

EXAMPLE CONTENT MARKETING FUNNEL

Move customers through your funnel with content that's **empathetic and valuable** to them at **their stage of the buyer journey**.



Blog Articles

Explain why your niche brings value to your audience's life.

Ex. Investopedia's article, "[Should You Save Your Money, or Invest It?](#)"

CONSIDERATION

Blog Articles

Move consumers down the funnel with articles that illustrate the benefit of your type of products or service.

Ex. Keepin' it Green's, "[Why Use a Landscaper?](#)".

Long-form Content

Content like E-books and more, provide opportunity to soft-sell.

Ex. SEJ's "[The Illustrated Guide to Link Building](#)."



LOYALTY

Use all types of content to continue to prove your value.

AWARENESS

PR Coverage

Share **earned media**, **bylines** from executives, or articles with **quotes** that show expertise.

Ex. Boxed shares [Today.com](#) coverage about CSR initiative.

Video Marketing

Interview customers on YouTube, produce **how-to videos**, and more.

Ex. [Dollar Shave Club](#) attracts a following with radical candor.



Infographics

Stunning visuals are a great way to keep consumers in the consideration phase engaged.

Ex. Course Hero's "[The Things They Carried](#)"

DECISION

Product Information

Content like case studies and product landing pages will drive sales.

Ex. "[USA Today](#)." by Fantasy.co