



## Brand Funnel Strategy Template

### Awareness Stage

Objective: Build brand awareness and attract a wide audience.

- Content Types: Blog posts, Social media posts, Infographics, Videos, Press releases
- Distribution Channels: Social media platforms, SEO, Paid ads, PR outreach
- Key Metrics: Website traffic, Social media reach, Brand mentions, Impressions

Content Type	Distribution Channel	Key Metric
Blog posts	SEO, Social media	Website traffic, Impressions
Infographics	Social media, PR	Social media reach
Videos	Paid ads, Social media	Video views, Shares

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Press releases	PR outreach	Brand mentions
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## Interest Stage

Objective: Generate interest and engage potential customers.

- Content Types: Ebooks, Webinars, Email newsletters, Interactive quizzes
- Distribution Channels: Email marketing, Retargeting ads, Social media engagement
- Key Metrics: Email open rates, Content downloads, Webinar sign-ups, Social media engagement

Content Type	Distribution Channel	Key Metric
Ebooks	Email marketing	Content downloads
Webinars	Retargeting ads	Webinar sign-ups

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Email newsletters	Social media	Email open rates
Interactive quizzes	Social media, Website	Social media engagement

## Consideration Stage

Objective: Nurture leads by providing detailed information about your offerings.

- Content Types: Case studies, Product demos, Comparison guides, Testimonials
- Distribution Channels: Email sequences, Website, YouTube, Product pages
- Key Metrics: Demo requests, Case study views, Time on product pages, Lead scoring

Content Type	Distribution Channel	Key Metric
Case studies	Email sequences	Case study views
Product demos	Website, YouTube	Demo requests

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Comparison guides	Product pages	Time on product pages
Testimonials	Website	Lead scoring

## Intent Stage

Objective: Encourage decision-making and move leads closer to purchase.

- Content Types: Free trials, Limited-time offers, Detailed FAQs, Personalized emails
- Distribution Channels: Email marketing, Website CTAs, Live chat, Retargeting ads
- Key Metrics: Conversion rate, Cart abandonment rate, CTA click-through rates

Content Type	Distribution Channel	Key Metric
Free trials	Email marketing	Conversion rate
Limited-time offers	Website CTAs	CTA click-through rates

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Detailed FAQs	Live chat	Cart abandonment rate
Personalized emails	Retargeting ads	Conversion rate

## Purchase Stage

Objective: Facilitate a smooth purchase process and convert leads to customers.

- Content Types: Secure checkout process, Multiple payment options, Post-purchase emails
- Distribution Channels: E-commerce platform, Email, Customer support channels
- Key Metrics: Sales conversion rate, Average order value, Purchase completion rate

Content Type	Distribution Channel	Key Metric
Secure checkout	E-commerce platform	Sales conversion rate

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Multiple payment options	E-commerce platform	Average order value
Post-purchase emails	Email, Customer support	Purchase completion rate

## Retention Stage

Objective: Keep customers engaged and encourage repeat business.

- Content Types: Loyalty programs, Exclusive offers, Product updates, Feedback surveys
- Distribution Channels: Email marketing, Customer portals, Social media, Direct mail
- Key Metrics: Customer retention rate, Repeat purchase rate, Customer satisfaction scores

Content Type	Distribution Channel	Key Metric
Loyalty programs	Email marketing	Customer retention rate

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Exclusive offers	Customer portals	Repeat purchase rate
Product updates	Social media	Customer satisfaction scores
Feedback surveys	Direct mail	Customer satisfaction scores

## Advocacy Stage

Objective: Turn satisfied customers into brand advocates.

- Content Types: Referral programs, User-generated content, Success stories, Review prompts
- Distribution Channels: Email campaigns, Social media, Community forums, Website
- Key Metrics: Referral rate, Social shares, Customer reviews, Net Promoter Score (NPS)

Content Type	Distribution Channel	Key Metric
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Referral programs	Email campaigns	Referral rate
User-generated content	Social media	Social shares
Success stories	Community forums	Customer reviews
Review prompts	Website	Net Promoter Score (NPS)