

Marketing Funnel

Cheat Sheet

Basic Funnel Software

Opt-in/
Free
Gift

Thank
You
Page

Value
Delivery
Page

Intro
Page

Sales
Page

Options:
Wordpress
Wix
Weebly
Leadpages

Subscription
Box/
Pop-up

Auto
Responder
& Lists

Options:
Mail Chimp
\$0 to
\$199/mo
A-Weber
\$19 to
\$149+/mo

Payment
Processing

Options:
Paypal
2.9%+.30/
transaction
Square
2.75% to
3.5% + .15
to .30/
transaction
Stripe
2.9% + .30/
transaction

Shopping
Cart

Options:
Woo
Commerce
Etsy
3.5% per
transaction

Or you could have it all-in-one with...
Advanced Enterprise Software

X PANZION
ULTIMATE BUSINESS DESIGNER
EZ Funnel Formula
Starting at \$337/month

\$0 to \$199/mo + Pay for domain name
and hosting someplace like **GoDaddy**

Intermediate Funnel Software

Surveys

Popular Option:
Survey Monkey
\$35 to \$99/mo

Evergreen
Campaigns

Popular Options:
Click Funnels
\$97 - \$297/mo
Infusionsoft
\$70 - \$266/mo

Multi-Site/
Membership
Site

Popular Option:
Kajabi
\$103 to \$719/mo

Point of
Sale

Popular Option:
Clover
Contact Sales for cost

Events

Popular Option:
Eventbrite
1%+0.99 to 2.5%+1.99/sale

Accounting

Popular Option:
Quickbooks
\$7 to \$25/mo + \$19 to
\$45/mo for payroll

CRM

Popular Option:
Constant Contacts
\$20 to \$335/mo
Salesforce
\$25 to \$300/mo

Projects

Popular Option:
Basecamp
\$99/mo