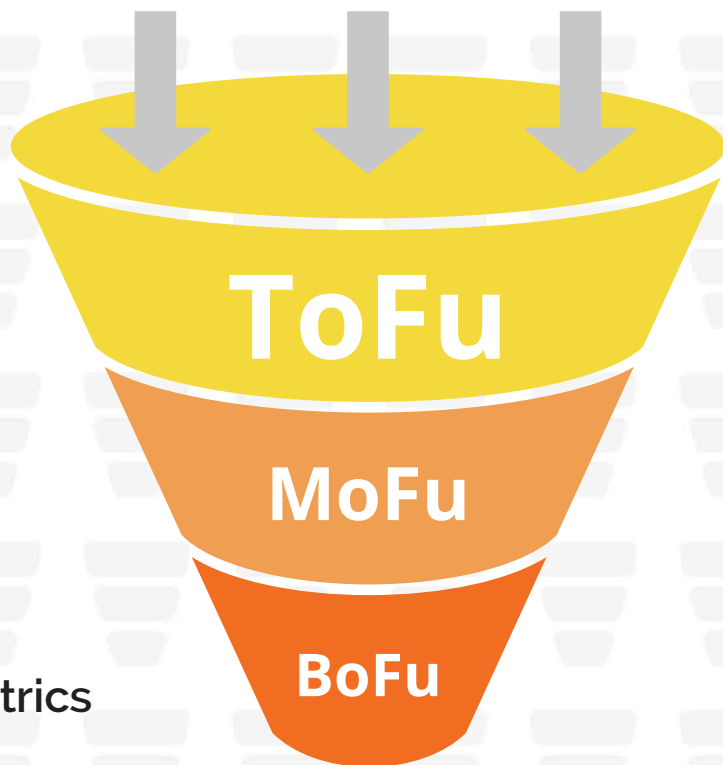




Marketing Funnel Cheat Sheet

Key Tactics, Content Types, and Metrics



TOP OF FUNNEL (ToFU)

Objective: Attract and engage a broad audience to generate awareness and interest.

Key Tactics:

Digital PR: Enhance brand reputation and visibility through compelling content and media engagement.

SEO: Improve search rankings through website optimization and keyword targeting.

Paid Social Media & Influencer Marketing: Use platforms and influencers to amplify brand presence and engage potential customers.

Content Types:

Blog Posts / Infographics / Ebooks / Webinars & Podcasts / Videos

Metrics:

Unique Visitors / Click-through Rate on ToFu Content / Social Media Engagement / Downloads / Brand Mentions and PR Coverage

MIDDLE OF FUNNEL (MoFu)

Objective: Nurture leads and build deeper engagement, guiding them towards becoming qualified customers.

Key Tactics:

Targeted Email Marketing: Send personalized content to nurture prospects from awareness to consideration.

Classes or Workshops: Establish authority and trust by providing valuable insights.

Interactive Content: Engage users with tools like calculators or quizzes to educate and nudge them closer to conversion.

Demos and Free Trials: Offer hands-on experiences to showcase the value of products or services.

Content Types:

Drip Email Campaigns / Product Demos / Whitepapers & Research Reports / Product Comparison Guides / Online Classes

Metrics:

Email Campaign Engagement Rates / LP Engagement Metrics / MoFu Click-through / Conversion Rates for Mid-Funnel Offers

BOTTOM OF FUNNEL (BoFu)

Objective: Convert prospects into customers by creating a sense of urgency and addressing final decision-making concerns.

Key Tactics:

Limited Time Offers and Discounts: Encourage immediate purchases through exclusive deals.

Live Demos: Address final queries and demonstrate product benefits in real time.

Onboarding and Customer Success

Resources: Provide support to ensure customer satisfaction and loyalty.

Customer Success Stories: Share testimonials to inspire confidence in potential buyers.

Content Types:

Coupons/Discount Codes / FAQ Pages & Buyer Guides / Customer Support & Demo Request Forms / Competitor Comparison Guides / Case Studies / Testimonials & Reviews

Metrics:

Purchase Conversions / Customer Acquisition Cost / Conversion-to-Lead Ratio / Return on Ad Spend (ROAS) / Customer Retention Rate

