



Fun with Marketing FUNnels

A lot of the stress from setting up a marketing automation campaign is understanding what content should go to who and when. Well hey, we were able to summarize that in just one sentence! It can't be that hard then, right?! Right! We like your attitude, bucko. To help gain a better understanding of how to put together impactful and organized marketing funnels, we put together this handy dandy worksheet just for YOU.

Step 1: Personas

Ask yourself these 3 questions:

Are they current or prospective clients?

- Current Prospective

Did they sign up for something specifically (newsletter, giveaways, status updates)?

- Yes No

Where do we want the content to take them?

Step 2: Pacing

Ask yourself these 3 questions:

How often do we want to send content?

- Weekly Biweekly
 Monthly

Are there holiday sales we need to increase our timing for?

- Yes No

What do we have a capacity for internally to start with? Think 12 emails, 12 months. That seems manageable right?

Step 3: End Goals

Ask yourself these 3 questions:

What do we want people to do?

- Buy Call
 Visit Sign Up

Do we have designated pages to track engagement on these pages?

- Yes No

Does your end goal match your audience type you are sending to?

- Yes No

Need help setting up automation as part of your marketing efforts?

Call us at 630-262-1009 or visit us at www.rule29.com