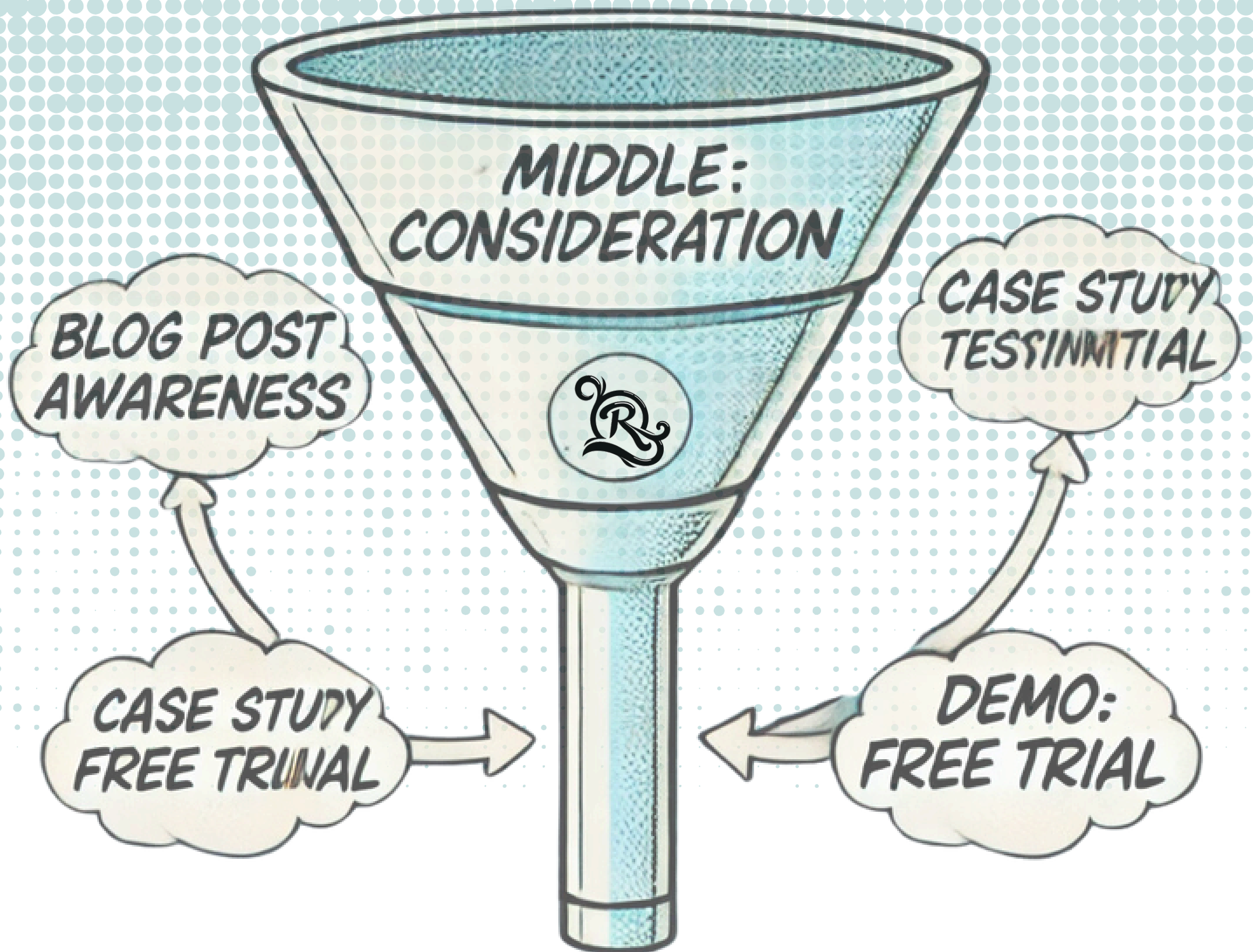


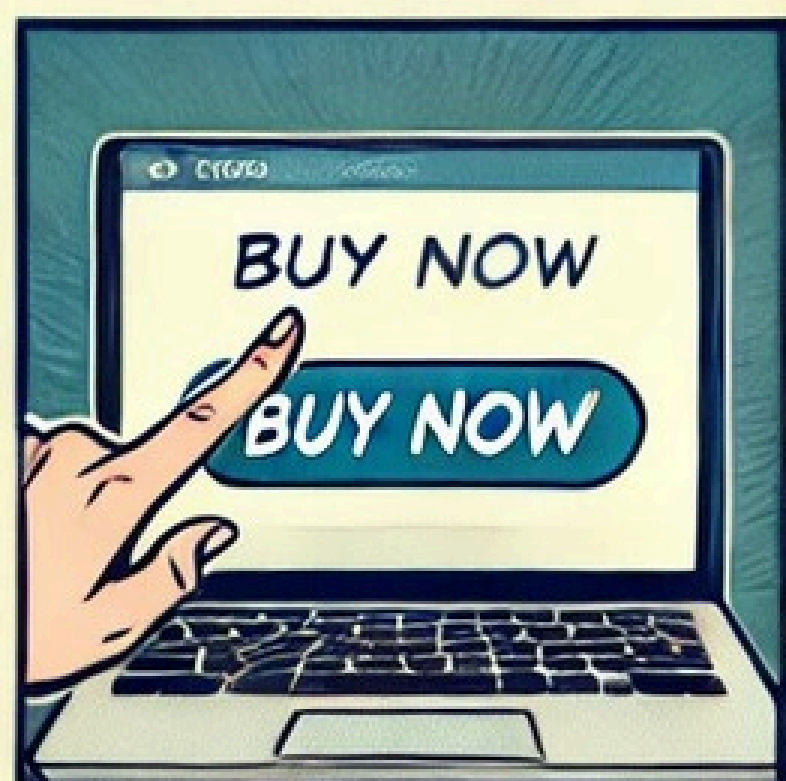
Crafting Content for the Funnel



Knowing What to Create, for Which Audience, What Type, and for Each Stage of the Sales Process



Top of the Funnel:
Short-form video, blog posts, social media ads, etc.
Explain the basics, create interest!



Bottom of the Funnel:
Demos, a free trial, or a consultation

Remove doubt and convert!