

Content Marketing Funnel



THE CONTENT MARKETING FUNNEL

5-Stage Planning template

#	Stage	Where to Show Up	KPI's To Track	Strategy	Owner	Priority
1	Awareness Get discovered by people & Ai	Where to Show up: • • •	KPI's to track: • • •	Strategy: • • •		High ☐ Med ☐ Low ☐
2	Consideration Educate & nurture your audience	Where to Show up: • • •	KPI's to track: • • •	Strategy: • • •		High ☐ Med ☐ Low ☐
5	Intent Capture high-intent signals	Where to Show up: • • •	KPI's to track: • • •	Strategy: • • •		High ☐ Med ☐ Low ☐
4	Conversion Turn intent into revenue	Where to Show up: • • •	KPI's to track: • • •	Strategy: • • •		High ☐ Med ☐ Low ☐
5	Loyalty Compound trust and growth	Where to Show up: • • •	KPI's to track: • • •	Strategy: • • •		High ☐ Med ☐ Low ☐

Overall Goal / Quarter Focus: _____

Biggest Funnel Gap (circle): Awareness · Consideration · Intent · Conversion · Loyalty



Stage-by-stage detail

Stage	Content Channels / Locations	KPI's & Success Metrics	Content Ideas / Actions
Awareness			
Consideration			
Intent			
Conversion			
Loyalty			

Notes / Next Steps:



Now go build your own Content Marketing Funnel!

In case you're still unsure what
to do and need some help, no
worries.

Just contact C-Mimmi-O!



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