

ClickFunnels Reviews 2021: Details, Pricing, & Features

ClickFunnels! I am sure you have heard this word more than anything else these days. Looking for an honest review amongst all the blogs full of praise on Google?

Well, honestly, I was in the same place a few years ago. The digital world to a businessman has become what water is to a fish. We are witnessing a time where every business is making efforts to build an online presence. This is what brings a businessman to ClickFunnels.

In this exclusive review, I will explain every bit of Clickfunnels and my journey and experience with the platform. I can assure you that by the time you end up reading this review, you will be equipped with all the knowledge about the Saas product and if this should be your choice or not!

Let's understand the basics

I would like to begin with the basics of ClickFunnels. ClickFunnels is Saas based product that started its journey in 2014. It is founded by Russell Brunson, who is as popular as ClickFunnels.

- The primary purpose and objective of ClickFunnels is that it helps anyone build sales funnels.
- The software solution's beauty is that you can build advanced and optimized funnels in your niche without any basic knowledge of website development.

Being one of the early entrants in this space, ClickFunnels has grown into a large corporation with its presence worldwide. It has powered some of the highly successful online companies.

What is a sales funnel? Do I need one?

If you are not aware of the term sales funnels or the difference between a website and a sales funnel, let me briefly introduce you. A website is a representation of your business, and there are thousands of aspects to every website page that defines the success of every sale.

Every small change in your website page can mean an exponential increase in sales. Some of the essential fragments of every sales page are -

- Search Engine Optimization
- Website Loading speed
- User Experience
- Communication management including a live chat function
- Highlight sections

- User interface
- Email catching feature
- Conversion tracking integration
- A step by step approach

To understand the impact of these features, thousands of studies and surveys have been done, which will justify everything. For example, a one-second delay in website loading speed can result in losing 100% of your visitors.

Bad user experience can result in a significant chunk of visitors never returning on a particular website.

There are thousands of such examples, but I guess you get the Idea. The only way is to hire an experienced website designer and graphic designer which becomes too costly for small business owners. Other aspects like SEO and website speed invites the need for marketing professionals, which is basically added costs.

The Idea of ClickFunnels was to fill this gap and provide an affordable alternative to business owners. I have to commend ClickFunnels on this part as the software has successfully implemented this job. You can potentially create a highly converting sales funnel designed to attract leads and conversions.

<Click here to get a 14 days trial of Clickfunnels for free>

Pros

If you are looking for a one-line answer, it's YES. I have tested ClickFunnels with more than 50 funnels and tested every small feature they provide. With ClickFunnels, you are basically an advanced website developer, and you are poised for victory with the available advanced optimization options.

Although I will be discussing and explaining every feature in detail, here are the pros of ClickFunnels -

- The product is designed to help you make money. You can use drag and drop and integrate payment modes with your product and service and get ready in minutes. Every optimization, like website speed, SEO, and others, is taken care of automatically.
- Drag and Drop Builder gives you the ability and power to make your website just like making a Powerpoint presentation. You can integrate any design, image, font, or graphic, and there is no need to code any part.
- A/B testing - Every small section on your website can have a tremendous result on your sales. Changing the color of a picture can have a big difference, and the only way to test

is by making two pages and checking them simultaneously. You can check two pages at the same time with minor changes and document the results.

- Integration - There are many good software solutions online, and ClickFunnels allows easy integration with most of them. You can easily integrate any API and enjoy the power of both the software on your page.
- WordPress is the largest and the most preferred CMS in the world. It is effortless to integrate your WordPress website with ClickFunnels using a plugin.
- Email Integration - Email Marketing is an integral part of sales funnels, and ClickFunnels helps you in every region, starting from email collection to building an automated response system.
- Tracking and Conversion Optimization - Tracking is an integral part of online sales, and you can use tracking to improve your funnels and increase optimization at the same time. You also get many conversion optimization options that help you track some apparent problems and be in the best position for conversion.

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Cons

Nothing is perfect in the world, and the same is the case with ClickFunnels. There are some Cons with the software and let's assess these cons before making a decision -

- Pricing is a factor that worries most people considering making the purchase. They are currently offering just the \$97 or \$297 plans, which may sound overpriced, but what I have learned from my experience over these years is that it is nothing compared to what you get. With the proper optimization, you can potentially make millions of dollars worth of sales, which has already been done by hundreds of people.
- Customer Support of ClickFunnels can improve from the present condition. They do not offer 24/7/365 service, which I think is a necessity considering the product.
- Because of the focus of ClickFunnels on simple and converting designs, you may not be able to make all the designs according to your imagination.
- Initially, it takes time for anyone to master the customization and features. Thanks to the hundreds of extensive tutorials, it won't take you much time to master everything.

The best part about pricing

You might probably be skeptical about the features and the pricing. As a business owner, it is necessary to check everything that you invest in. For this very reason, ClickFunnels offer a free 14 day trial for its services.

You can try each and every feature and build your funnel on the first day and witness the results by running your campaigns or organic traffic. Unlike conventional resources, ClickFunnels will equip you with tracking and optimization tools. You will be able to assess the effects of all these changes in real-time using the tracking tools.

ClickFunnels has changed a lot of lives! You could be the next, and all this for FREE!!!

There is no harm in trying it for FREE.

<Click here to try ClickFunnels FREE for 14 days>

What is FunnelFlix?

Along with ClickFunnels, you can also opt for FunnelFlix, basically a collection of info videos by Russel Brunson on an array of topics concerning Digital Marketing.

It is a collection of hundreds of topics spanning numerous industries and strategies. According to my personal experience, I would advise you not to opt for this program. The reasons are -

- It covers broad topics, and you will need to watch a lot of videos to find something you can work on
- It is time-consuming, and business owners are short on time, which is why they are using the Software in the first place

Some exciting and notable features

Apart from the features mentioned above, many notable features need to be assessed from a business perspective. The reason for me to include them in this review is to educate you about how these features can be used in your business.

1. Followup funnels and backpack

I cannot stress on the importance of follow ups in every sale funnel in the world. You can multiply your conversions by having the right approach with follow ups.

Follow up funnels is not all about automated email replies but creating a whole ecosystem of follow ups. Thousands of studies and research have been done on these aspects, and as a business owner, it is not possible to spend time understanding that aspect.

ClickFunnels helps you automate this process along with a lot of other features. Backpack is another exciting feature that is a complete CRM and will allow you to manage all the tasks in your sales funnel.

Upselling and Downselling

ClickFunnels gives you the option to integrate upselling and down-selling of related products. You can easily integrate with a link and redirect the attention according to your products and audience's nature.

Premade templates and pages

The first step that I advise you to follow before using the drag and drop features is to spend considerable time surfing the various premade templates and pages. All the templates available on the platform are made according to benchmark Industry standards for sales.

There are beautiful UI focussed pages that are divided into sections according to your target audience. After finding the template of your choice, all you have to do is change the text and a few images, and you will be ready for success.

Integrations

- Planning to start an email marketing campaign using active campaign?
- Already using Active campaign and thinking of increasing your list?
- Do you have a store on Shopify and are considering linking it to ClickFunnels?
- Do you manage all the processes in your company using Hubspot CRM?
- Using Salesforce for your campaigns?
- Planning to conduct a webinar to generate sales and GoToWebinar is your choice of Software?

ClickFunnels understands the importance of all modern Software and how many companies are reliant on them for their business. For this specific reason, you can integrate your ClickFunnels sales funnels with all these Software and start generating sales using the power of both of them.

Payment Integration

To make your life easier, ClickFunnels offers a plethora of payment integration options. You can easily integrate all of these with a single click to improve the user experience further.

Some of the options that are available with ClickFunnels are -

- Stripe
- JVZoo
- ClickBank
- Taxamo
- Ontraport
- Blue Snap
- Easy Pay Direct
- NMI
- Recurly
- Infusionsoft
- Warriorplus

Responsiveness

More than 50% of your visitors to your website will land from their mobile phones. The responsiveness of your landing page is one of the utmost necessities of modern times. You have to take care of user experience from every platform.

ClickFunnels helps you in this aspect as all the landing pages' responsiveness is inbuilt, and you don't have to work extra to improve UX from every platform.

SEO

Search engine optimization of your landing page will help you rank on Google. It is highly probable that you are planning to bring traffic to your landing page from paid ads. Imagine getting the same amount of traffic for free!

Using the right approach and keywords, you can rank on millions of organic searches. ClickFunnels contains inbuilt SEO optimization settings by which you can integrate your keywords and target rankings.

The opportunities and possibilities of SEO are endless, but that is a subject for another blog.

Conclusion

I would like to conclude by giving you an overall review of ClickFunnels. In a nutshell, ClickFunnels is the best alternative for small business owners. Your landing page can be optimized according to benchmark standards of Industry within a few seconds.

If a company like ClickFunnels is offering a FREE trial of its services, I believe there is nothing to lose for business owners like you, and you can test by getting results in the first few days.

One small decision can change the future of your company forever!

[Click here to try ClickFunnels for 14 Days entirely for FREE](#)