INBOUND MARKETING FUNNEL

BUILD YOUR INBOUND CONTENT FUNNEL

leadstreet
the inbound marketing company

BUYER PERSONAS

BUYER PERSONA 1

BUYER PERSONA 2

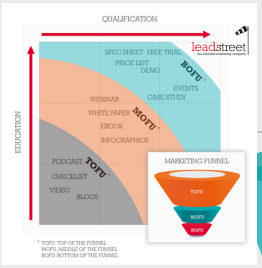
BUYER PERSONA 3

BUYER PERSONA 4

CONTENT TOPICS

Example: topic A

(DO KEYWORD RESEARCH!)



TOFU

At the Top Of the Funnel, a buyer is typically trying to solve a problem or meet a need. As a result, they are looking to be educated and to find information that will help them figure out the best solution.

Offer them answers to their questions and solutions to their problems. Because most people begin their buying process online, one of the most powerful strategies for attracting visitors and converting leads at the top of the funnel is to create key-word-rich content in the form of blogs.

Think: **blogs**!

LEAD NURTURING

Define campaigns
Determine your nurture (email) workflows

LEAD SCORE

Add lead scoring
Identify the sales-ready leads in your database

Add post-its here!
Add your content to the full inbound funnel

LEAD

Example: Start flow #1. Thank You + CTA

Example: Download ebook 1: + 20 pts

MOFU

Prospects in the Middle Of the Funnel know that they have a problem or a need that must be solved and have moved on to determining the best solution. As a result, their commitment to making a purchase is higher and the probability of closing a deal with them greater.

You need to capture information about them so that you can qualify and nurture the best leads. Do this by "gating" your content and putting it behind a landing page with a conversion form.

Think: **ebook, whitepaper, checklist, webinar, ...**!

MQL

BOFU

By the time a lead reaches the Bottom Of the Funnel, they are ready to buy and the only question is who they will buy from. These leads are the "low-hanging fruit" of the sales funnel.

Often, leads at the bottom of the funnel just need a gentle nudge to get them to take action. The right BOFU offer can be very effective in helping you to speed up the rate with which you close deals.

Think: **demo, price list, case studies, event, ...**!

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