

Content Marketing Funnel Worksheet

A planning tool for creating customer journeys that grow your business.



A free resource from

BuzzSumo

Let's make a funnel

This worksheet is meant to help you visualize and plan your content marketing funnel quickly and easily. Print it out for you and your team and don't be afraid to create multiple funnels with different journeys in mind!

To begin, we need to see the big picture of where we're going. We know that the end goal is to create a customer, but what are the steps they need to go through in order to become a customer?

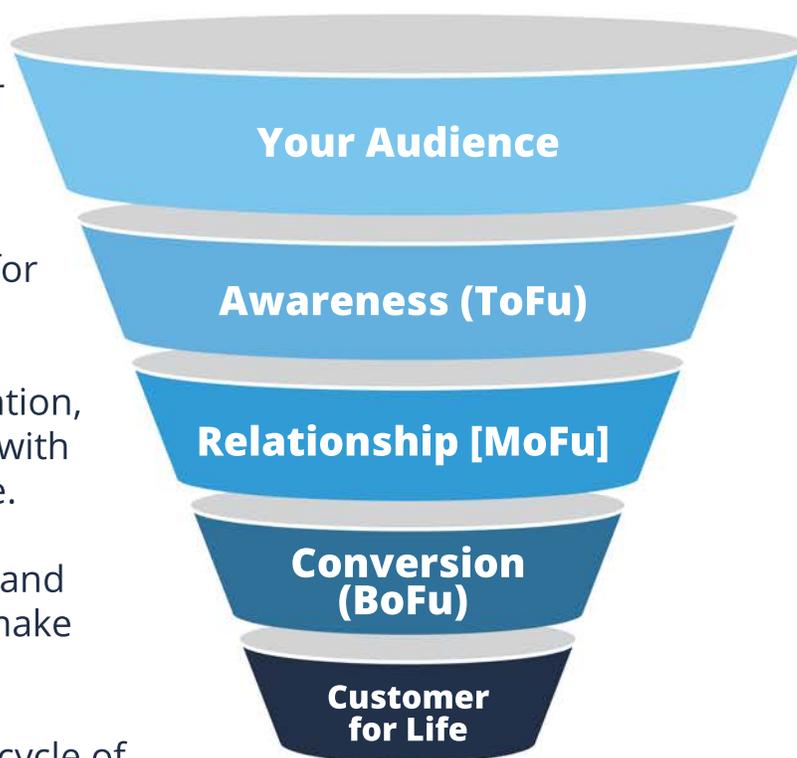
First, we will start with a big opening at the top--a wide yet specific net to identify who your target audience is.

Next we move to growing the awareness around your brand for that audience.

Once we've captured their attention, we want to build a relationship with them based on giving free value.

When we have the relationship and have proven value, it's time to make our "ask."

Lastly, we want to continue the cycle of giving value and retain the customer for life.



YOUR AUDIENCE

The first thing you'll need is to identify who it is you're trying to reach and what challenges you can help them solve. Fill out the following fields:

WHO IS MY TARGET CUSTOMER?

WHAT ARE THE DAILY CHALLENGES THEY FACE (RELATED TO OUR STRENGTHS AS A COMPANY)?



AWARENESS (TOFU)

Now that you've identified your target audience and the challenges you can help them with, brainstorm which ways you can use to capture their attention and fill the top of your funnel.

WHAT TYPE OF TOFU CONTENT CAN WE CREATE?

Social Media Content

Blog Post

Infographic



Video

Podcast

Other Content

RELATIONSHIP [MOFU]

Now that you have their attention what can you create that would be worth a potential customer's email address?

Downloadable

Mini-course

eBook

Case Study

CONVERSION (BOFU)

Your audience has now gotten a feel for your willingness to help them. Now it's time to connect the dots to your paid offering. What type of content will you choose?

Sales email

Demo or Trial

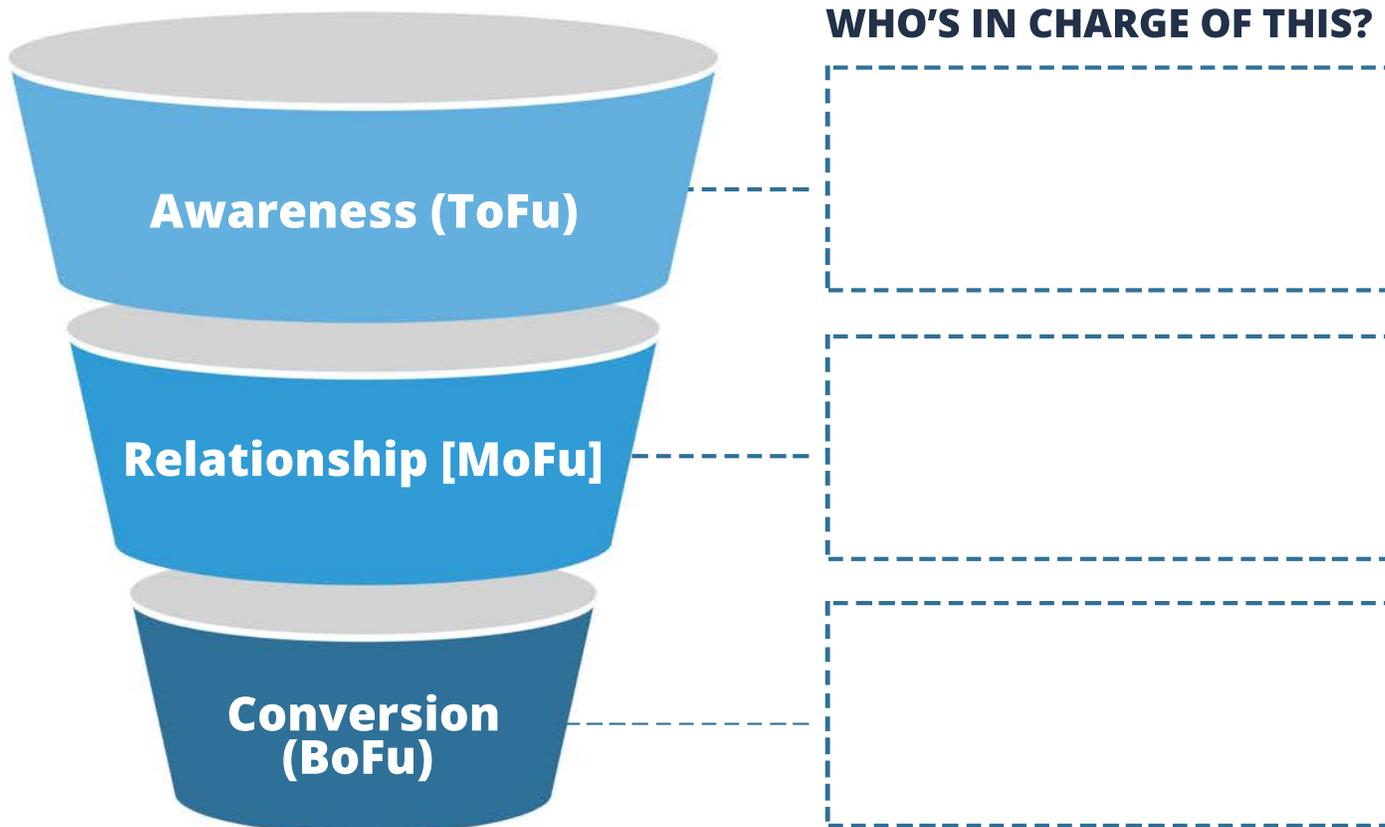
Webinar

Customer Testimonial (or Case study)



PIECE IT TOGETHER

Now that you've brainstormed, it's time to set it in stone, map it out, and assign responsibility. List your items in the boxes and who's responsible for it on the right.



Project start date: _____



YOU DID IT!

You've officially mapped out a funnel to grow your audience, nurture your leads, and create customers. Once that customer is created, just continue the cycle of adding value and they will be yours for life.