SALES —> CONTENT FUNNEL

AWARENESS

IDENTIFY PROBLEM/NEED

- ASPIRATIONAL
- MARKET THE <u>OUTCOME</u> NOT PRODUCT

PROBLEM & SOLUTION
SUBJECT SHOWING SYMPTOMS OF PROBLEM

CONSIDERATION

EVALUATE ALTERNATIVES

- WHY IS <u>THIS SOLUTION</u> BETTER THAN OTHERS
- <u>HOW</u> IS THIS PROVIDER GOING TO SOLVE MY NEED

PROVIDERS & TYPES OF SOLUTION
SUBJECT GIVES NAME TO PROBLEM

ACTION/DECISION

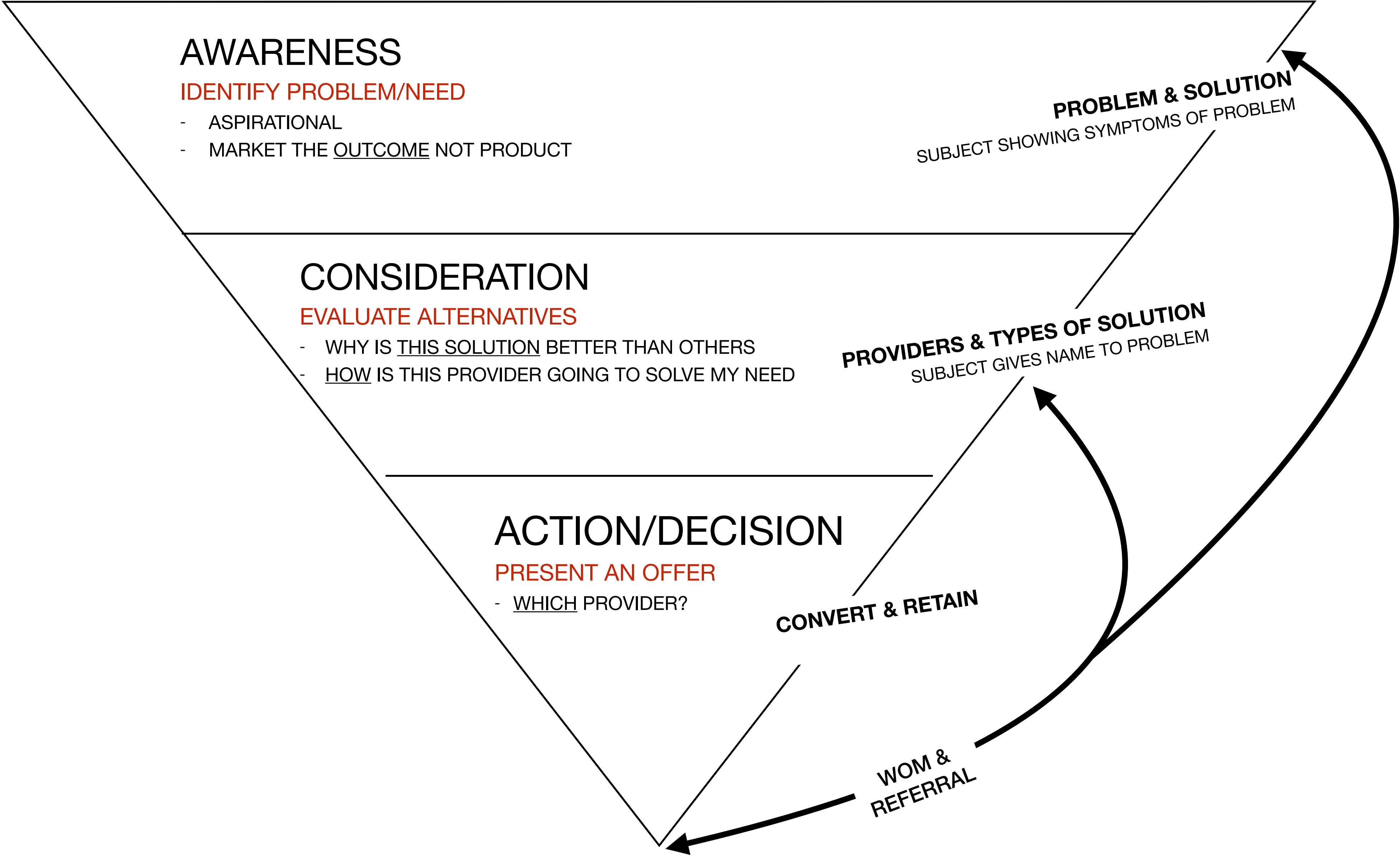**PRESENT AN OFFER**

- <u>WHICH</u> PROVIDER?

CONVERT & RETAIN

WOM & REFERRAL

CONTENT HIERARCHY

HERO
TENTPOLE CAMPAIGNS

HUB
REGULAR "PUSH" CONTENT

HYGIENE
ALWAYS-ON "PULL" CONTENT