



WORKBOOK

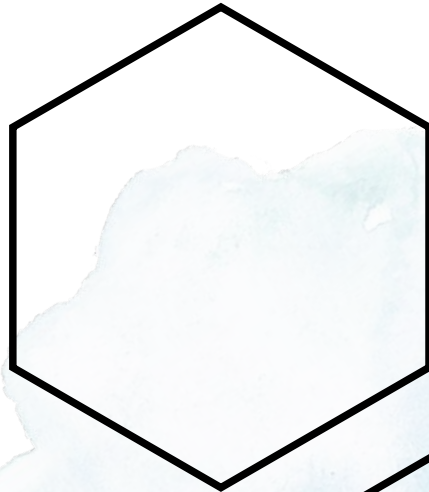
# CONTENT FUNNEL TRAINING

SOCIAL MEDIA WONDERLAND

# CONTENT FUNNEL

Creating content for your social media has many benefits for you and your audience. It can take someone from not knowing who you are to a buying customer. A basic marketing funnel has three stages:

*One*



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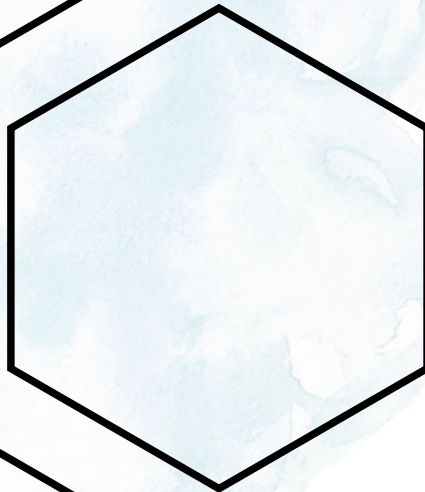
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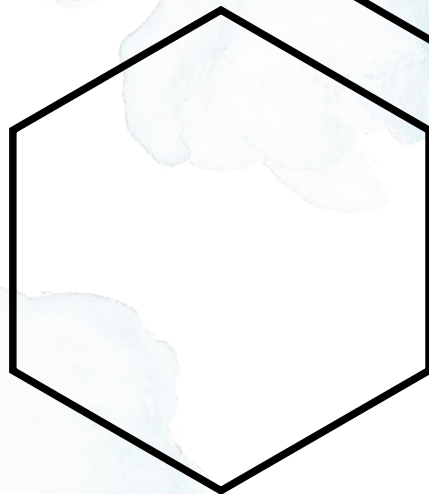
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*Two*

*Three*



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## TOP OF FUNNEL

The person entering the top of your funnel is usually unaware of your solution and often unaware that they have a problem that needs solving.

You need to provide content that people can freely access e.g free content and not content that they need to sign up for or make a purchase.

What are the TOFU goals?

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TOFU content:

Blog posts  
Social Media updates  
Infographics  
Photographs  
Podcasts  
Digital Magazines  
Videos

You do not need to have all of these types of content, pick two to three.

Remember the main aim of this stage of the funnel is to make people aware of the problem and that you have a solution.

## TOP OF FUNNEL

Tips for repurposing your blog posts:

1. Send the blog to your email list
2. Do a Facebook Live using the blog post as an outline
3. After the Facebook Live, send an email with the link to the Facebook Live Permalink
4. Upload Facebook Live to You Tube
5. Go through your blog and highlight the best quotes in one colour e.g pink and valuable content in another colour e.g yellow. Use these for short social media posts
6. Turn quotes into graphics and post them across your social media accounts
7. Create a Pin and put blog on Pinterest
8. Let people know about your blog by doing an Instagram Story
9. Do a live on Instagram using the blog post as an outline
10. Share You Tube video to IGTV



# TOP OF FUNNEL

TOFU Metrics:

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NOTES:

## MIDDLE OF FUNNEL

What are the MOFU goals?

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MOFU Opt ins examples:

A cheat sheet  
Resource list  
Quiz  
Tips  
Webinar  
Free challenge  
Educational paper  
Discount



## MIDDLE OF FUNNEL

When a person signs up for your opt in, it is important to have an email sequence set up. In this email sequence is where you can offer a low priced offer.

Three emails would be a great basic email sequence.

Email one: deliver the free opt in

Email two: make yourself the authority – share value, a customer case study

Email three: Call to action to purchase a product or service

8 tips for creating your opt in

1. Specific for your audience – a specific solution to your target audience/ ideal audience.
2. One big thing – everyone wants a quick solution to their problem. It's better to make and deliver one big solution as opposed to lots of little solutions.
3. Think of the end result – what does your audience want? Create a lead magnet the promises it
4. Shifts relationships – change your audiences mindset so they are better prepared to engage in future business with you
5. High perceived value – it shouldn't look free
6. High actual value – promise and deliver what you say you are going to give them
7. Quick win – remember they want it now
8. Quick consumption – they should be able to consume your opt in within five minutes or less.



## MIDDLE OF FUNNEL

MOFU Metrics:

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NOTES:



## BOTTOM OF FUNNEL

What are the BOFU goals?

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At the BOFU part of the funnel you want to be doing:

Customer stories

Comparisons

Webinars

Events

Mini classes/workshops

Demo/free trial



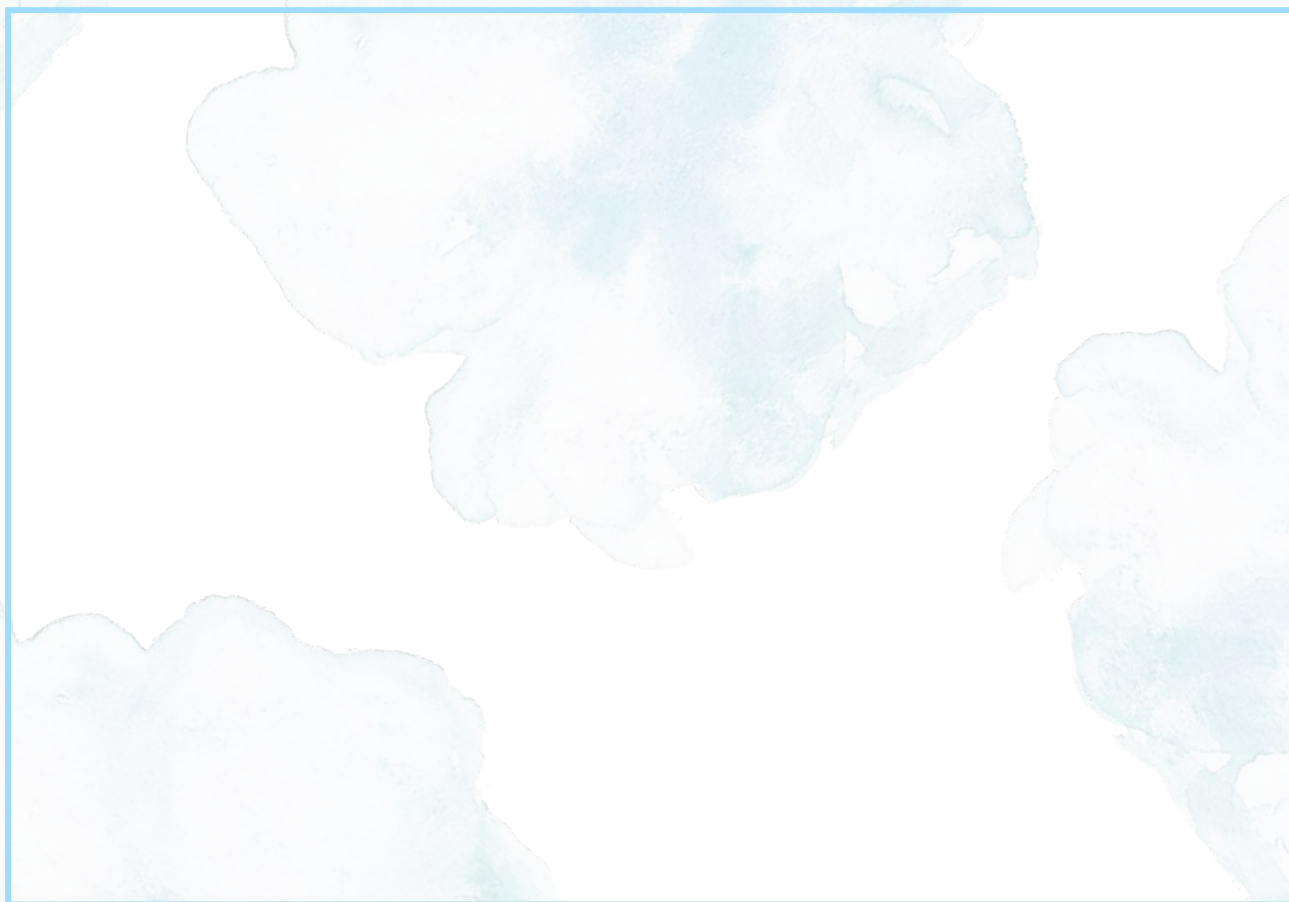
BOFU Metrics:

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NOTES:





This image shows a full-page view of a notebook or journal cover. The background is a soft, light blue watercolor wash. At the top center, the text "JOT DOWN YOUR IDEAS" is written in a bold, black, sans-serif font. Below the title, there are approximately 20 horizontal black lines spaced evenly down the page, providing space for writing. The overall aesthetic is clean and creative.



SOCIAL WONDERLAND SOCIETY