



Setting Up An Effective Challenge Marketing Funnel

1. Traffic capture - You'll obviously need a way for people to register for your challenge while building your list. This will usually involve the following components:

Registration page - This is where people will enter their information. Their details will be added from there to your emailing system.

Thank you page - This might contain a video or simple text telling what happens next, how the challenge works. There will also be a system link that will allow new registrants to get their login details for the challenge.

2. Challenge delivery - Once people have their login details, they will be able to participate in your challenge. This will involve:

Private members' area - Where participants will go upon logging in. Here they **can** go through your challenge, whether it is a crash course, quiz, whatever.

If a course, ideally imagine a course where you can deliver a page daily. This page will contain texts, perhaps a video, the lesson of the day.

Comments section - Where participants can voice their thoughts.

3. Social aspect - You can build a social component into your challenge with software such as 10XPRO.io. This will let you create social wall pages, similar to Facebook groups but controlled by you in a private area where people can have discussions, like comments, check out profiles, basically connect.

4. Order system - If at any point in your challenge the participant decides to buy from you, you'll need:

An order page with a shopping cart that lets you accept payments via PayPal and/or Stripe.

A thank you page that confirms your order and says they'll get their login details, if for a subscription product.

Conversion strategies

The goal of your challenge marketing is naturally to sell, and to do that, there are processes that take place behind the workings of the challenge itself.

Segmentation - One of the most important components of any marketing is segmentation. This works through tagging. Who finished a challenge? Who didn't? Who watched this many seconds of this video? Software like 10XPRO.io lets you tag participants in your emailing system accordingly, allowing you to tailor subsequent events to their behavior.

Dynamic updates - Segmentation makes possible something called dynamic



updates. A webinar, for example, can be run on a specific topic or from a specific angle of argument depending on how a participant has been tagged, i.e., his interest, level of proficiency in something, his goals, etc.

Leveraging quizzes - Segmentation can be done based on quiz responses, identifying a person's preferences based on how they answer. Going further, a Facebook pixel can be applied to each question's answer, letting you build custom audiences of people who answered A to a certain question, for example. This will let you run dynamic ads tailored to people's interests.

A usual strategy with quizzes is offering the results, a customized report, or customized video training in exchange for the participant's email address.

With 10XPRO.io, the above can all be set up in one platform. You simply:

Open an account

Register your domain

Create an offer page

Integrate your CRM (10XPRO works with nearly any emailing system)

Make a delivery page / challenge page that people need to log in to (This can be as simple as one page with a video, or as complex as you like. Simple often works best, however)

Create an offer page

Make an order page

Set up your cart (10XPRO has one built in - Just add PayPal and Stripe and you're good to go. It allows single payments, payment plans, hybrid subscriptions, promo codes, order bumps, one click upsells, one click downsells, invoicing, checking of purchases in a private members' area.)

Create your thank you page

For more help with your business join the [SuperFastBusiness](#) membership

Try [10XPRO.io](#), an all-in-one membership platform with quiz funnel features