



new Ink

WHY YOU NEED A STORYBRAND SALES FUNNEL

78% CUSTOMERS PREFER ARTICLES TO ADS.

Lead nurturing generates
3X more leads



And costs
62% less
than
traditional
marketing



47% OF CUSTOMERS READ 3-5 ITEMS BEFORE
DOING BUSINESS

Want them to talk to your sales rep?



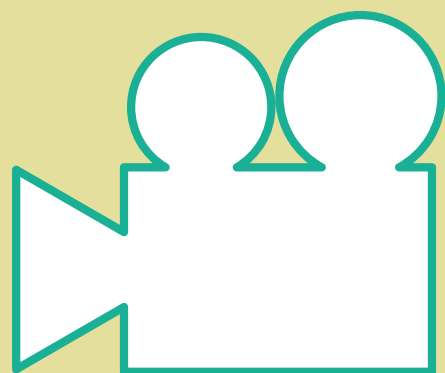
Engage them in a conversation.
An email nurturing campaign of
3-4 emails makes users
more likely to connect.

6x

AFTER WATCHING A VIDEO, USERS ARE...

64%

more likely to buy a product or
service online.



USE THE POWER OF THE P.S.



More than 50% of all users
who skip the body copy of an
email will read a P.S.

START BUILDING YOUR SALES FUNNEL AT
[NEWINKCOPY.COM!](http://NEWINKCOPY.COM)

STATISTICS FROM HUBSPOT AND COSCHEDULE.