



# How to Build an Effective Marketing Funnel

A sales funnel is, is a system that helps a brand attract potential clients - in essence, a series of steps or journey that your prospect will have to navigate before they become your customer.

It is usually a pictorial representation of these various stages, commonly represented by an inverted pyramid. The top rung is the widest with all the leads that reach out to you and the lower rung are the ones who have actually made a purchase.





**Awareness**

**Discovery**

**Evaluation**

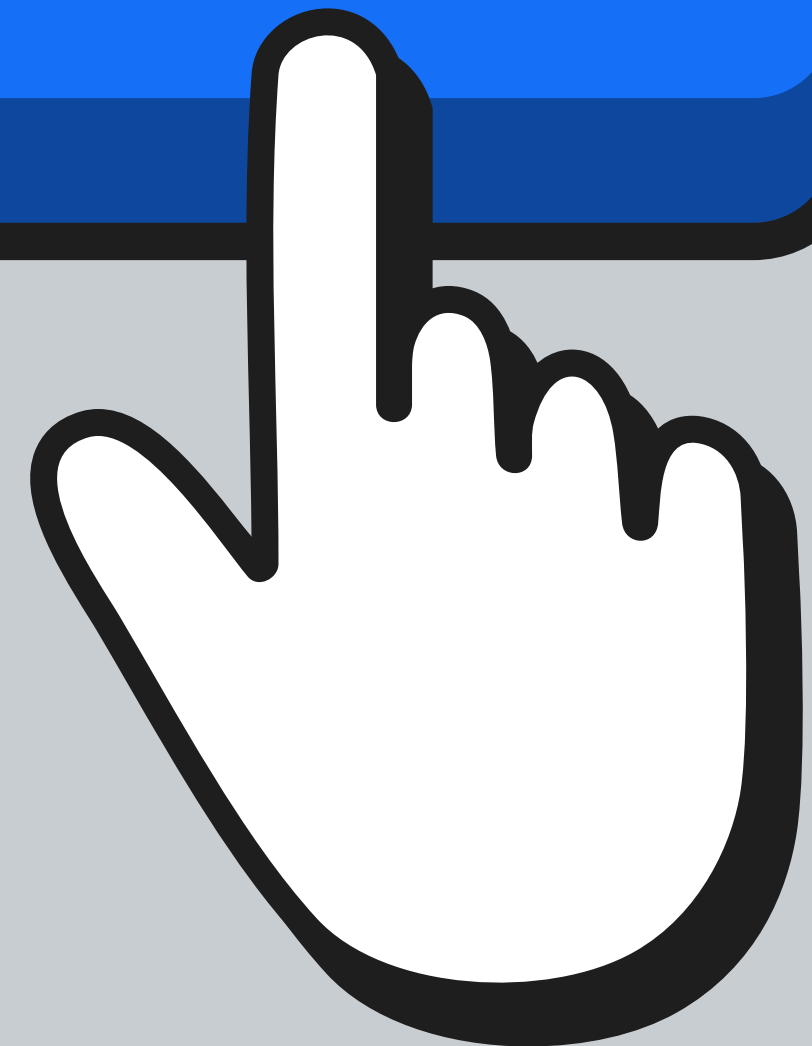
**Buy**

**Loyalty**

No point to  
your website  
without a  
funnel



**FUTURE**





**TOFU**

**MOFU**

**BOFU**

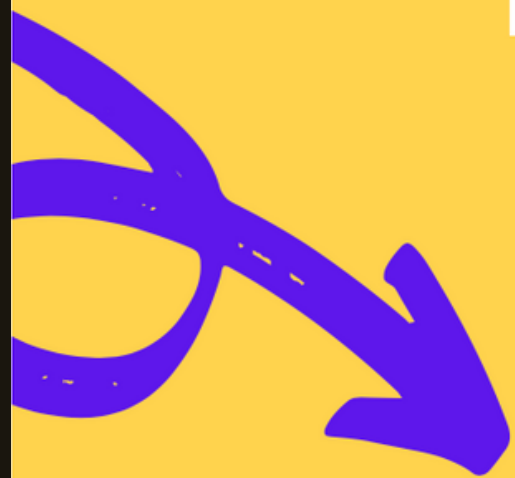


**Be seen**

**Prove expertise**

**PITCH**

# KNOW THE DIFFERENCE BETWEEN BRANDING AND MARKETING



**Branding:**

**Who you are**


**Branding is strategic**



**Marketing:**

**How you build awareness**

**Marketing is tactical**



# **BECOME BRAND AWARE AND ASK THESE QUESTIONS....**

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Who is Your Ideal Customer?

What Pain Points Do You Solve?

What Kind of Personality Do You Have?

What is Your Competition?

How Do You Make Your Clients Feel?

How are You Different?

Why Do Your Clients Trust You?

What's Your Story?





**Identify your ideal client**



# Meet Sarah



**Age: 48**

**Location: California**

**Occupation: Mom**

**Education: BA Scripps MBA Stanford**

**Stressors: Daughter in boarding school, wants to outsource this ASAP**

**Lifestyle: 2 luxury homes, white-glove service**

**Buyer Profile - Premium**

**Service Delivery - Virtual**

**Social Media - Pinterest and Instagram**

charismatic

networker

hands-off

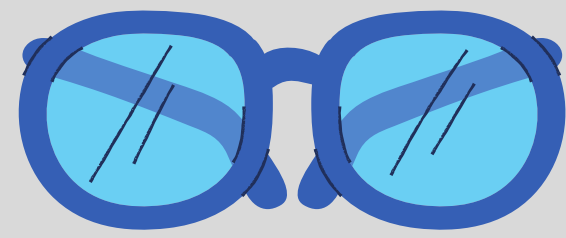
# Sarah's Buyers Journey



**TOFU**

**>**

**MOFU**



# BE SEEN

## Trigger Brand Awareness

### Introduce them to your brand

Sarah doesn't have a clue that your brand exists. Breakthrough the content clutter.

#### Digital - Be searchable

- Presence on social media channels
- LinkedIn
- Effective hashtags
- Video
- SEO ranking and keywords
- Short bite-sized tips distributed across channels
- Online advertising through Google Ads, Facebook Ads or other channels are used to amplify your reach.

#### Direct and Traditional - Be Visible

- Meet-ups
- Presentations
- Networking
- Local advertising
- Find synergies with new partners
- Old School Advertising - billboards, bumper stickers, etc.
- Swag, contests, giveaways.





# PROVE EXPERTISE

**Brand Engagement and Consideration**

**Bring them close to your brand**

Educate Sarah to increase brand trust, likeability, and expertise

## **A regular schedule of intentional content pieces**

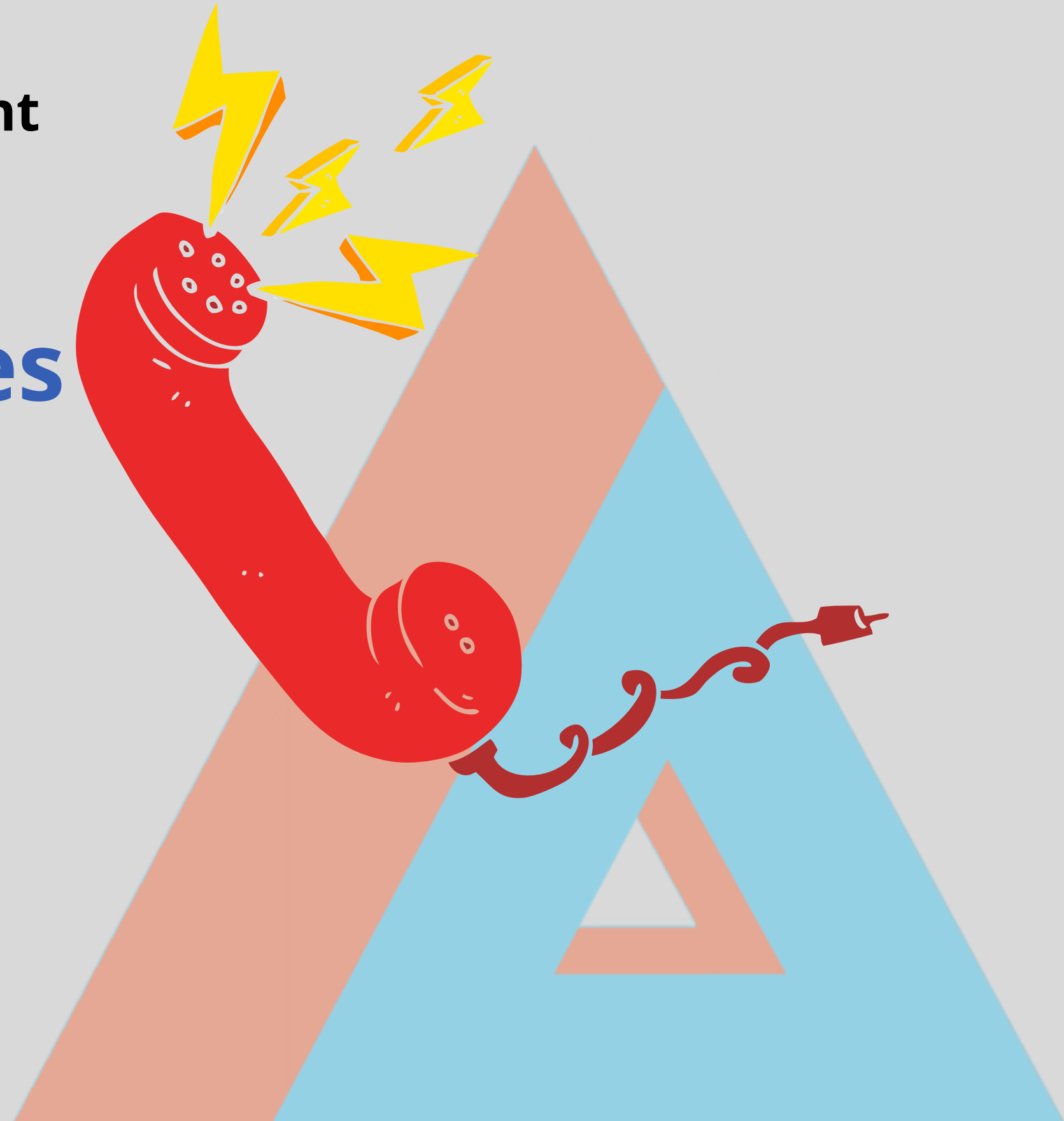
- **Self Serve Information** - Sarah is checking you out and wants to establish credibility on their own: Videos, podcasts, blog posts, events, email sign-up, ebooks, any free AND significant content
- **Be super transparent** - the more information about you and your brand the better - on web pages, social, and LinkedIn. Show yourself, tell your story, write compelling copy
- **Real-Time Relevancy** - dish up real-time information. Don't let your content, photos, or channels look dated. Graphics are as important as the copy
- **Compelling Copy** - Add curiosity to your headlines - Tell them what it is not.

# LEAD GENERATION

Now enchant them with highly valuable content  
Lead them to a **CALL TO ACTION**

Think **HIGH-VALUE** pieces

Tools, Templates, Checklists  
eBooks and guides  
Webinars and Podcasts  
Events and Meetings  
Free Trial subscription



# Find Your Voice





**DO ONE OR TWO THINGS**

**REALLY WELL**

**TAKE A DEEP DIVE**

# KEY TAKEAWAY

**MATCH YOUR TOFU AND  
MOFU EFFORTS TO  
YOUR BUYER PERSONA**





# Meet Vinita

**Age: 54**

**Location: Houston**

**Occupation: Physician**

**Education: BS UT Austin: MD Columbia**

**Stressors: Son high achiever/STEM but has little resume. Attends small private school; needs hand-holding and help with essays.**

**Lifestyle: Busy Professional - little down time**

**Buying Profile - Premium  
Service Delivery - Virtual  
Social Media - LinkedIn**

Organized

Efficient

Practical



**Houston**

**Testimonials**

**STEM**

**Outcomes**

**#strategy**

**Resume builder**

**Engineering ebook**

**STEM Blog**

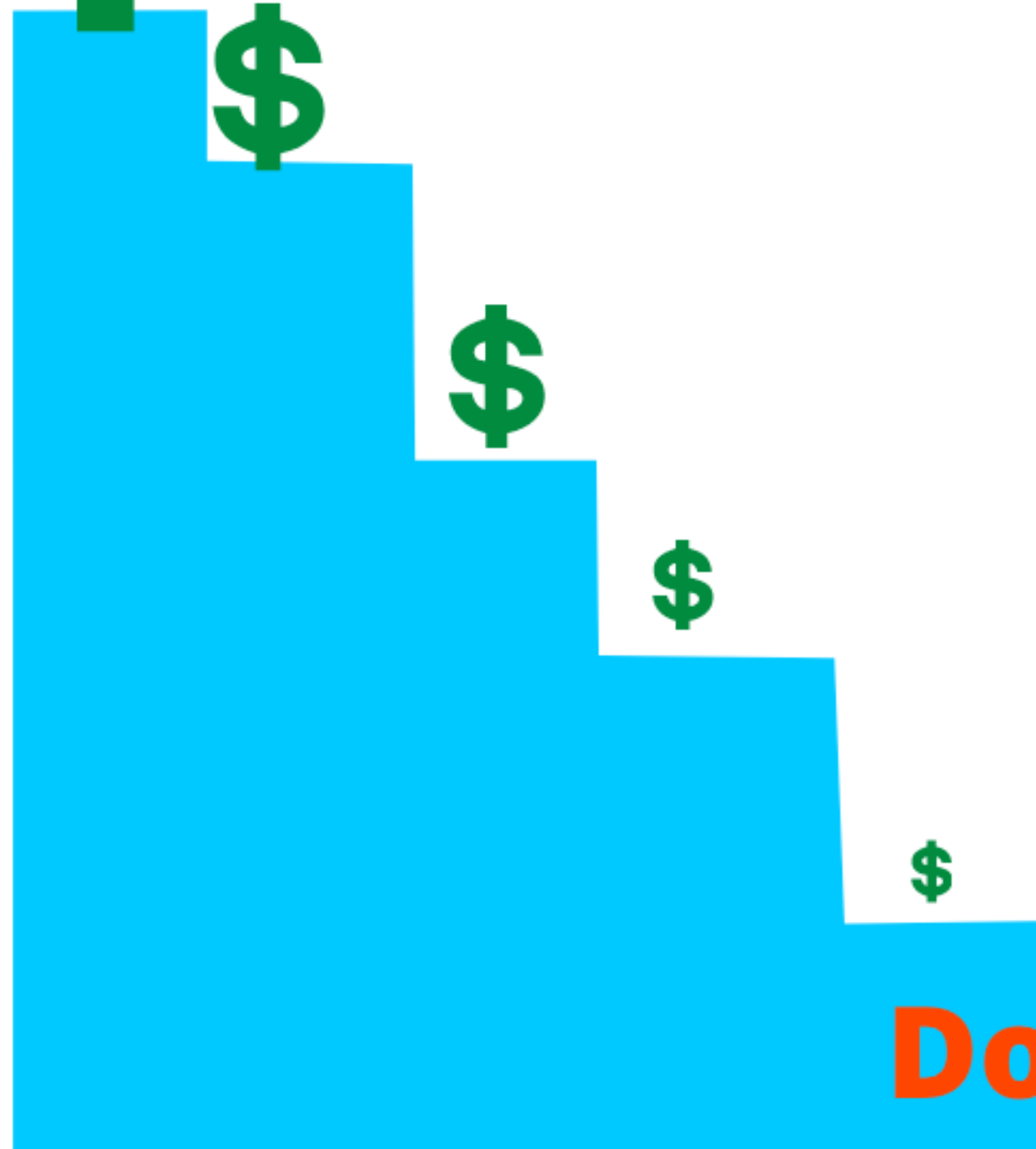




**This is where the rubber  
meets the road...**



**\$ Millions of impressions**



**Doing nothing**



TWO  
MILLION  
views per  
month

## Admission Smarts

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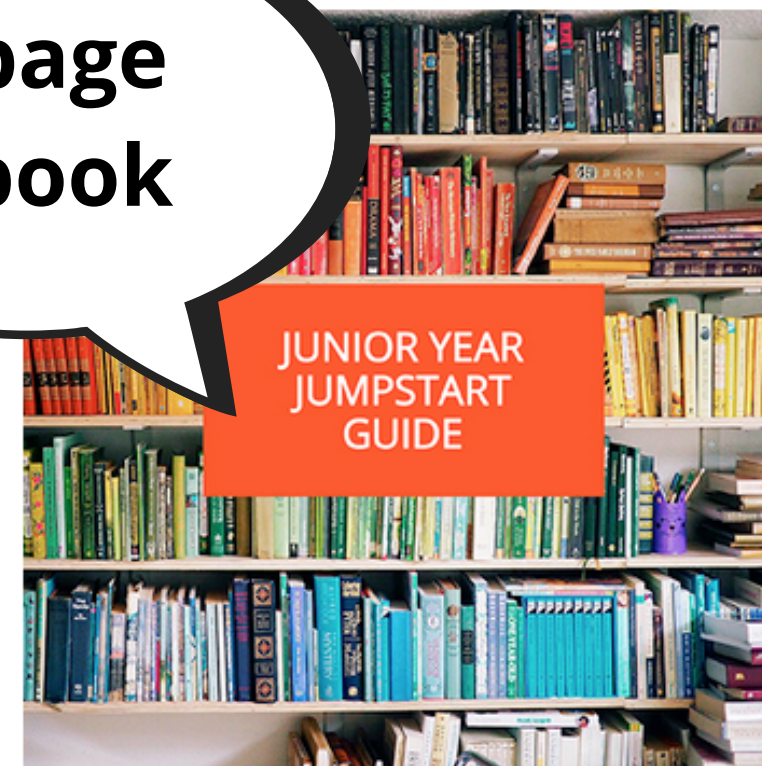
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BIGGEST LEAD  
MAGNET**



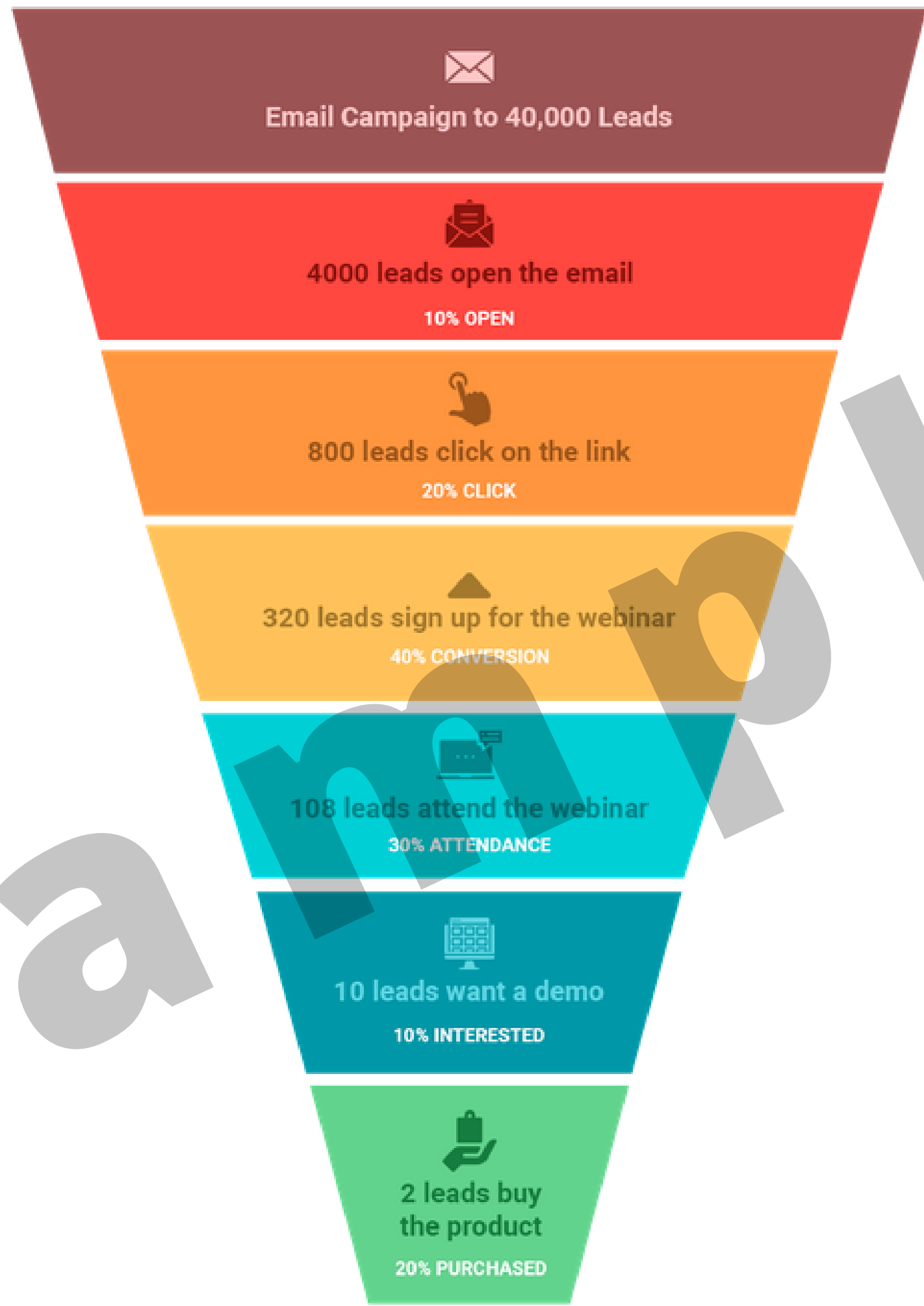
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**Thank you!**

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