

ANNA GILBERT
CREATIVE
CONTENT | BRAND STRATEGY

THE ULTIMATE CHECKLIST TO BUILD A PROFITABLE CONTENT MARKETING FUNNEL IN 2024



ENGAGE, CONVERT AND KEEP MORE CLIENTS IN 2024

Effective marketing is a lot like dating - at first you catch someone's eye and spark up a conversation (awareness and consideration), then you have a first date, maybe a few dates (retargeting) before 'converting' to make things official, then you move to long-term relationship status.

We speak to many business owners that are heavily focussed on the conversions stage on the marketing process which could be compared to walking up to a stranger on the street and demanding a relationship - it just doesn't work!

Understanding the consumer journey and the intricacies of a marketing funnel isn't just crucial—it's the cornerstone of successful business growth and successful client relationships too.

By comprehending how consumers progress from initial awareness to making a purchase decision via multiple marketing channel touch points, businesses can tailor their strategies at each stage to resonate with their audience effectively. This knowledge empowers companies to create targeted content that nurtures relationships, builds trust, and guides potential customers seamlessly through the sales funnel and beyond to raving fans and loyal advocates.

In 2024, an omni-channel approach isn't just an advantage; it's a necessity. With consumer habits evolving across various platforms and devices, businesses must maintain a consistent presence, meeting customers wherever they are in their journey integrating multiple channels both online (digital marketing) as well as offline or traditional advertising (billboards, TVC's, radio, print).

We've crafted a comprehensive guide covering each touchpoint along with a handy checklist to assist you in plugging any gaps in your 2024 marketing plan!



MARKETING ACTIVITY CHECKLIST

Does your 2024 plan include all these channels to attract, nurture, and convert leads effectively?



AWARENESS

- Organic Social Content
- Blogs/Podcasts/Youtube
- Traditional Media -
Billboards/TV/Radio/Print Ads

CONSIDERATION

- User Generated Content
- Influencer Marketing
- Case Studies
- E-books/White Paper/Checklists
- PR/Media Publishing



CONVERSION

- SEO (Organic Search)
- Email Marketing
- Google Performance Max Ads
- Social Media Sponsored Ads
- Native Advertising
- Sales Calls
- Business Networking
- Website Landing Pages

HOW DO I SPLIT MY BUDGET?

Aim for a 60/40 split:

- 60% of your total budget for prospecting via awareness and consideration
- 40% for the pricey conversions at the bottom of the funnel to avoid starving the bottom of funnel retargeting audience.

RETENTION & ADVOCACY

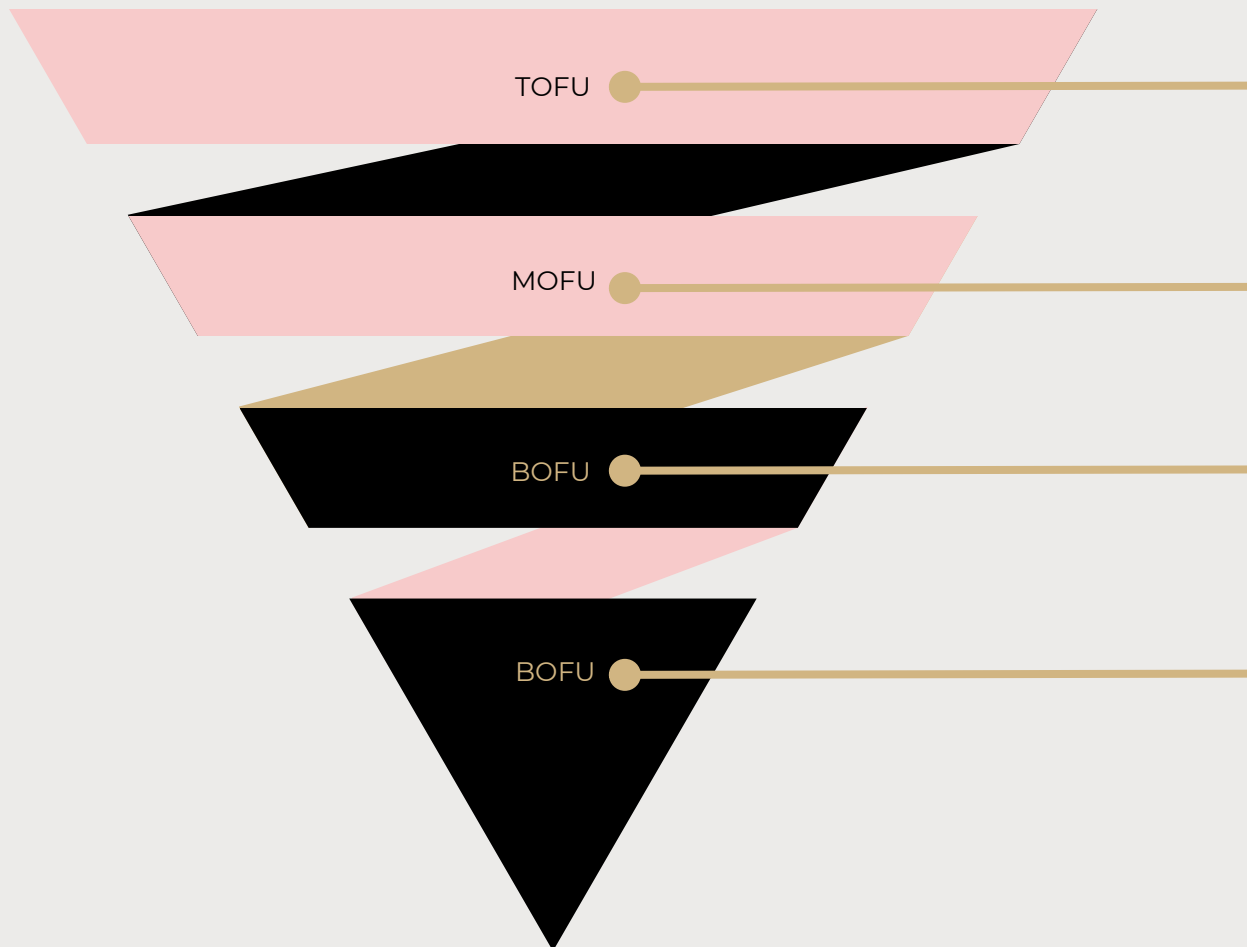
- Nurture Emails
- Strategic Data Analytics
- Loyalty and Rewards Programs
- Referral Program
- Google My Business and Social
Media Reviews



THE FUNNEL EXPLAINED

The B2B consumer journey is commonly broken into 3 stages - 'Top, Middle and Bottom' of the funnel (TOFU, MOFU, and BOFU) which represent the journey from initial awareness to final conversion and beyond.

TOFU attracts interest, MOFU nurtures leads with targeted information, and BOFU converts prospects into customer sales and drives brand loyalty.



AWARENESS

Attracting attention by identifying a common problem for your target audience and communicating how your product offers a solution.

CONSIDERATION

Demonstrating that you are the best choice to potential buyers who are evaluating your solution against your competitors in the market.

CONVERSION

Motivating a buyer takes action and complete a purchase. Promotions, unique selling proposition and strategic retargeting play a crucial role at this step.

RETENTION & ADVOCACY

Keeping your customers engaged and satisfied ensures they keep coming back. As customers voice their happiness about your brand, they influence their networks to also trust you. Collecting reviews and testimonials is vital at this stage. .

ACHIEVING & MEASURING SUCCESS

TOP 3 CHANNELS FOR LEAD GENERATION:

EMAIL MARKETING
SOCIAL MEDIA SPONSORED ADS
SEO

TOP 3 CHANNEL ACTIVITIES FOR CONVERSION:

EMAILS (73%)
SEO (61%)
GOOGLE ADS (47%)

TOP PERFORMING CONTENT FOR CONVERSIONS:

PRODUCT EXPLAINER
REVIEWS/TESTIMONIALS
CASE STUDIES

When you're building your marketing funnel, it's helpful to set goals for each step to track your growth and return on your investment (this includes both the financial investment and the time and energy invested).

The way you tackle it really depends on your game plan. But there are some key metrics you'll want to keep an eye on in your marketing funnel!

TOP OF THE FUNNEL

- Organic website traffic, referral traffic, and total traffic
- Social media engagement (follows, shares, comments, likes, video views)
- Mentions by influencers, other brands and media
- Website engagement metrics (unique visitors, bounce rate, time spent on page)

MIDDLE OF THE FUNNEL

- Website engagement metrics (unique visitors, bounce rate, time spent on page, abandoned shopping cart/booking)
- PDF downloads
- Lead form submissions (social ads)
- Google My Business review rating
- eNewsletter subscriptions

BOTTOM OF THE FUNNEL

- Conversion rate (completed bookings/shopping cart sale/payment received/paid subscribers)
- Return on ad spend (ROAS)
- Referrals captured



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Ready to conquer 2024?
Apply with us for a
strategy session and put
our creative team to work
researching, analysing
and curating a tailored
action plan for your
budget & optimal
marketing funnel.

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