

Users Guide to Building Sales Funnels with GrooveFunnels

Here's a story for you. A friend, let's call her Lisa, is a super-efficient writer and infoproduct creator. She's ready to take her business to the next level. She's started creating courses. She needs to create a sales funnel for her customers journey. But she's confused by all the different funnel software and platforms available to her and the different steps she has to take to get them to work together.

- Setting up a website. And creating landing pages.
- Attaching an autoresponder system for emailing.
- Integrating payment processors and shopping cart.
- Funnel builders.
- Affiliate program.
- Webinar program.
- Video hosting.
- Blog platform.
- Ecommerce.
- Scheduling and booking.
- And so on.

Lisa became so frustrated. She didn't know what she should do first so everything was put on hold.

Sound familiar?

If you struggle with any or all of the things above, [GrooveFunnels](#) may be an option for you.

In this insider's guide we're going to learn more about GrooveFunnels and how it can help you in your business. We'll look into the costs (at the time of this writing), the ways it can be used and implemented into your own business, and why it's a good option compared to other plans.

What is GrooveFunnels

GrooveFunnels, a part of Groove.CM, is an all-in-one marketing tool used for building sales funnels, websites, and landing pages specifically for selling products online.

Funnels are an essential part of converting your visitors into customers. Funnels guide your website visitors through the whole purchasing process. When you use funnel software, you improve your subscriber and customer's experience by making each step easy for them.

GrooveFunnels is a platform that allows business owners, no matter their size, to build their own websites, e-commerce stores, sales funnels, courses and more in one system. And they can do it without any technical expertise.

GrooveFunnels is a one-stop-shop for all your marketing needs. You can:

- create your own custom domains
- create and manage your affiliate program
- promote affiliate links
- create landing pages for one or multiple products
- create sales funnels for multiple products
- build marketing campaigns
- video marketing
- email newsletters
- email management
- sales pages
- set up e-commerce site
- checkout optimization tools

With a drag-and-drop style webpage builder, GrooveFunnels platform eliminates the need to learn how to code and develop or hire costly web designers. Instead, you can quickly build your webpages using their library of ready-made and well-designed templates built for various functions.

Simply put GrooveFunnels offers all the marketing tools you need to plan, launch, manage, and grow your online business.

GrooveFunnels Versus Other Options

While GrooveFunnels is a recently created platform, it is similar to ClickFunnels and other sales funnel software. There are some important differences between them though.

Apart from being an all in one platform for managing and building your digital business, it offers both a free and a paid version. It has some of the best tools for creating funnels without additional fees, unlike many of its competitors.

These include:

1. The all in one platform allows you to replace about 98% of your business software. This streamlines your processes and saves you money. There are 6 essential software programs in one platform, allowing you to automate those repetitive tasks that waste time.
2. GrooveFunnels is easy to use. With their variety of templates and themes you can create stunning landing pages in minutes. These pre-built designs are easily customized towards your brand style. And you have the flexibility of placing items exactly where you want them on the page. There are templates for:
 - a. Agency
 - b. Automotive & Cars
 - c. Booking / Scheduling
 - d. Business / Corporate
 - e. Coaches
 - f. Contest or Giveaway
 - g. Courses / Training
 - h. Cross-Sell pages
 - i. DownSell pages
 - j. Upsell pages
 - k. E-Commerce one product pages
 - l. E-Book
 - m. Event
 - n. Free Resource or download
 - o. Checkout pages
 - p. Consultation funnels
 - q. Restaurant funnels
 - r. Health & Fitness funnels
 - s. Lifestyle & Blogging
 - t. Long form sales letter
 - u. Newsletter opt-in
 - v. Offer, Discount or Coupon
 - w. Opt-in funnels
 - x. Real estate funnels
 - y. Retail websites
 - z. Service websites
 - aa. Sign-up/login pages
 - bb. Startup website
 - cc. Thank you pages
 - dd. Travel website
 - ee. Webinar funnel

3. Your account dashboard is easy to navigate even if you aren't tech savvy. You can quickly open an account and dive into their readymade templates and user-friendly platform.
4. GrooveFunnels works with over 3,000 different apps and devices, allowing you to quickly go through your first campaigns. It integrates with many email autoresponders such as ConvertKit or ActiveCampaign as well as apps such as Zapier, Funnelytics and PipeDrive.
5. They offer a free account, but it limits the number of sites and members you can have. It may be a good place to start and then you can upgrade as needed.
6. You can create as many funnels as you want, and you can sell any number of products without restrictions in the paid version.
7. GrooveFunnels lets you build highly functional checkout options for a hassle-free buying process for your customers.
8. You can build attractive the upsell, cross sell, or down sell pages easily and quickly.
9. GrooveFunnels has a unique 1-Click upsell option to boost your product/services sales pages.
10. You can use custom domains with your GrooveFunnels pages. Even the free plan allows you to use one custom domain.

There are many reasons to choose GrooveFunnels over the many other options available. Whether it is the free option or the low pricing, the many templates available or the easy to navigate dashboard, each item plays an important role in your choice.

What's Included

GrooveFunnels is an all-in-one platform. That means you can run your entire online business from one place. There are several apps or tools included that help you do this:

- GroovePages – a drag and drop web page builder created to help you develop professional funnels, landing pages, and websites. It works well for running email marketing campaigns and building your email list. Easy enough for non-web designers, you can easily add background images and colors. It's SEO friendly and mobile compatible.
- GrooveBlog - Blog platform
- GrooveKart – Build your own eCommerce or online store that easily integrates with drop shipping and Print on Demand platforms.
- GrooveSell – This online sales management and shopping cart platform for accepting payments.

- GrooveAffiliate – Create and manage your own affiliate programs for all your products or services.
- GrooveMail - Email automation
- GrooveMember - Membership platform for hosting your digital products, online courses, and membership sites.
- GrooveVideo - Video hosting platform with powerful video analytics.
- GrooveWebinar - Create automated and live webinars.
- GrooveStream – Live streaming
- GrooveDesk - Help desk
- GrooveCalendar – Scheduling and booking service
- GroveMail – Build your email list with this email marketing automation app.

Each of these apps is meant to replace others on the market saving you time and money. For example, GrooveFunnels app replaces ClickFunnels. While the GroovePages app replaces Wix/Squarespace.

As you can see, GrooveFunnels is a great platform suited to growing and maintaining your business. Every app included in GrooveFunnels and its ease of integration with many others makes it a good choice for streamlining your business.

Ways GrooveFunnels Can be Used

Who can use GrooveFunnels in their business? Almost any digital marketer can use the platform who wants to create successful marketing campaigns.

Let's take a look at some of the most popular ones.

Ecommerce business

GrooveFunnels can be utilized as an eCommerce platform. If you sell physical or digital download products, you can create unlimited stores with one sales system. The platform allows you to create sales funnels, build shopping carts.

You can import your pages directly from Shopify into GrooveFunnels pages. And integrate payment providers like PayPal or Stripe seamlessly.

Affiliate Marketers

Whether you have your own affiliate program or are promoting affiliate products, GrooveFunnels can help you manage them. It's easy to switch between being a vendor and an affiliate marketer.

You can easily set up an affiliate program for advertising your products or services and have new affiliates sign up using GrooveFunnels affiliate tool. It covers every aspect of the affiliate program. It's also very helpful when you are managing affiliate activities. You can monitor the number of affiliates you enroll. And you can pay your affiliates right from your dashboard.

When selling or promoting products as an affiliate, using GrooveFunnels to build your funnel pages makes it easy to begin promoting.

Digital marketing agencies

As a digital marketing agency, you need access to numerous marketing tools. With GrooveFunnels all those tools are available in one place. You have access to sales funnel builder, landing page builder, a website builder, membership site software, shopping cart, email marketing software and so much more. And with all the templates available, creating custom websites and landing pages is easy.

Online course and membership sites

For those who create courses or have a membership, having easy to integrate programs is a must. With GrooveFunnels you have everything you need to help you create your membership sites, your landing pages, the video content and hosting, your email autoresponder and taking payments.

Content creators, authors, coaches, consultants

GrooveFunnels helps you create the content you need for your business. This includes blogs, videos, webinars and more. You can create the landing pages and webpages you need to build awareness around your brand and services.

Startups

Beginners may not have high-level management experience but still need the right tools to get their business up and running with a good start.

Using GrooveFunnels, you'll build a website and landing pages, create sales funnel, market to your email list, and sell your digital or physical product all from one platform. Using the software inside GrooveFunnels helps you create a series of sales funnels faster and easier than trying to piece together many different software and apps.

In general, GrooveFunnels is a good fit for:

- Anyone who has a product or service they are marketing or promoting
- People who want to have attractive landing pages
- Businesses wanting to create high-yielding sales funnels
- Almost all types of online entrepreneurs
- Those who are content creators such as bloggers, authors, course creators, consultants, coaches, etc.

- Businesses wanting to run a membership site

It doesn't matter whether you are creating funnels for your author website, your coaching business or selling digital courses, GrooveFunnels can accommodate you.

GrooveFunnels Cost

Now that we've dug into why you should be using GrooveFunnels, you're probably wanting to know how much it's going to cost you.

The good news is there is a lifetime free version. The bad news it's very limited on what you can do. However, there are two other options available, depending on your needs.

Here's a quick overview:

Free	Starter	Pro
Up to 500 contacts	Up to 5,000 contacts	Up to 30,000 contacts*
No Trial Period. Free for Life.		
✓ 2,500 email sends per month	✓ 50,000 email sends per month	✓ Unlimited email sends per month
✓ 1 custom domain <small>Each custom domain can include a website, funnel, blog, and/or membership site. Limit to one of each per domain.</small>	✓ 5 custom domains <small>Each custom domain can include a website, funnel, blog, and/or membership site. Limit to one of each per domain.</small>	✓ Unlimited custom domains <small>Each domain can include unlimited pages, funnels, bl memberships.</small>
✓ 25 pages hosting	✓ 250 pages hosting ✓ Unlimited Groove subdomains	✓ Unlimited pages hosting ✓ Unlimited Groove subdomains
✓ Unlimited ecommerce stores	✓ Unlimited ecommerce stores	✓ Unlimited ecommerce stores
✓ Unlimited products	✓ Unlimited products	✓ Unlimited products
✓ Gateways: Stripe, GroovePay and PayPal	✓ Unlimited gateways	✓ Unlimited gateways
✓ Platform fees: 3%	✓ Platform fees: waived	✓ Platform fees: waived
✓ 5 videos for hosting	✓ 5 team accounts ✓ 50 videos for hosting	✓ Unlimited team accounts ✓ Unlimited videos for hosting ✓ Unlimited automated webinars
Free	\$79/month <small>Per month, paid yearly (USD)</small>	\$239/month <small>Per month, paid yearly (USD)</small>

These are the per month price when paid annually. If paying monthly, the fees are higher: Starter plan is \$99 a month while the Pro plan is \$299 a month.

You can switch plans anytime and you can cancel at any time as well if you decide the platform isn't for you.

Depending on your needs the Starter plan is a good option for small business or those just starting out but ready to grow. The Pro plan is for those who have memberships, lots of contacts and several domains.

The Funnel Builder

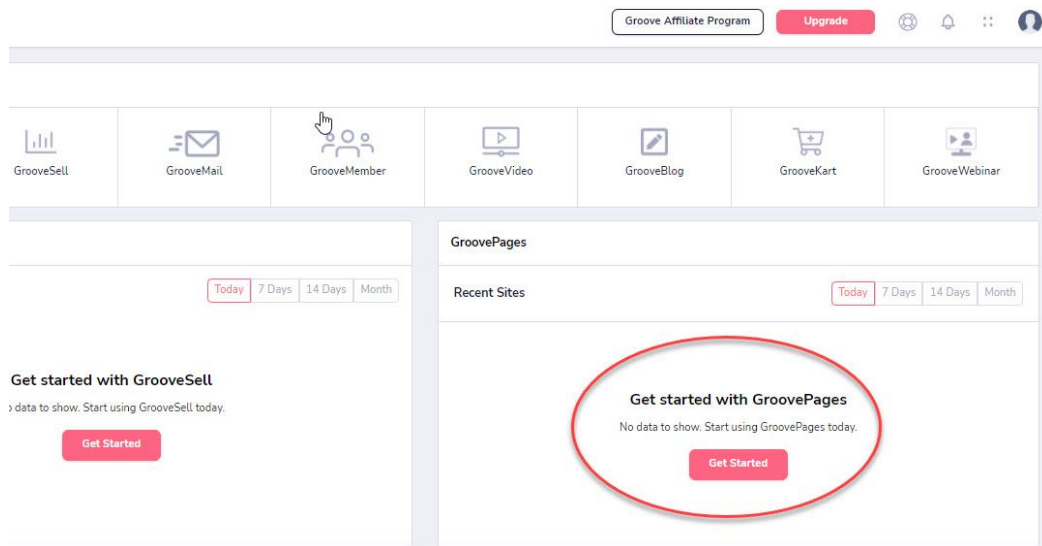
Before you start building your funnels, you need to have a few things ready or planned out, such as your logo and branding, your content, what you are selling, the type of page you are needing (sales page, landing page, funnel page, etc.). You also need to sign up for your account, choose your plan and create a username.

The GrooveFunnels drag-and-drop editor is pretty easy to understand. When you first open it up you might be a little overwhelmed by all the options. But as you start using it, you'll find it is easy to get used to it. The funnel builder is divided into seven sections:

- Blocks
- Elements
- Funnels
- Pop-ups
- Stats
- Integrations

Each of which can be dragged and dropped into your page.

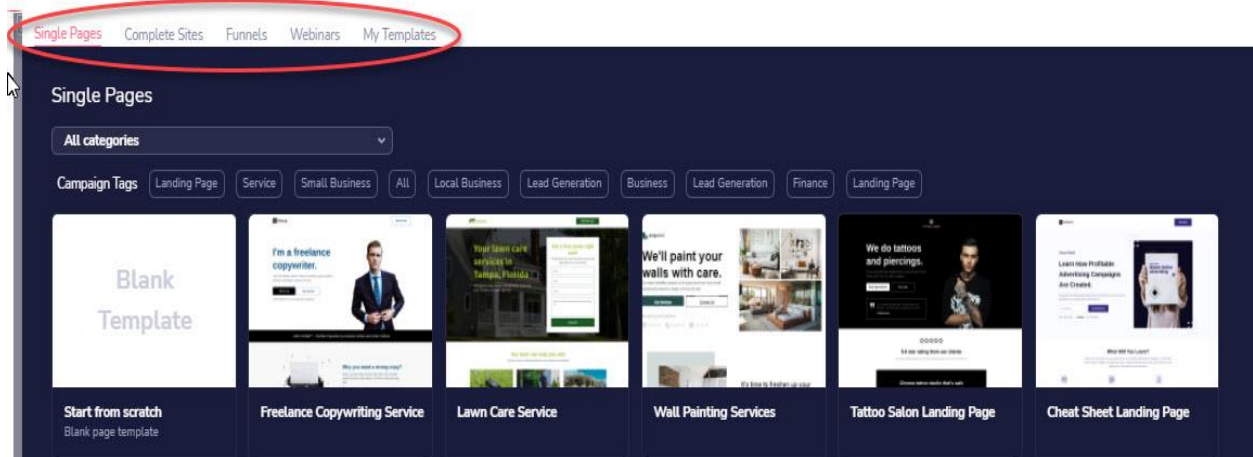
Getting started with your first funnel page begins in your dashboard. Once you login you will be taken to your dashboard. To create your GrooveFunnels page, click on the “Get Started” button under GroovePages.



On the next screen, click on “New Site” in the upper right corner.



This takes you to the templates page. Choose what type of page you want to create: Single Page, Complete Site, Funnels, Webinars or Use your own Templates. You can choose one of their templates or start with a blank template.

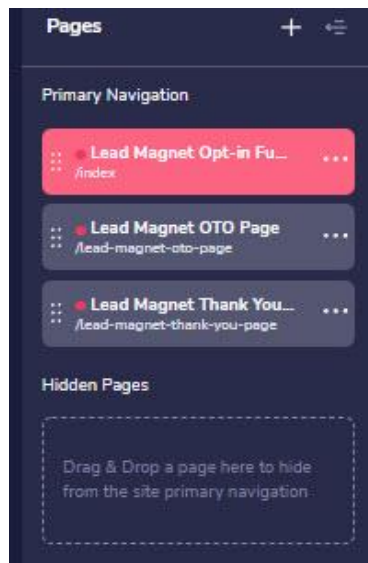


After you've chosen your template, it will ask for the name of your site. Fill that in. You'll then be taken to your template to begin designing it.

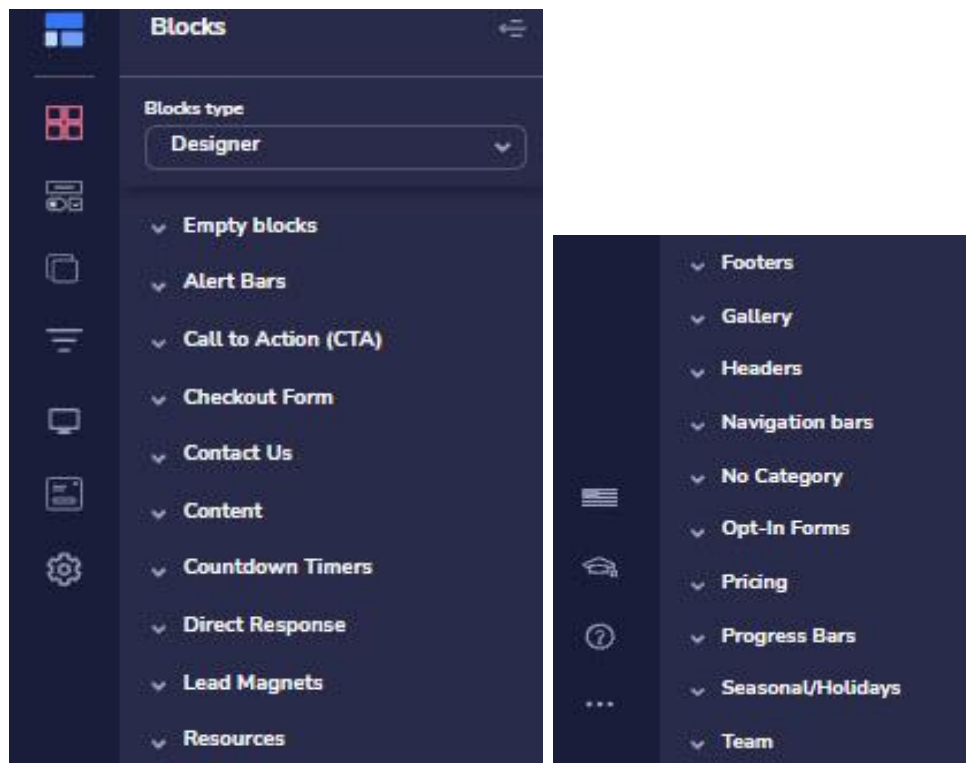
There are two navigation panels on either side of your template. On the left is the blocks and elements tabs.



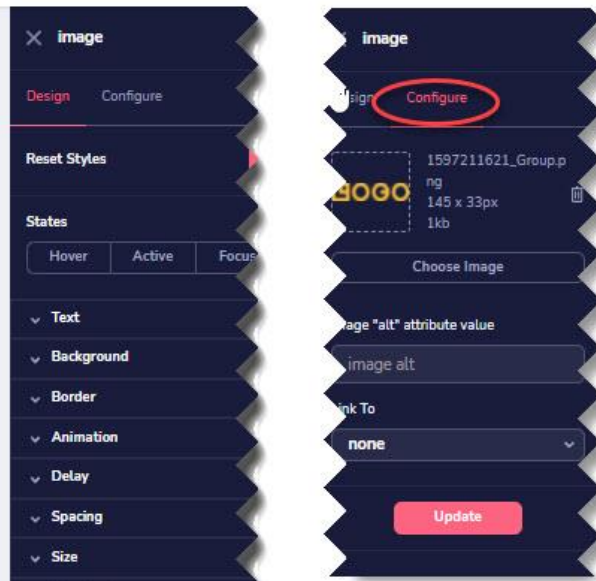
Clicking on the pages tab will show you which page of your funnel you are working on. Click on the one you want.



Clicking on the blocks tab gives you the options for adding different elements to your pages.



To change the design or content click on the element in your page and the design navigation pane opens up. On the right side is the design navigation panel. Use it to change design, colors, add logo, etc. The configure tab is where you add your logo image.



Once you have all your elements and blocks setup with your content, images, and buttons it's time to publish it.

Click on the Publish button. Choose the type of hosting (custom domain or GrooveFunnels subdomain (paid accounts only)). Enter your information and click publish.

To add a custom domain:

1. Go to your dashboard. Click on your avatar in the top right corner.
2. Click on my account
3. Click on Domains.
4. Click on the add domain icon. Click Manage.
5. Click on Add a domain.
6. Choose the type of domain.
7. Click on Next

Enter your domain in the text box next to the https://. Click on Next.

You'll need to update your DNS records in your domain registrar (GoDaddy, Namecheap, etc.) using the 2 name servers shown on the fields.

Once you've updated your registrars DNS records, go back to the last screen you were on in your groove settings (the one with the nameserver information). Click next.

Click on Validate DNS Records. After you receive a validation message, click on Complete process button.

Tips For Optimizing Your Funnels

It's great to build your funnel including a landing page, thank you page, upsell or bump offer depending on your offer. But they won't do you any good if they aren't optimized for making sales.

Use these top tips for optimizing your funnels.

- Use a font size that is easy to read.
- Make your main headline larger font than the rest of the page.
- Always include a call to action, preferably above the fold.
- Have large call-to-action buttons that are easy to find.
- Highlight the benefits. Describe the offer in 2-3 sentences giving the reader the why they should sign up, order, enroll, etc.
- Upload a thumbnail of your video that encourages people to click the play button.
- Show the original price with a strikethrough whenever you are using the word Free.
- Use sub-headline in a slightly smaller font than the headline to explain the offer in a single sentence.
- Use bullet points to make it easy to skim the offer.
- Know who your audience is and market to them.
- Use engaging media, images, video that help you stand out.
- Include reviews, testimonials, and case studies on your pages.
- On your sales pages, include supporting content such as a mission statement, shipping and return policies, etc.
- Use a strong call to action like:
 - Schedule an appointment today!
 - Book now!
 - Yes, Start my free trial!
 - Join today!

Use these tips to ensure your GrooveFunnels pages are optimized for their best performance. Provide good informative content, easy to find CTA buttons, use images, and headlines to grab attention and offer social proof.

Templates and Resources

We've included several templates and resources to help you get started in your GrooveFunnels journey including:

1. A quick reference guide for creating your first funnel.
2. Planning Your Funnel – Worksheet
3. Funnel checklist so you don't forget anything
4. Tips for marketing your funnels sheet

Next Steps

Now that you know what GrooveFunnels is and how it can be used in your business, it's time to begin planning and creating your pages. Before you begin, take the time to map out the products or services you'll be using. Gather all your information, elements and whatever else you'll need to start.

Use the templates that work best for you but don't shy away from customizing them to fit your brand the way you want them to look.

Finally take your time and explore [GrooveFunnels](#) and all it has to offer. Once you become familiar with it, jump in, and begin creating your sales funnel.