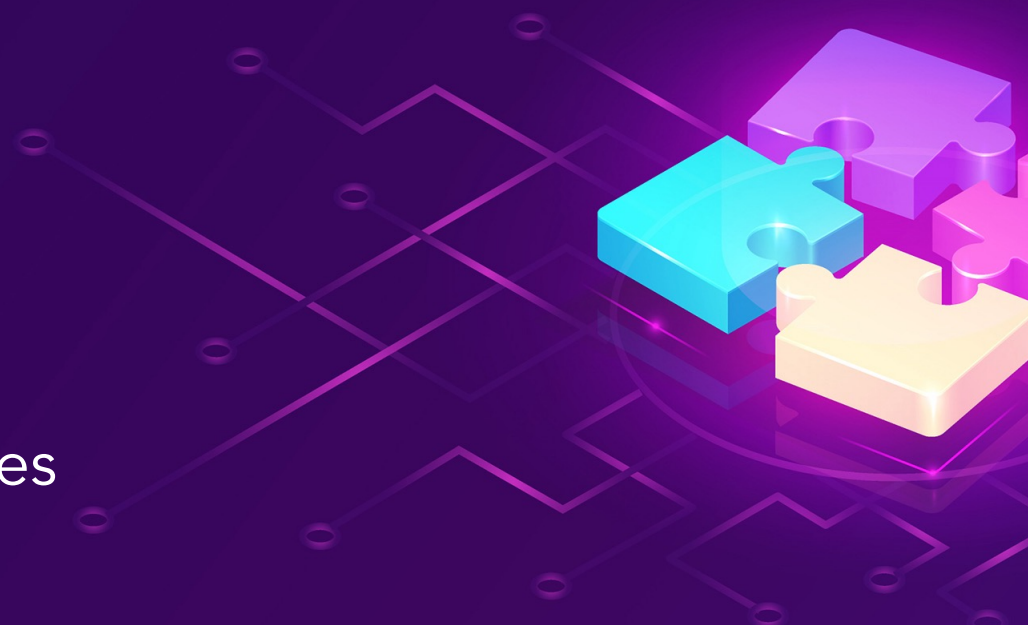

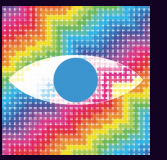


WORDS PICTURES VIDEOS



Edition 18

Content Marketing Dominates
the Funnel



Here's the cool thing about content marketing: Despite a misconception that it's always a top-of-funnel tactic, content marketing can help reach people at *any* stage of the funnel, and as those people continue their interactions with your brand, it helps widen the neck of the funnel farther down utilizing digital media channels that provide inexpensive content distribution and solid metrics-generating results created by good content that is relevant to the various audiences. And because content is all the words, pictures and videos living on all your channels, you have a lot of options to tailor your content marketing message to where your audience is in that funnel.

Persona Profiling

Who exactly is your customer? How old are they? Where do they hang out? What are their goals and values? Their issues or pain points? How can you effectively connect?

1

Content Development

A content strategy is the cornerstone of all your content marketing. We will develop a roadmap. We will curate and create content and develop new strategies to connect with the newly defined targets.

2

Identify Gap Opportunities

We will take a look at the keywords you need to rank for and what your ideal customer wants and needs. Are there any holes? Those are your gap opportunities. Focus on creating those pieces' content to move people through your funnel.

3

Content and Influencer Strategy

Make sure it includes more of the types of content that performs best, as well as pieces that fill your content gap opportunities. Influencers will amplify co-created content and spread it to their fan-base. Find creative ways to repurpose your best performing content to really extend its power.

4

Implementation and Tracking

In execution, it's time to put all the pieces into place and start publishing and amplifying your content! Our agile approach will create a true picture of what's working and adjust accordingly.

Interested?
Call us!

5

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design + content + tech

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