

KEY CONCEPTS FOR MATCHING YOUR CONTENT TO THE SALES FUNNEL

Before you create an editorial calendar for your company's content marketing strategy, we have one (extremely) important tip: **match your content to the sales funnel!** The proverbial sales funnel is a nifty visual for the system whereby you turn prospects into leads, and then into customers.

For the sake of this Marketing Guide, we're going to discuss 3 basic tiers to the funnel: Awareness, Research, and Purchase. These are 3 very different steps that prospects take before becoming your customer and as such, they are all interested in different types of content. Below, we're taking a closer look at each tier in the funnel, suggested content types, and how each aligns to your ultimate goal: making a sale!

FUNNEL TIER 1: Awareness

CONTENT TYPES: Blog posts, social media updates or shares, infographics, press releases, newsletters, emails

REASONS WHY: At this first tier, your goal is to make sure that your prospects are aware that your company even exists. These types of content are the best for establishing your knowledge, generating interest and gaining a following.

FUNNEL TIER 2: Research

CONTENT TYPES: Whitepapers, eBooks, webinars, how-to videos, presentations

REASONS WHY: Naturally, prospects need time to decide if making a purchase is the best option. Take this opportunity in the funnel to help educate them, establish yourself as an industry authority, and illustrate why your product or service is the best in the biz.

FUNNEL TIER 3: Purchase

CONTENT TYPES: Brochures, case studies, sales sheets, product demo videos

REASONS WHY: As your prospect arrives at the decision that your product/service is the right choice, help usher them through the final steps. These types of content will provide them with a clear picture of options available to them, such as special offers, packages and prices.



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