

MARKETING FUNNEL



	AWARENESS	INTEREST	CONSIDERATION	CLOSED
BLOG / ARTICLE	Thought Leadership	How - To		
CASE STUDY			Customer Story	
DEMO			Live Walkthrough	
DISCUSSION	Trending Topic	Informative	Positive Buzz	Needs Customer Input
E-BOOK	Trending Topic	How - To		
EVENT	Networking	Educational	Industry Conference	User Conference
GUIDE	Trending Topic	Educational or How - To		
HOLIDAY GREETING	General Greeting	General Greeting	General Greeting	Thanks for Being a Customer
INFOGRAPHI	Fun	Educational or informative		
NEWS	Trending Topic	Regional or Industry Related		
PICTURES	Company Culture	Company Culture	Company Culture	Company Culture
PRICING			Pricing and Discounts	
SELL SHEET			Features and Benefits	Product or Service Updates
PROMO			Sweeten the Deal	Cross - Sell or Up - Sell
REPORT		Trending Topic	Stats and Data	
REVIEWS			Reviews on Third Party Sites	
SEASONAL REMINDER	General	Industry Related	Tied to Offer	Cross - Sell or Up - Sell
TESTIMONIA		Analyst Recommendation	Customer Recommendation	
VIDEO	Viral	How To	Customer Story	
WEBINAR	Trending Topic	Trending Topic		How - To
WHITE PAPER	Trending Topic	How To		

EMAIL CAMPAIGN

