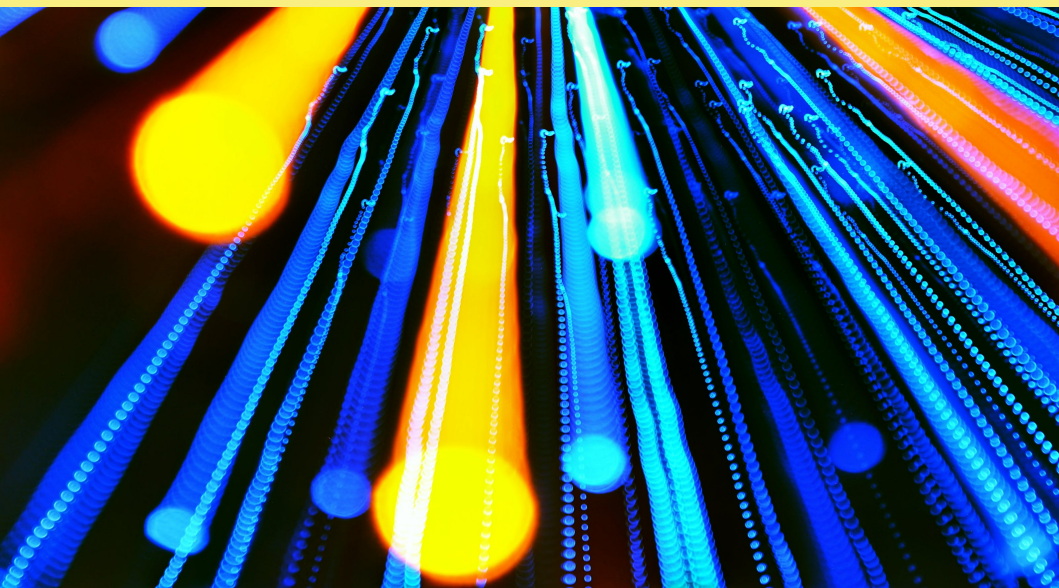


The Ultimate Guide to
**FULL-FUNNEL
MARKETING**



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Table of Contents

What Is a Sales Funnel?	5
What Is Full-Funnel Marketing?	11
How to Do Full-Funnel Marketing	15
Create Top of the Funnel (TOFU) Content	24
Create Middle of the Funnel (MOFU) Content	30
Create Bottom of the Funnel (BOFU) Content	37
Final Thoughts	46

Sales



Funnel

What Is a Sales Funnel?

Before we talk about full-funnel marketing, let's make sure we're on the same page regarding what a sales funnel is.

A sales funnel is a marketing strategy/ concept which describes where potential customers are in regard to the buying journey.

It's a way of visualizing a prospect's level of knowledge and interest in your brand, and it helps you know what actions you need to take to move that prospect closer to buying.

The sales funnel can be broken down into three sections.

1. The Top of the Funnel (TOFU)

The top of the funnel is the "Awareness" stage. It's the first point of contact potential customers have with your brand and product.

At this stage, prospects are just starting to learn about you and your offering, so it's important for you to build trust in order to move them further down the funnel.

They're also learning more about their specific problem or pain point. They know that something's wrong but they can't necessarily articulate what it is. You need to ensure that your messaging speaks to that pain point and begins hinting at the solution you provide.

You're not trying to make a sale. That comes later in the process. Rather, you're casting a wide net and attempting to capture the attention of a variety of potential customers.

2. The Middle of the Funnel (MOFU)

The middle of the funnel is the "Consideration" stage. At this point, prospects are starting to really understand their problem and how it can be solved. They're beginning to research possible solutions.

They want to make sure they're making an informed decision so they'll look for more information regarding their problem and the specific solutions available. You need to provide them with all the information they need in order for them to make a decision.

**You're still not trying to make the sale.
Rather, you're trying to:**

- Build trust with prospects
- Further educate prospects on their pain points
- Introduce the solution you offer

3. Bottom of the Funnel (BOFU)

The bottom of the funnel is the "Decision" stage. At this point, prospects are ready to make a purchase decision and they've narrowed down their choices to a few possible solutions.

Now is the time to close the deal by providing additional content that further convinces them to go with you -- such as customer success stories, customer reviews, and competitive comparison charts. This is also the stage where you can introduce promotional offers such as discounts or free trials.

Your goal at this stage is simple: convert prospects into customers.

You want to differentiate yourself from your competitors and show that you're the best solution for the prospects' problems.

The Customer Journey and the Sales Funnel

The customer journey and the sales funnel go hand in hand. The customer journey is the path that customers take from first becoming aware of your brand to actually making a purchase.

The sales funnel is the visualization of that journey. It can help you understand where potential customers are in their path to purchase and what actions you need to take in order to move them further down the funnel.

By understanding the customer journey and how it relates to the sales funnel, you can create more effective and targeted marketing strategies that will help convert prospects into customers.

Full



Funnel

What Is Full-Funnel Marketing?

Full-funnel marketing, as the name implies, is a marketing strategy that encompasses the entire sales funnel.

It's common for businesses to focus primarily on either the top or the bottom of the funnel. If they're in lead generation mode, they'll focus on the top. If they're ready to close deals, they'll focus on the bottom.

Unfortunately, this approach often produces mediocre results. It ignores the reality that every step in the customer journey is important.

If you focus exclusively on the top of the funnel, you may generate a lot of leads but you'll have a hard time closing deals. If you focus exclusively on the bottom, you close more deals but you won't attract new prospects.

Full-funnel marketing is different because it takes into account all three parts of the funnel: awareness, consideration, and decision. It's a holistic approach that ensures prospects receive an engaging journey throughout every step of their buying process.

It takes into account all aspects of the customer journey and ensures that each stage is addressed appropriately. This approach increases your chances of success because it means you're targeting customers at every step of their journey – from first becoming aware of your brand to actually making a purchase.

Full-funnel marketing also takes into account how different channels (such as social media, email, organic search) can be used to reach customers at each stage of the funnel.

This helps you craft a more targeted and effective strategy that will bring in more qualified leads and nurture them towards becoming customers.

By using a full-funnel marketing approach, you'll be able to create relevant and valuable content for all stages of their journey. This will help you convert more leads into customers and ultimately grow your business.

Full-Funnel

A perspective view of a tunnel with a road leading to a light at the end, symbolizing a journey or process. The tunnel walls are lined with wooden planks, and the road is illuminated by a series of rectangular lights on the ceiling. A bright light source is visible at the far end of the tunnel, creating a strong sense of depth and direction.

Marketing

How to Do Full-Funnel Marketing

Now let's look at the specific steps involved in full-funnel marketing. By following these steps, you ensure that no prospects fall through the cracks.

1. Segment Your Audience

The first step in full-funnel marketing is audience segmentation. You want to segment your audience based on where they are in your sales funnel.

It can also be helpful to segment your audience by various demographic or psychographic traits. For example, you may want to segment your audience by age group, interests, or gender.

Segmenting your audience will help you create more relevant content for each step of

their journey. It also allows you to tailor your promotions and offers to specific segments, further increasing conversions.

2. Create Buyer Personas

Each segment of your audience should have its own buyer persona. A persona is a detailed description of the typical customer in that segment.

Buyer personas should include things like demographic information, goals, pain points, and buying behavior. This will help you create content that is more tailored to their needs and interests. It will also help you target ads to the right audience at the right time.

3. Map the Customer Journey

Next, you need to map out the entire customer journey, from start to finish. You need to identify every customer touchpoint, from the first time a prospect makes contact with your business to when they make a purchase.

Creating a customer journey map will help you identify potential opportunities to engage your prospects and move them further down the funnel.

It also allows you to measure results, so you can determine which areas of the funnel need more attention or optimization.

Look for any areas where customers may encounter friction in their buying journey. In other words, what is causing them to stall or drop out of the funnel? This can help you identify and address any potential issues.

4. Select Your Marketing Channels

As much as you may want to, you can't use every marketing channel. It will spread you far too thin and your efforts will be hindered.

Instead, you need to select the channels that are most effective for reaching your target audience. This could include social media, email, organic search, and more.

Think about which channels will be the most effective for each step of the funnel.

For example, you may want to use social media for awareness campaigns and email for nurturing campaigns. To further educate potential customers in the consideration stage, you may use podcasts, webinars, email marketing, etc.

If you've created effective buyer personas, you should have a good idea which platforms are favored by your audience.

When choosing your channels, it's important to consider the resources you have available. Creating content and managing campaigns across multiple platforms takes time, money, and effort. Choose a few marketing channels to focus on rather than spreading yourself far too thin.

5. Establish Marketing Goals and KPIs

Once you've chosen your channels, it's time to set achievable goals and KPIs. These should be

specific enough so that you can measure success, but also broad enough that they encompass your entire funnel.

For example, one goal could be to increase the number of leads by 25% in the next 12 months. Another could be to increase website visits for a particular product page by 10%.

Your KPIs should tie back to your goals and measure progress along the funnel. These could include things like website visits, email open rates, customer lifetime value, and more.

By setting goals and KPIs, you'll be able to track your progress and ensure that your efforts are paying off. As you measure results, you can adjust your strategy if needed. If you don't have clear goals and KPIs, you can end up investing time and money in marketing campaigns that produce very little ROI.

Your goals will also guide your marketing efforts. They will shape what types of content you create, which channels you target, and more.

6. Optimize Content for Each Channel

It can be tempting to create a piece of content for one channel and then, essentially, copy and paste it into another channel. Don't do this.

Each piece of content should be customized for the channel where it's being published.

For example, a social media post should be concise, engaging and it should contain visuals. A blog post should be in-depth, informative and cover the topic in detail. Don't copy a large block of text from your blog post and paste it into a social media post.

When someone is scrolling and they see a large block of text, it's very unlikely that they'll slow down to read the entire thing.

A better strategy is to select a short, punchy bit of text and post it, along with a link back to the blog post (or whichever channel has the full content). This allows people to get a quick overview of what you're talking about, and if they want more information, they can click the link.

When creating content, think about the customer journey. What types of content do they need to consume at each stage? Create that content and optimize it for the channel it's being posted on.

7. Build an Editorial Calendar

Before you start creating content, it's helpful to create an editorial calendar. This calendar should include the types of content you're creating, when it will be published, and which channels you'll use.

It should also include milestones along the way, as well as who is responsible for each task.

An editorial calendar can help to keep your funnel efforts organized and provide an at-a-glance overview of what's happening in the coming weeks or months. It also ensures that you are consistently putting content out there. Without a plan, your content efforts could become sporadic and unfocused.

Creating an editorial calendar can also help you to spot opportunities for cross-promotion or upsells. You can create campaigns that focus on the entire customer journey rather than just one aspect of it.

Top of the Funnel



TOTU

Create Top of the Funnel (TOFU) Content

Next, it's time to create content for the top of the funnel. Regardless of the funnel stage, every piece of content you create should be:

- Related to your marketing goals
- Formatted appropriately for the channel
- Relevant to the buyer persona

Content at the top of the funnel is designed to drive awareness of your brand, as well as the problems and pain points prospects are dealing with. The top of the funnel is about winning the war for attention. You're trying to grab people's attention as they scroll through their newsfeeds or search results.

You want to give them enough information to pique their interest and let them know that you may have a solution for their problem. Content

at the top of the funnel should be engaging, informative and not too salesy.

Here are some ways to catch people's attention:

1. SEO Optimized Blog Posts

Blog posts optimized for top of the funnel keywords are an outstanding way to catch people's attention as they search for solutions to their problems.

These posts should be educational, informative, and answer as many questions as possible. They should also contain a call to action that points readers towards the next step in the funnel.

These blog posts should be fully optimized for SEO. This includes more than just including keywords in the body content. Your blog posts should also include fully optimized meta descriptions, headers, subheaders, etc.

You want to do everything you can to increase the chances of your blog posts showing up in the Google search results.

2. Social Media Posts

Social media is another great way to reach prospects. It's important to keep the content engaging and to the point. Use visuals like images and videos, as well as text, to grab people's attention. **Remember, you're not trying to sell anything at this point. All you want to do is catch their eye.**

Your social media posts should stand out, both in the way they look and the value they deliver. Offer tips, tricks, and other things that demonstrate your authority on a particular topic.

3. Infographics

Infographics are an excellent way to convey complex information in a visually appealing manner. They're also great for capturing people's

attention. If you have a complex topic to explain, an infographic is the perfect way to do it.

Infographics work great in tandem with blog posts. You can take the information in the post and transform it into an easy-to-consume visual. You can share this visual on social media, as well as embed it in the blog post.

4. Paid Advertising

Paid advertising allows you to reach audiences you might not be able to reach on your own organically. It also allows you to laser-focus your advertising on the exact personas and segments you're targeting.

This keeps you from wasting money advertising to people who aren't interested in what you have to offer.

Take advantage of platforms like Facebook, Instagram, and Google Ads to get your message in front of the right people.

Define a budget and start testing different ad formats and messaging. See what works best for you, and then adjust your budget accordingly.

5. Lead Magnets

A lead magnet is a valuable piece of content that you offer people in exchange for their contact information. This could be anything from an ebook or whitepaper to an online course or webinar.

Pick something that's related to your offering, and make it as valuable as possible.

The goal is to entice people to give you their contact information in exchange for this valuable asset. Once they do, you can then add them to your sales funnel and continue to nurture them with relevant content until they're ready to buy.

Middle of the Funnel



MOTU

Create Middle of the Funnel (MOFU) Content

The goal of content in the middle of the funnel is to further educate prospects regarding both their pain points and the solution you offer. You're still not trying to close the deal. Rather, you're trying to build trust and demonstrate that your offer is the best solution.

Content in the middle of the funnel should be focused on showcasing your product or service in the best light possible. You should also use this part of the funnel to answer any remaining questions and concerns a prospect may have.

You also want to continue to establish yourself as an expert and authority who really can help solve the primary problem prospects are experiencing. You want them to see you as the go-to person in your industry.

Here are some ways to continue nurturing leads that have passed through the top of the funnel:

1. Email Nurture Campaigns

Email is still an incredibly effective marketing tool. You can use email to continue nurturing leads and provide them with content that's relevant and valuable. This could include blog posts, case studies, webinars, and more. Every email should help prospects get one step closer to purchasing from you.

Keep the content personal and relevant.

Make sure it speaks to their needs and offers real solutions. Don't send fluff or emails that don't have any value.

Email marketing tools like ActiveCampaign, MailChimp, or Constant Contact make it easy to segment your lists, measure results, and personalize emails.

2. Retargeting Ads

Retargeting ads are a way of showing ads to people who have already interacted with your brand in some way. For example, someone may have visited your website, but didn't take any action. You can then use retargeting ads to show them specific content that encourages them to convert.

Or, if someone watches part of a video ad on Facebook, you can retarget them with another video ad that gives them more helpful information.

You can use retargeting ads on social media, search platforms, and other websites. This is a great way to remind people of your offer and give them an extra nudge towards conversion.

3. SEO Optimized Blog Posts

Optimized blog posts are very effective content for the middle of the funnel, as well as the top. By identifying what people in the middle of

your funnel are searching for, you can create content that speaks directly to their needs.

Provide as much value as possible in each post, and make sure it's written with SEO best practices in mind. This includes using the right keywords, optimizing titles and meta descriptions, and including internal links.

These blog posts can be used to further inform prospects of your product or service, and provide helpful advice on how to solve their problem. This gives them an incentive to return to your blog and read more, as well as consider purchasing from you.

4. Webinars

Webinars allow you to speak in-depth about a topic that is relevant to your prospects. They don't need to be nearly as short as videos in the top of the funnel, which makes it possible for you to go much deeper on subjects.

Use webinars to continue to educate prospects about their pain points, as well as the solution for them. Answer specific questions, and provide information that a prospect may not be able to find anywhere else.

If you are doing a live webinar, keep it interactive and engaging. Allow viewers to ask questions in real time. This will help them to connect with you and establish a deeper level of trust.

You can also record live webinars and use them over and over with prospects that are in the middle of the funnel.

5. Whitepapers

A whitepaper is a long-form piece of content that dives deep into a specific topic. They're usually more detailed and technical than blog posts, allowing you to cover a topic from all the important angles. They can be used to provide prospects with detailed information about the solution for their problem.

Whitepapers are a great way to position yourself and your company as an expert in the field. They can be used to demonstrate your knowledge, and give prospects more information that they need to make an informed decision. The more prospects see you as an authority, the more likely they are to trust you.

This, in turn, leads to more prospects converting into paying customers.

6. Video Marketing

Video marketing is particularly effective in the middle of the funnel. Videos are engaging, and can be used to demonstrate key features and benefits of your product or service. You can also use videos to tell customer success stories, answer frequently asked questions, or provide tutorials.

Videos have the added benefit of being able to be shared across multiple platforms. A video you share on Facebook can also be shared on YouTube and LinkedIn. This makes it easy to reach more people with the same content.

Bottom of the Funnel



BOTU

Create Bottom of the Funnel (BOFU) Content

The goal of content at the bottom of the funnel is to convince prospects to purchase from you. Up to this point, you've held off on trying to convert prospects. Now you can use content that is focused on getting them to take the plunge.

At this point in the customer journey, prospects thoroughly understand the problem they are facing. They have settled on a solution to their problems and are now comparing between a few brands who can provide that solution.

Your job at this point is to get prospects to choose your brand over the competition. All the content you provide at this stage needs to be geared toward making that happen.

Here are some ways you can do that:

1. Email Marketing

Email marketing is effective at this stage as well as the middle of the funnel. You can use email to send promotions, discounts, or special offers. This will help encourage prospects to purchase from you.

You can also use email to send customer success stories, or testimonials from existing customers.

Prospects need to feel comfortable in their decision at this stage, so showcasing positive experiences is key.

2. Testimonials and Reviews

Potential customers are more likely to trust what others say about your product or service than what you say.

This is why incorporating customer reviews and testimonials into your content is so important. **They help demonstrate that your**

brand is trustworthy and that the solution you provide works.

Reviews can be used in blog posts, videos, and even in email marketing campaigns. The more positive feedback you can get from existing customers, the better.

3. Video Demos

A video demo can help show them exactly how your product or service works. You can use it to demonstrate how your solution solves the problem they're facing. This can make prospects feel more comfortable with your product and overcome any hesitation they might have.

Your demo should focus on the biggest, most important features of your product. These are the things that will make the most difference in their lives. You want to show prospects how these features will change their lives for the better.

Video demos can either be done live or prerecorded. Live demos have the benefit of being able to answer questions in real-time and address specific problems. If you can't do live demos, prerecorded ones can also be highly effective.

4. Special Offers and Discounts

Cost is often a sticking point for prospects. They may be eager to purchase your product but hesitant to pay the full amount. This is where special offers and discounts come in.

These can be used at the beginning, middle, or bottom of the funnel. But they are particularly effective when used towards the bottom of the funnel. Offering a discount to people who have already expressed interest in your product will make them more likely to convert.

However, you do have to be careful with discounts. If you always offer discounts, prospects will come to expect them. This could lead to price sensitivity and make it more

difficult for you to get full-price customers in the future.

5. Free Trials

Free trials are a great way to get prospects to try out your product or service. It gives them an opportunity to see the value it provides first-hand. This can be an effective way to get them over any hesitations they may have about making a purchase.

If you offer a free trial, you need to also have an outstanding onboarding process that will guide prospects through the trial period.

This will make sure that they get the most out of it and are able to see how your product works in their own lives.

6. Outstanding Customer Service

If you want to convert prospects into customers, it's essential to provide them outstanding customer service from start to finish. This is especially the case at the bottom

of the funnel, where prospects are closely comparing your solution to your competitors.

Top-notch customer service can make all the difference in their decision. It's important to be responsive and attentive to their needs and answer any questions they may have.

Additionally, having a robust knowledge base or FAQ section can also help address common queries quickly.

By providing excellent customer service throughout the entire funnel, you'll be able to turn more prospects into paying customers.

7. Product Comparisons

Showing prospects how your product compares to your competitors can paint you in a good light. It can help to demonstrate why your solution is the best choice for them and make it easier for them to make a decision.

These product comparisons can be done through blog posts, videos, or even email campaigns. You

want to show prospects how your product stands out from the competition and why it's worth choosing over other solutions.

8. Promote Your Content

It's not enough to publish your content and hope people consume it. Rather, you need to actively publish it. This includes things like:

- Sending it to your email list
- Guest blogging on other sites and pointing back to your content
- Sharing links to content on social media
- Using paid advertising to promote your most important pieces of content

By actively promoting your content, you'll make it easier for prospects to find it and consume it. This will help them move down the funnel and increase their chances of converting.

9. Measure and Optimize

It's helpful to monitor your funnel's performance and optimize wherever possible. To determine how well your content is performing, compare the results to the goals and KPIs you established.

If you see that certain pieces of content aren't performing as well as you'd like, consider making changes. A/B tests are an outstanding way to incrementally improve your content. Experiment with different headlines, copy, images and CTAs to find the winning combination.

By continuously optimizing your content, you'll be able to get better results from your full funnel marketing efforts.



Final

Thoughts

Final Thoughts

If you want to successfully attract prospects and nurture them to the point where they become paying customers, you need to do full funnel marketing. It allows you to reach prospects at every stage of their journey and provide them with the information they need to make an informed decision.

You may feel overwhelmed at trying to do all the things we talked about in this guide. That's understandable. It can feel like a lot.

Instead of trying to do everything, focus on starting small. Map out your customer journey and create buyer personas for each segment of your audience. Create just enough content to guide users through your sales funnel.

As you begin to see results, you can slowly increase the amount of content you create. Eventually, you'll have a large library of content

at your disposal to nurture prospects and convert them into paying customers.

Full funnel marketing is an excellent way to build relationships with prospects, provide them value, and turn more of them into customers. With the tips in this guide, you'll be well on your way to mastering full funnel marketing and growing your business.