

INTEGRATED DIGITAL STRATEGIES

So much of today's marketing content is still focused only on the top of the Sales Funnel - on Awareness.

In the sales process, those potential customers' needs change and your marketing content must address that.

PURPOSES OF CONTENT

- Inform / Educate
- » - Motivate / Inspire
- Position / Lead
- Humanize / Connect

DIGITAL CAMPAIGNS

SALES FUNNEL

1

AWARENESS

- unique visitors
- fans / followers
- email list

2

CONSIDERATION

- time on site
- click through rate (CTR)

3

PURCHASE INTENT

- engagement
- reviews