



SINGLE GRAIN
WHERE GROWTH MATTERS



BRAINSTORMING WORKSHEET

CREATE A POWERFUL MARKETING FUNNEL

HOW A MARKETING FUNNEL WORKS

Content at the top of the funnel facilitates **AWARENESS**

TOFU

Blogs
Social Media Updates
Infographics
Photographs
Digital Magazine / Book

Audio Podcast
Video/Video Podcast
Microsite
Print Magazine / Newsletter
Primary Research

Make **PROSPECTS** problem aware and solution aware

Content at the middle of the funnel facilitates **EVALUATION**

MOFU

Educational Resources
Quiz / Surveys
Discounts / Offers / Loyalty Club
Useful Resources
Downloads
Webinar/Events

Convert problem aware and solution aware prospects into **LEADS**

Content at the bottom of the funnel facilitates **CONVERSION**

BOFU

Demo
Customer Story
Comparison / Spec Sheet
Webinar / Events

New leads can now make an **INFORMED PURCHASE DECISION**

CRAFT CONTENT FOR EVERY STAGE OF YOUR MARKETING FUNNEL

We filled the worksheet in with example information. Check it out and then fill out the blank worksheet on the next page.

TOFU			
Stage 1: Problem Recognition	What is my customer's pain point that I can solve? Ex: Not getting enough site traffic		
Stage 2: Information Search	How do potential customers go about searching for a solution to their problem?	What information do they need to see?	Format
	Ex: - Googling articles about SEO - Going into business forums like Quora/Reddit/Facebook Groups - Asking their friends - Finding SEO podcasts	Ex: - Beginner's Guide to SEO - SEO tutorials - An SEO checklist - Content marketing 101	Ex: - Blog posts - How-to videos - Podcasts

MOFU			
Stage 3: Engagement/ Micro-conversion	Why would potential customers want to share their information with me?	What information do they need to see?	Format
	Ex: - Informational webinar - Free download of ebook or checklist - Free templates download - Events	Ex: - Expert information - Thought leadership - Industry news	Ex: - Webinar - Email newsletter - Gated lead magnets - Free consultation call

BOFU			
Stage 4: Evaluation & Decision	What do potential customers look at when comparing my product/service to competitors?	What information do they need to see?	Format
	Ex: - Testimonials on website - Proof of solid clientele - Demos - Pricing page - Reviews on third-party sites	Ex: - Product comparison chart - Case studies - Industry white papers - Positive reviews - Free trial offer	Ex: - Landing pages - Case studies page - Downloadable case studies

AND HERE'S YOUR TEMPLATE!

TOFU

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MOFU

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BOFU

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SO YOU MADE THE SALE...

Getting to the sale is just one more step in the relationship — now create a communication sequence to onboard new customers and maximize Client Lifetime Value (CLV). Make sure to find places to cross or upsell customers to optimize their experience... and your revenue goals.

Email # etc	Type of email	Email plan	Added to email funnel?
1	Welcome	Thank customer for purchase, outline what to expect	
2	Case Study	Include past client XYZ success story. Reassure decision to buy.	
3	Getting Started	Video tutorial about how to get started	
4	FAQ	Answer common customer questions about product or service	
5	Cross-Sell	Offer XYZ as a perfect complement to the product they bought	
6	Getting Started	Video tutorial about how to get started	
7	Upsell	Offer XYZ as the “next level up” from the product they bought	