MICHELLE & BILL
P
PESCOSOLIDO

Full Funnel Content Marketing Strategy

How To Create High Converting Content For ALL Stages Of The Buyer's Journey

http://onlinewealthpartner.com

What We'll Cover Tonight...

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What We're Covering Tonight...

1. The 3 Stages of the "Buyers Journey"

2. How to create a Full-Funnel content marketing strategy

3. How to avoid the #1 mistake most marketers make that will CRUSH your content marketing efforts

4. How to leverage your content to move your prospects through the sales funnel process

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About Me…

- ✓Certified Content Marketing Specialist
- ✓ International Speaker/Trainer
- ✓ Founder of OnlineWealthPartner.com
- ✓Over $3 million Earned Online
- ✓Built Multiple 6 & 7 Figure Businesses Online
- ✓Professional Content Creator/Blogger
- ✓ Written, Edited, & Optimized Over 550 blog posts

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Content Marketing Strategy

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What Is NOT The Perfect Strategy

- To fling a bunch of “stuff” against the wall to see what sticks
- Blogging for the sake of blogging
- Your content needs to have a business impact
- Needs to have Intent (satisfy your customer’s intent)

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BIG Misconception

- Content Marketing = Blogging
- Blogging is the most versatile aspect of Content Marketing…
- … but it's only a small piece of Content Marketing

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3 Stages Of The Buyer's Journey

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3 Stages of Buyer's Journey

1. Awareness
2. Evaluation
3. Conversion

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3 Stages Of Buyer's Journey

- **Awareness: Problem aware - *"I've got a problem, I'd like to fix it."***
- **Evaluation: Evaluating different options - *"What choices do I have?"***
- **Conversion: Where the money is made - *"I now know what I want."***

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Stages of the Sales Funnel

- Awareness: Problem aware = Top of Funnel
- Evaluation: Evaluating different options = Middle of Funnel
- Conversion: Where the money is made = Bottom of Funnel

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Full-Funnel Content Goals

- Top Of Funnel (TOFU): Goal is to increase awareness
- Middle of Funnel (MOFU): Goal is to help through the evaluation process
- Bottom of Funnel (BOFU): Goal is to convert them into a customer
- Need to create content to satisfy the intent of the person at all stages of the funnel (Top, Middle, and Bottom)

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Intent Based Content Marketing

- A full-funnel Content Marketing strategy will satisfy the prospect's intent at all levels of the funnel
- The content will anticipate the prospect's intent
- What are the different stages of intent of your possible customers?

1. Awareness = *"I've got a problem"*
2. Evaluation = *"What choices do I have?"*
3. Conversion = *"I know what I want now…"*

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Top of Funnel (TOFU)

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Top of Funnel (TOFU)

- Top of Funnel - dealing with awareness and using your content to raise awareness
- Talking to a cold prospect (someone who may not be aware of their own problem or your solution)

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TOFU Goals

- Increase Offer Awareness: Increase the number of people who will find out about your offer or become more aware of what you sell

- Increase Engagement: More FB Likes/shares, re-Tweets, increase avg. duration on blog or Bounce Rate improved (vanity stats)

- Grow Website Traffic: If content is done right you should see an increase in traffic (also a vanity stat)

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TOFU Content Types

- Blog
- Social Media Updates
- Infographics
- Video
- Podcast
- Digital Magazine
- Print Magazine
- Photographs

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Middle of Funnel (MOFU)

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Middle of Funnel (MOFU)

- Evaluation stage
- Content strategy has to change from TOFU
- We're working to get prospects from evaluation to conversion

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MOFU Goals

- Email list/lead growth
- Grow retargeting lists
- Initial Customer Acquisition

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MOFU Content

- Your content has to change because your goals have changed (from TOFU)
- In the MOFU there is nothing more important than building a good lead magnet!
- A Lead Magnet is an irresistible bribe that give a specific chunk of value to a prospect in exchange for their contact info

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Enter Your Email...

DOWNLOAD NOW!

Your information is 100% secure with us and will never be shared

Close this window

Tweet

64 Like

G+

1

Save

the prospect's head.

So as you can see, the more specific your headline is, the faster and easier your reader will be able to identify if your content is for them.

Along with effective headlines, you could also **benefit from additional copywriting tips here**.

3 Types of Headlines

Now that you've gone through the 5 tips help you write attention grabbing headlines...

... lets talk about the different types of headlines you can choose from.

Free Report Reveals...

24 Sneaky Hacks To Create An Endless Stream Of Compelling Blog Ideas That **Converts Ice Cold Prospects Into Red Hot Buyers...**

24 Simple Hacks That Anyone Can Do... But Most Never Do... Access Your Free Report Now

Don't Write Another Blog Post Until You've Read This Report!

In This FREE Report You Will Discover...

- ✔ **My 6 Step Content Creation Formula That Shows You How To Turn Any Webinar You Attend Into A Priceless Piece Of Compelling Content**
- ✔ **How To Ethically Leverage "The Guru's" Blogs To Help You Create Your Next Piece Of Content So You Don't Have To Start From Scratch Each Time**

Where Should We Send Your Free Report?

Enter Your Name & Email Below. We Will Email Your Report Right Away...

Enter Your Full Name...

Enter Your Best Email Address...

Yes! Send Me My Free Report!

* we will not spam, rent, or sell your information *

MOFU Content Types

- Educational Resources
- Useful Resources
- Software Download
- Discount/Coupon
- Quiz/Survey
- Webinar/Event

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MOFU Content: Educational Resources

- Case Studies
- White Papers
- Free Reports
- Free “How To” Guides
- Free Ebooks

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MOFU Content: Useful Resources

- Cheat Sheets
- Mind Maps (easy to consume and save the person time)
- Swipe Files (Already done for them)
- Templates (don’t need to think - just use our templates)
- Resource List (saves the person from having to do their own research)

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Initial Customer Acquisition

- Entry Point Offer (a.k.a. - Trip Wire) = a low dollar offer
- Why is a Trip Wire so important in the MOFU stage???
- It allows you to ramp up the speed of your results!

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Bottom of Funnel

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BOFU

- Where customers are buying your products/services and making higher dollar purchases
- People have been nurtured through TOFU and MOFU content thus far and now the conversation turns to conversions

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BOFU Goals

- Lead/Nurture New Customers
- Grow Retargeting Lists
- Maximize Immediate Customer Value
- Increase Retention
- Increase buyer frequency - bringing people back to buy again

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BOFU Content Types

- Demo/Free Trial
- Customer Story/Case Study
- Comparison/Spec Sheet
- Webinar/Events
- Mini-Class

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These 4 different methods should help you get started with growing your email list using Facebook.

ou don't have to stick to just Facebook but once you start having success via Facebook c nsider using these methods on other Social Media platforms.

Wha ever method you choose to grow your email list using Facebook you sh ld always make sure you are offering quality valuable content.

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Perfect Content Marketing Strategy

- Full Funnel: create content for all phases of the funnel
- Intent Based: Satisfies intent at all levels of the funnel
- Asset Driven: Build assets that satisfy intent at all phases of the funnel

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Questions???

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