



# Content to feed your funnel

A 3 part webinar series on understanding funnels, lead generation and how this helps secure business growth & success

# Homework!

- Develop your client persona/s
- Benchmark your current statistics - web traffic
- Set your end goal/s

# What this Webinar will cover

We will quickly revisit and look through, what these 4 stages really mean to our customers/prospects

- Awareness
- Consideration
- Conversion
- Advocacy

So, we will be looking at:

- How to craft relevant blog content.
- How to craft engaging & timely emails
- Where are you sending people and what are you asking them to do?

# The lifecycle of a customer

# Why should you care about content?

Everything you do as part of content marketing ultimately has one goal and one goal only - to drive sales for your business.

Sales being whatever you determine sales to be. If a sale is an engaged community member that advocates for you then my definition of sales still works here.

**So why then is content marketing so important for the health of your business?**

It is the method you need to drive sales in this digital world we live in.

It works in the same way that the smell of fresh bread works outside the bakery to entice you to walk in.

We smell the bread, we think " I am hungry" and then we walk in and buy the bread - and whilst we are in there we hear the coffee grinder and we think we will order a coffee and finally at the checkout we spy the little brownie pieces to try and think, I will have that too.

# How do we feel?

Content Marketing is the fresh smell of the bread, the sound of the coffee grinder and the irresistible little brownie pieces at the counter.

It is not how beautiful the store might look.

It is not how hip the chairs might be

Nor is it the freshly painted front of the building.

**So why do we respond this way?**



# WHY?



## Why?

Because there are 3 bakeries in this street, only 1 makes us respond in an emotional.relevant way.

- Only one triggers a response
- Only one appeals to our need at that time.
- Only one make us want to tell our friends about the place baking bread and the great smells and sounds.

The smell, the sound and the little brownies - they relate to the TOFU, MOFU and BOFU part of content marketing.

CONFUSED? Let's break this down...

# The funnel

All of the models essentially talk about the same things, customers notice you (/AWARENESS/SEE), they start to consider what you are offering (CONSIDERATION/THINK), they commit to buying from you (CONVERSION/DO) and then they enjoy working with you and perhaps recommend you to others (LOYALTY/ADVOCACY/CARE)

Content Marketing is how you bring people through this process and we are going to break down what content helps people do this at what stage

- TOFU
- MOFU
- BOFU





**What content goes where?**

# Let's consider shoes.

At the AWARENESS/SEE stage are "all people who wear shoes." Note that this isn't everyone, some people may not wear shoes - hence we are not talking to them

At the CONSIDERATION/THINK stage are "people who wear shoes and think they might need them" This is the SEE audience that may have even the slightest inkling that they could do with more shoes (and why wouldn't they!)

At the CONVERSIONS/DO stage are the people looking to BUY shoes - these are the people we all want. These are our active buyers.

and then we have our frequent buyers in LOYALTY/ADVOACY/CARE land. They CARE about us, but we probably CARE more about these multiple buyers

How do we get customers to even see us?

# Sales Funnel & Content Marketing

By sharing out valuable content to our existing followers in our social channels, our email marketing lists, our blogs and any other relevant website content that we choose to update is how we distinguish ourselves from our competitors.

It is not enough to simply have a neat and tidy website that we may update on a semi regular basis.

In today's digital world we need to proactively create, share and distribute content that speaks to our target customers.

We must generate information that provides solutions to our target customers problems and there are several ways that we do that depending on at what stage of the sales funnel our customer are.

# Sales Funnel & Content Marketing



**The Content Facet**

How to tell our story & make a connection

**TOFU - MOFU - BOFU**

# TOFU - Top of Funnel Content

The prospects entering the top of your funnel are often completely unaware of your solution and in some cases not aware of their problem. As a result, you need content with a low barrier to entry, that is easy to understand and digest. Your prospects at this stage have little to no motivation to really connect with you.

**You need freely available content at the top of the funnel (TOFU) that satisfies the 3 E's ( educate, entertain or entice)**

... and you need to make it readily available using content types like:

- Blog posts
- Social Media Updates
- Infographics
- Photographs
- Audio/Video Podcasts

# MOFU - Middle of Funnel Content

The big goal in the middle of the funnel is to convert 'problem aware' and 'solution aware' prospects into LEADS. It is here that you will need free content of some kind to ENTICE your prospects to give you that email address. This type of content is also often referred to as a lead magnet.

Lead Magnets can be...

- Downloadable Resources (Case Study, White Paper, etc)
- Useful Resources (Swipe File, Checklist, etc)
- Software Downloads to trial
- Discount
- Quizzes/Surveys
- Webinars/Events



# BOFU - Bottom of Funnel Content

Ok, it's point of sale time.

What types of content will your new lead need to make an informed purchase decision?

Here are a few...

- Demos/Free Trials
- Customer Stories
- Discovery Session
- Comparison/Spec Sheets
- Webinars/Events
- Mini-Classes

# Conduct a Content Audit

# What resources exist?

Do you have tools already?

- Review your Blogs? Are they relevant to your clients?
- Do you have an email sign up area?
- Do you have material for a lead magnet offline?
- What is a simple tool you might create for an ebook? (noone wants your newsletter - noone!)
- Could you shoot some video - do you have video from your partners?





# Generating Ideas?

There are 3 key things that stop people from creating content - they are the same for all industries

- I can't write
- I don't know what to write about
- I have no time

And none of these are true.

Set aside time in your week, like you do other important tasks to do generate a list of ideas

# Blogging Tips

People tend to confuse writing for their business with writing to sell novels.

Unless you are a novelist and are actually selling books, then get over yourself. You are very capable of writing content for your business, once you know the kind of content that you need to write.

Once you write a draft, then simply read it out loud to yourself. Does it make sense!

- 800-1000 words
- 5 paragraphs
- 1 topic





## Lead Magnet Tips

Lead with Value

Give people a transformative experience immediately.

Something they learn, understand or implement.

This sets you up as the expert

# Email Series Tips

You have to woo your prospects

It is really the one meeting and then close.

You need at least 8+ - I have heard it is about 16.

3 email series is a great start.





# Call to Action

Be clear about what comes next.

What do you people need to actually do

KISS principle



**Tech to make this a reality**