct traffic to a scheme of building long-term relationships with customers using effective content (Fig. 2).
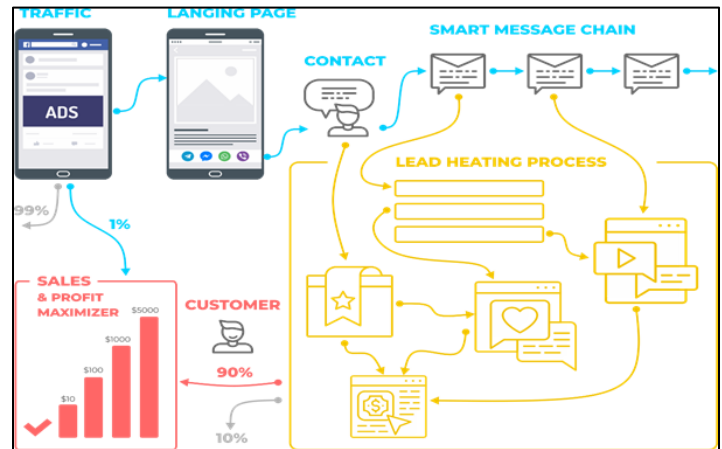
Cyber sales in business is a customer communication system that works automatically. A sequential chain of interconnected content that, like a tunnel, leads a customer to a purchase. In fact, this automated system is an alternative to the services of a sales manager (Fig. 3).
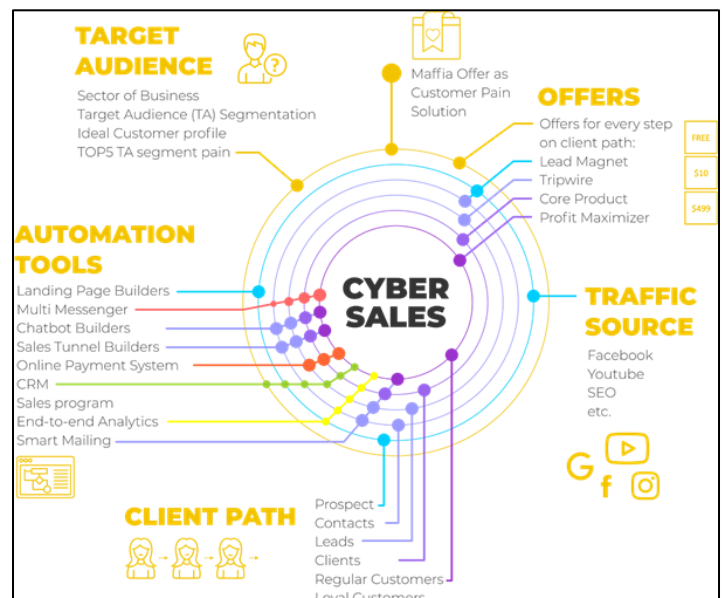


*Fig. 3. Cyber Sales System in Business Automation*

## 3 METHODOLOGY: TOOLS AND TECHNICAL IMPLEMENTATION OF THE SALES TUNNEL.

The old method of selling goods head-on through advertising directly to the storefront of a road store is not sufficient. New means that generate a database of contacts, customers and loyal regular customers are very useful and can get rid of dumping. This method is more extended: the user is invited to get something for an affordable small amount or completely free. Such a proposal may be of interest. Further, when the

client is convinced that the company can be dealt with, he is already offered more expensive goods. And so, over time, you can convince the client of a product (product or service) that is profitable for both parties for an acceptable amount. Automation of such a process will make it possible to bring a constant profit to the company through auto-messaging and collecting customer information. For the construction of the algorithm and the technical implementation of the auto-funnels, the following leading tools are distinguished:

1. Landing page
2. Traffic
3. Automatic communication systems
4. Content manager or copywriter
5. Lead Tools
6. CRM
7. Chatbot Builders
8. Sales Tunnel Builder
9. Analytics tools

**The development and implementation of an autofunnel consist of the following steps:**

**Step 1. Target Audience.** Portrait of the target customer and determination of sales directions. At this stage, a clear understanding of What, To and How the company will sell is essential. What? It is necessary to determine the niche and sub-bottom to which the sold product or service belongs. For example: Furniture manufacturing (slot), Transforming tables (low). To whom? We identify and segment the target audience for which the company's offer is designed (Fig. 4). At this stage, it is necessary to determine the portrait of the ideal customer and highlight TOP5 Customer Pain Points. How? Having answered each Customer Pain Points, the company will prepare the perfect offer for each segment of the target audience.



*Fig. 4. Customer segmentation*

**Step 2. Offers for each target audience.**
An auto sales funnel a step-by-step path that a customer goes from recognizing your product to purchasing. At this stage, it is necessary to prepare a proposal chain for each stage of the auto-funnel. There are five main steps of the autofunnel: Lead

Magnet, Tripwire, Core Offer, Profit maximize and Recurring payments (Fig. 5).

**1. Lead magnet**
Magnet is a free product with which you can "attract" your target audience; for example, it can be a mini-book, an invitation to a webinar or a set of checklists. The offer of a free product - a lead magnet is carried out on a particular subscription page in exchange for the user's phone or email. If a person subscribes to a magnet, then a confirmation email will be sent to his mail with a confirmation of subscription (most mailing list services have this setting). After confirmation, it is automatically redirected to the page where it receives a link to download the selected product. But the primary purpose of this page is not the magnet itself, but the recommendation to familiarize yourself with the so-called One Time Offer (GTR) or Tripwire - a one-time offer, which is posted here.

**2. Tripwire**
This is a cheap product, the price of which can vary depending on the niche - from $ 5 to several thousand for VIP niches. But the most important thing is that this is an easy burden for representatives of the target audience. The purpose of this proposal is not to make money, but to move the subscriber to the first purchase. Usually, it looks like this: at the top of the page is a link to download the magnet, and the main field is just OTO. If the client responded and bought a one-time offer, then he is offered the main offer - a more expensive, but not yet flagship product or part of the main product that heats the user's need, but does not close it.

**3. Core offer**
This is the main product that the company wants to offer to the client. It is based on this product that the first two stages of the auto-funnel are compiled. The goal of an automatic funnel is to lead a person to the purchase of Core offer; this is the primary source of income. The main product can be anything, but usually, it is a business idea.
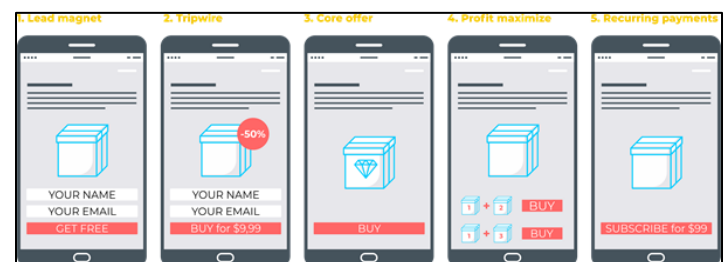


*Fig. 5. 5 basic steps of an autofunnel*

It is necessary to begin to draw up a diagram with the main product. You calculate the amount that you would like to receive for the sale of this product and then by pinching you create a cheaper product that you present as a lead magnet and tripwire.

**4. Profit maximize**
This stage involves squeezing the maximum benefit out of a business idea. Here, there is a sale of goods that may not be related by a common theme with a car funnel, but which bring maximum benefits. To go to this step, you must first develop

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up-sell, down-sell, cross-sell systems.

### 5. Recurring payments
The ideal turn for any business would be the cyclical nature of customer payments. This is necessary so that the demand for the company's products is constant, and the buyer repeats his money transfers to the account again and again.
### Step 3. Traffic.
A car funnel is needed for lead generation and customer retention, that is, it works with existing traffic. Traffic is a prerequisite, therefore, to attract visitors to the site, you can use SEO, SMM paid advertising or other tools.

### Step 4. Architecture and launch of the auto-funnel.
One of the tools to create a sales tunnel is chatbots - programs that send messages and answer questions about a given algorithm. After the specialist writes a script for the robot, he will be ready to communicate with customers at any time, 365 days a year. At the same time, it is possible to configure the chatbot for specific tasks. In a global sense, a car funnel is a chain of messages containing useful content in any format (text, audio, video, presentations, webinars) that familiarizes the buyer with the product and inclines it to purchase (Fig. 6).
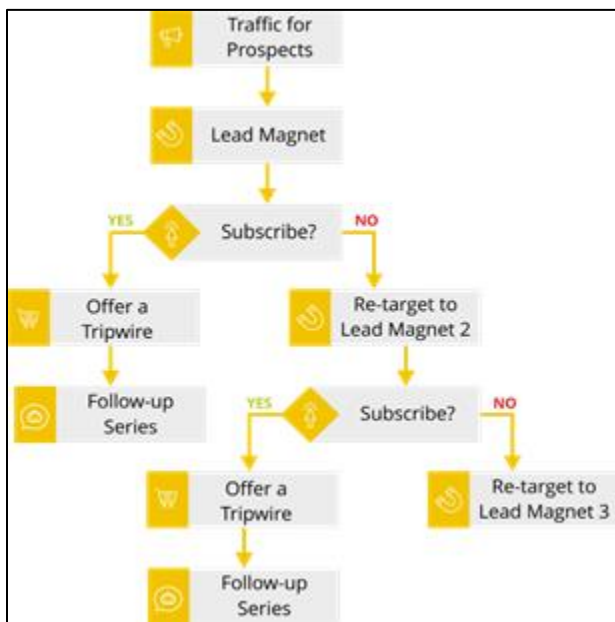


*Fig. 6. Chat Bot Algorithm*

Messages come in chatbots of instant messengers: Facebook, Viber, Telegram, Whatsapp. Message delivery in them reaches 90%, while today only about 10% of newsletter subscribers open emails. When a user subscribes to chatbot messages, the seller can directly interact with him at any time. In a world where people try to avoid direct communication whenever possible from an overabundance of information, the constant work of chatbots has proven to be very popular. Order a taxi, buy a TV, book a ticket, a place in a restaurant or a hotel room - now you don't need to talk to people for this. Their task is quite successfully performed by chatbots.

**In the business sector, their capabilities may include:**

- conducting tests and surveys;
- collecting leads, sending data to the picking and distribution service;
- placing orders;
- technical support, answers to customer questions;
- distribution of advertising content, informing customers about ongoing promotions and other events;
- collecting customer data for analytics;
- involvement in interaction with the brand through comic dialogues, the provision of useful materials and other things.

### Step 5. End-to-End Analytics.
State-of-the-art end-to-end analytics services allow you to track the performance of auto funnels and help optimize your business strategy. Standard analytics bypasses such indicators as ROMI (return on marketing investments), conversion to sales, LTV (the company's profit that it receives from the client from the beginning to the end of cooperation with him), the cost of the application and visitor, and then down the list. ROMI (Return On Marketing Investment). This is one of the most essential marketing indicators. It is calculated as the ratio of the client's lifetime value to the cost of attracting and retaining him.

$$ROMI = \frac{(Gross\ profit - Marketing\ Costs)}{Marketing\ Costs} * 100\% \qquad (1)$$

LTV (lifetime value) - Shows the profit from one client for the entire time of its interaction with the company and is calculated by the formula:

$$LTV = (Average\ Purchase\ Value - Average\ Purchase\ Frequency) \qquad (2)$$

End-to-end analytics provide an opportunity to examine in detail all cost channels and understand where the advertising budget is leaking. It gives a cohort analysis of site visitors and collects all the data - from the first click to LTV. So, you have complete information about each stage that the client goes through and about the costs both on your part and on his part. You know how much the client spent on you, and how much it "cost" the company. Counting and comparing these costs will show the real effectiveness of any advertising source.

**Three main advantages of cross-cutting analytics:**

- a single platform where statistics are collected for all marketing channels, reflecting the full picture of the conversion
- detailed expansion of the sales funnel, which will show not only the source where the client came from but also the keywords
- a system that forms the full cycle of a transaction with a buyer (from the advertising source from which the client came to the amount he spent).

### Step 6. Scaling.
For business development and optimization of the digital strategy of the enterprise, it is necessary to scale the created funnels to other target audiences. Each segment should have its proposal. To scale, you need to look for new sections of the target audience and make them a relevant offer in the format

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of mafia offers. The sales tunnel can be scaled both in the direction of increasing the range and in the course of growing traffic.

## 4   CONCLUSION

The time of brisk sales has passed. Not knowing the buyer, not building a long-term relationship with him, selling him something is becoming increasingly difficult. In this situation, many market participants once again have a choice - to change or leave. It is necessary to look for new channels of communication with the buyer: sites, phone and email - this was not even yesterday, but the day before yesterday. "Cold" phone sales in most cases end up blacklisting, and the average email discovery rate has recently dropped to 10%. Simply put, a potential client sends 9 out of 10 letters to spam without reading. Now even social networks, which until relatively recently showed explosive growth in popularity, show low conversion results. The buyer has noticeably cooled to most familiar formats and communication channels with the seller. Websites, phone and social networks have a powerful competitor that has attracted the attention of the buyer. This competitor is messengers that are actively used in marketing.

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