

Marketing & Sales Funnel



Awareness

The **goal is to get your audience to become aware of your brand** and entice them to learn more about how your products/services can solve their problems.

Content you should focus on:

- Blog posts
- Web pages/SEO
- Social media paid ads
- Email list build
- Podcasts
- Videos
- Social media posts

Interest

These hand-raisers are engaged with what you have to say. Give this audience valuable content that shows your field expertise, which make them consider your products/services.

Content you should focus on:

- White papers
- EBooks
- Email campaigns
- Quizzes & assessments

Consideration

This audience knows your brand and your offerings. **Now is the time to get more detailed about your products/services and how these solve their specific problems.**

Content you should focus on:

- Case studies
- Client stories
- Webinars
- Product specific emails

Evaluation

Your audience is close to purchasing! **If you haven't already, it's time to have one-on-one conversations with these leads.** It's critical to show them the benefits, features, and value-add of your products/services.

Content you should focus on:

- Demos
- Free trials
- Consultations
- Comparison sheet

Purchase

As purchasers, it's time to build loyalty and advocacy within this audience. Collect testimonials, develop case studies, get their opinions on how to improve your offerings, and gather as many insights from them as possible.

Content you should focus on:

- Surveys & Evaluations
- Cross-promotion of products/services
- Gather testimonials