



**SACRAMENTO  
HUBSPOT  
USER GROUP**

# HOW TO WRITE FOR EVERY STAGE OF THE MARKETING FUNNEL



# QUICK STORY





**Rocket Dept.**

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Teach your students to solder in 30 minutes with this all-inclusive kit!



## Learn To Solder Kits

We believe that hands-on learning is the best introduction to STEM fields. We built these kits to help introduce others into the world in which we create, build and hack every day.

[LEARNTOSOLDERKIT.COM](http://LEARNTOSOLDERKIT.COM)

Shop Now

1 Like

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Impressions <i>i</i>	Clicks (All) <i>i</i>	CTR ... <i>i</i> ▼	CPC (Link) <i>i</i>
2,621	91	3.47%	\$0.10
645	21	3.26%	\$0.49
1,589	51	3.21%	\$0.11
1,910	61	3.19%	\$0.10
961	30	3.12%	\$0.10
2,017	60	2.97%	\$0.12

**2 SALES**

**WHAT HAPPENED?**

–Me

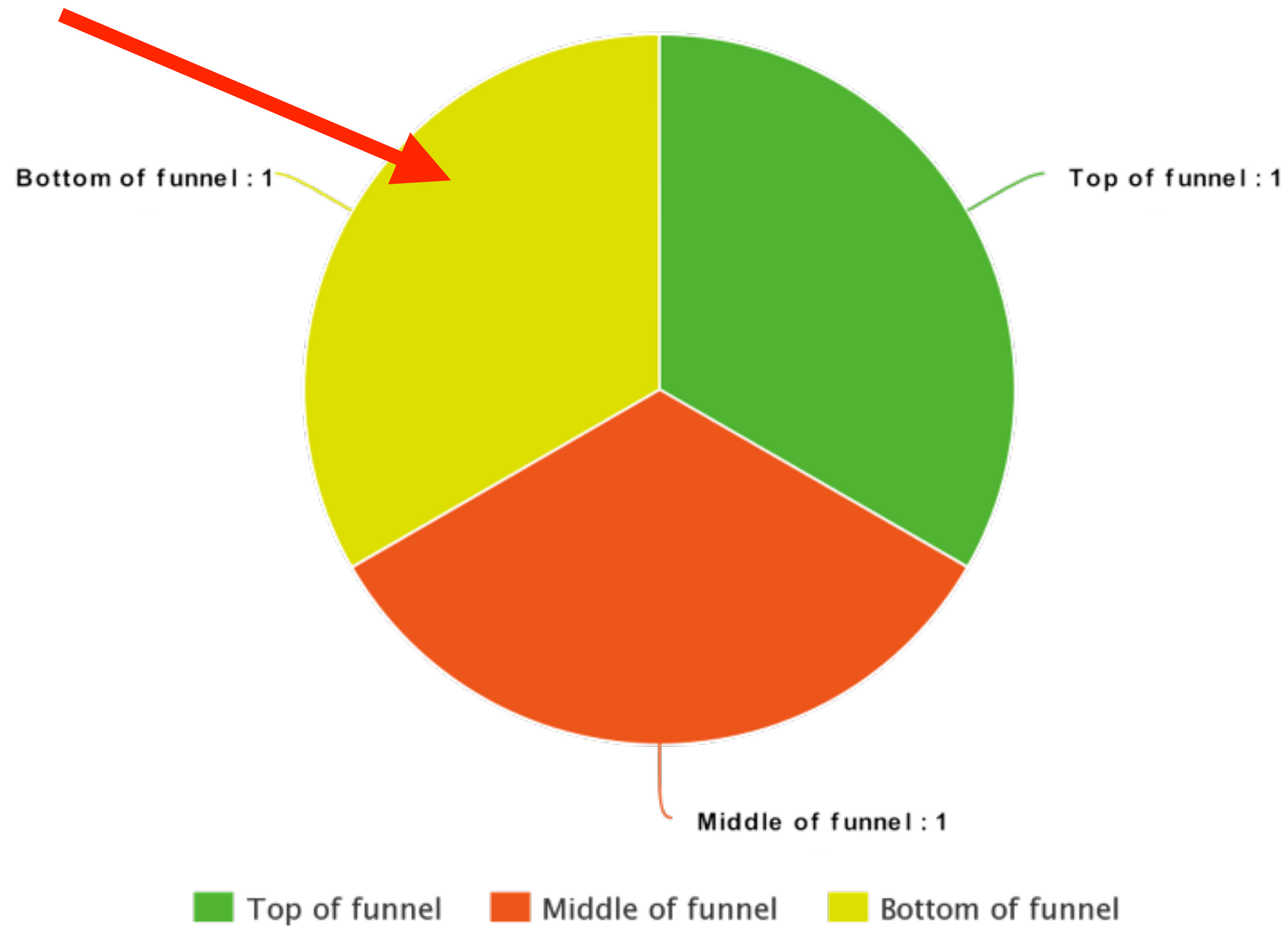
**I SERVED BOTTOM OF THE  
FUNNEL CONTENT TO A TOP  
OF THE FUNNEL AUDIENCE**



# I SERVED A SALES MESSAGE TO A 'COLD' AUDIENCE

- ▶ The people who clicked my ad had never heard of my startup—do you buy from people/companies you don't know?
- ▶ The people who clicked my landed on an e-commerce page—very limited content to 'warm' them up.
- ▶ People who clicked were not searching for my product—they were looking at pictures of their friend's kids on Facebook.

Most ads only drive to  
content here ("Buy")

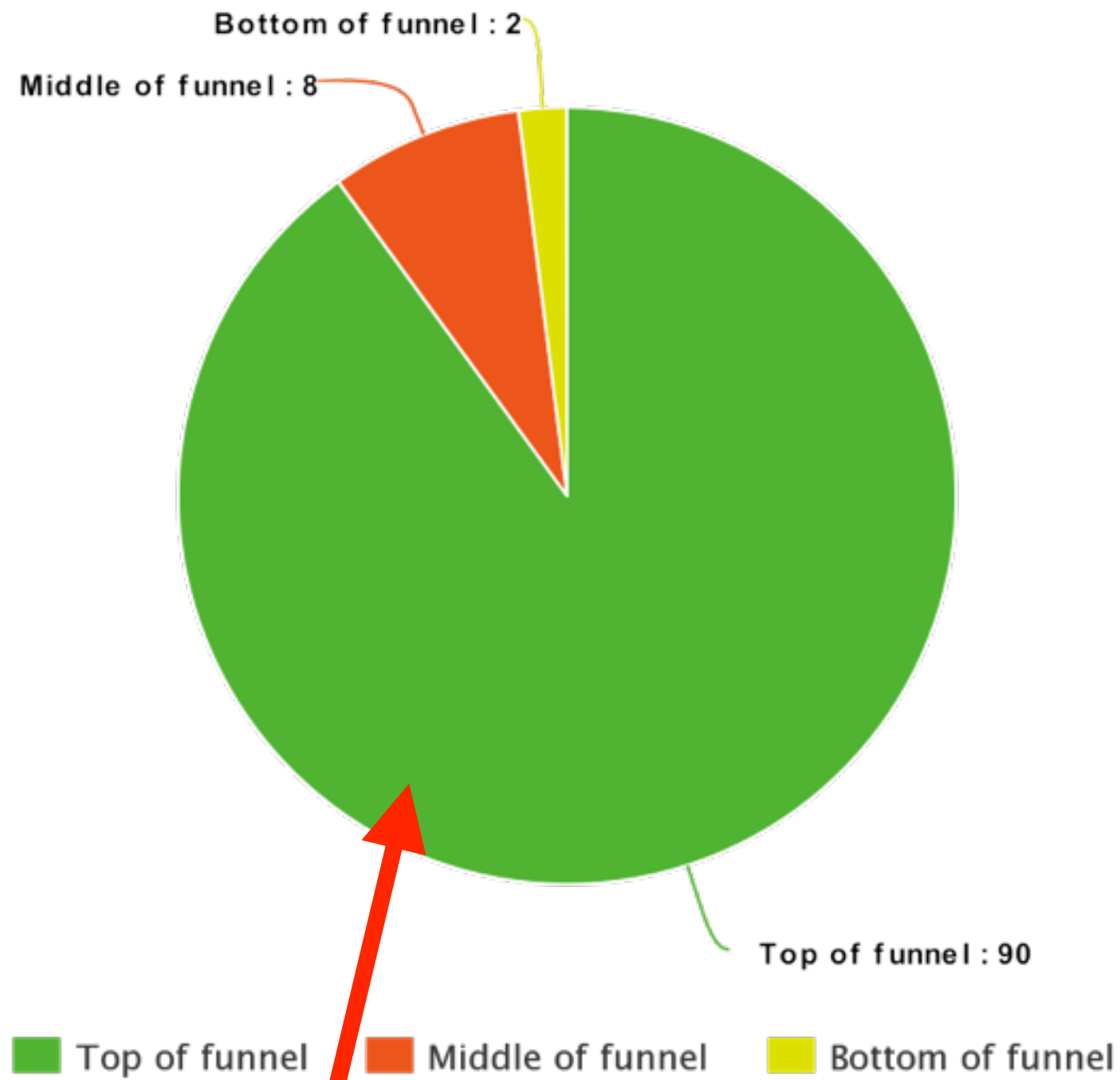


I KNOW WHAT YOU'RE THINKING

---

**I CAN LIVE WITH ONLY TARGETING  
33.3% OF MY AUDIENCE WITH A  
SALES MESSAGE.**

**–You**



meta-chart.com

But this is how people search

("How do I..., What is...")

## ISSUES WITH MARKETING 'OUT OF ORDER'

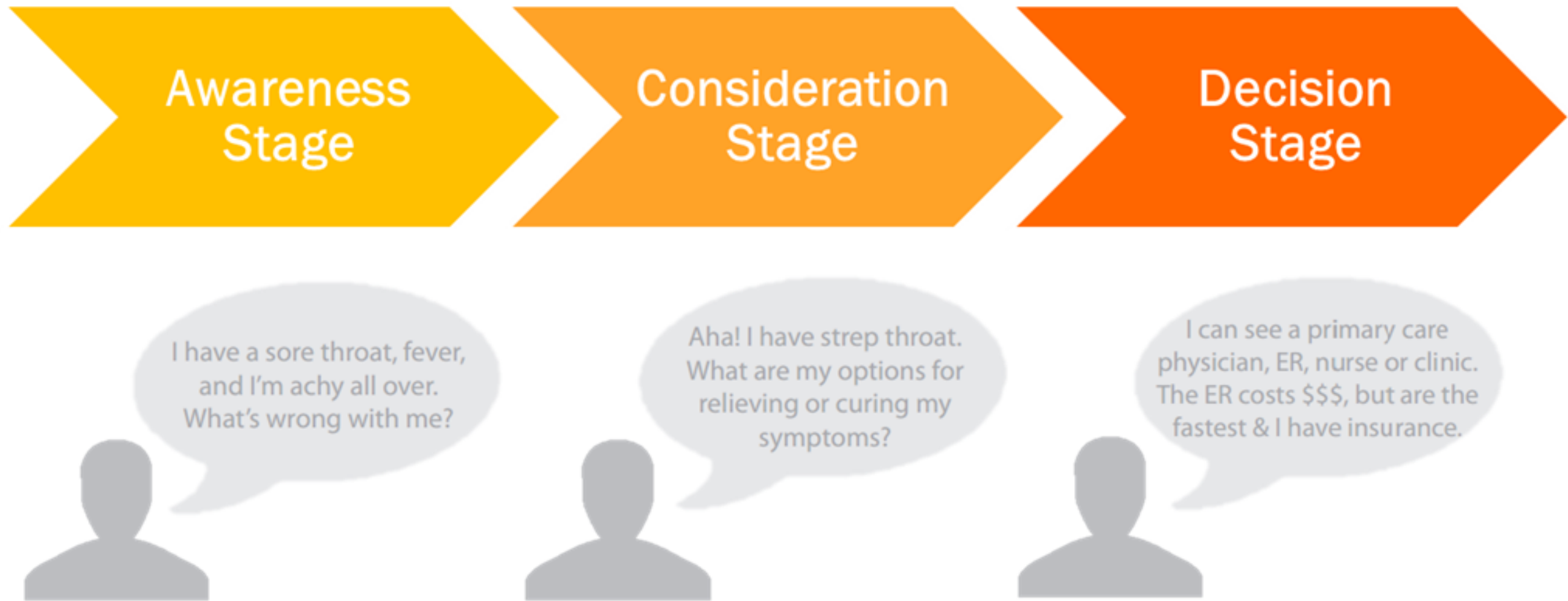
- ▶ You're missing out on 90% of your potential audience.
- ▶ You've built ZERO trust with the fraction of the audience you are marketing to.
- ▶ You're just yet another sales message amidst hundreds of others per day consumers see.

### WHAT'S IN A FUNNEL?

- ▶ **Top of funnel** = People who have a nagging problem or slight interest, but no clear direction to solve it. With or without urgency. [ToFu]
- ▶ **Middle of funnel** = People who understand their problem and are weighing their options for a solution. [MoFu]
- ▶ **Bottom of funnel** = People who are ready to buy. [BoFu]



# THE BUYER'S JOURNEY



The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase.

For longer, more complex sales cycles

Why should I care?

What happens if we do nothing?

What are our competitors doing?

What do I need to know?

What are best practices?

What are my choices?

How do we get everyone to agree?

What else does it impact?

## HOW TO WRITE FOR EVEN STAGE OF THE MARKETING FUNNEL

- ▶ What to write about? (Context, SEO)
- ▶ How to write it? (Channel, Format)
- ▶ How to optimize for each funnel stage? (Analytics, CRO)



TAKE IT FROM THE TOP

---

**WRITING FOR THE  
TOP OF THE FUNNEL**

**WHAT SHOULD I WRITE  
ABOUT?**

–You

## FIND YOUR CONSUMERS' PROBLEM(S)

- ▶ Look at the top-performing pages of your website
- ▶ Ask your sales team their FAQ
- ▶ Interview your customers (best)



# FIND YOUR CONSUMERS' PROBLEM(S) CONT. – THE 5 WHY'S

- ▶ "I hate my job."
  - ▶ Why?
- ▶ "Because it's the primary source of stress in my life."
  - ▶ Why?
- ▶ "Because my boss is always breathing down my neck."
  - ▶ Why?
- ▶ "I'm late on my assignments or over my head a lot of times."
  - ▶ Why?
- ▶ "Because I'm not good at what I'm asked to do."
  - ▶ Why?
- ▶ "My job doesn't require me to utilize my natural strengths/what I'm good at."

## THIS PERSON IS A GOOD CANDIDATE FOR:

- ▶ A professional recruiter
- ▶ A career coach
- ▶ A self-assessment like the Clifton StrengthsFinder

## DO THE KEYWORD RESEARCH (NOT JUST FOR SEO!)

Topics > Keywords

In-depth guides to keyword research:

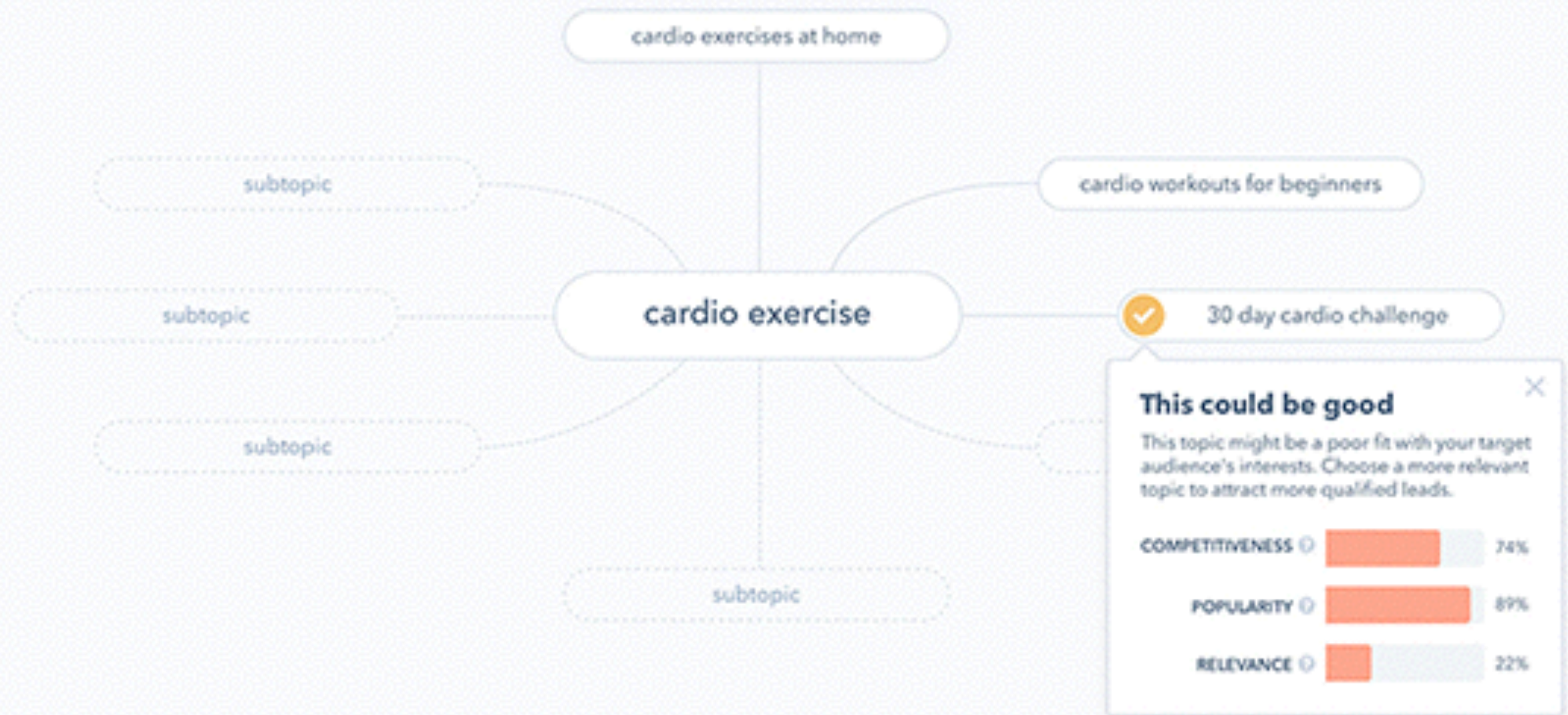
1. <http://backlinko.com/keyword-research>
2. <https://yoast.com/keyword-research-ultimate-guide/>

### DO THE KEYWORD RESEARCH

- ▶ Browse forums to find out how your audience talks about their problems
- ▶ Use Google autocomplete to see common phrasing
- ▶ Aim for long tail keywords (2-4 word phrases) instead of head terms (1-2 words). Less volume, but higher conversion.



[Back to Content Strategy](#)



<https://www.hubspot.com/products/content-strategy>





PROBLEM =  $\sqrt{\quad}$   
KEYWORDS =  $\sqrt{\quad}$   
CONTENT = ?



# BLOGGING

- ▶ Address the problem (no need to solve!) of your target audience.
- ▶ Pretend you are writing a long email to a friend—that's the tone you want.
- ▶ Use your keyword (and synonyms of the keyword) a few times in your blog post.

## BLOGGING, CONT.

- ▶ Format for *scanning*—use short sentences and section headers every 200 words or so.

# Compelling Headline That Makes A Promise

150 words that hook the reader in.

## 1st Descriptive Yet Intriguing Subheading

300 words supporting the subheading and connecting it to the overall point

## 2nd Descriptive Yet Intriguing Subheading

300 words supporting the subheading and connecting it to the overall point

## 3rd Descriptive Yet Intriguing Subheading

300 words supporting the subheading and connecting it to the overall point

## Conclusion

150 words summary and CTA

# How To Install The Facebook Pixel In Eventbrite, Track Conversions, Calculate ROI

You are here: [Home](#) / [Marketing](#) / How To Install The Facebook Pixel In Eventbrite, Track Conversions, Calculate ROI

November 17, 2016 by [Logan](#) ([Edit](#))

## Facebook Advertising With Eventbrite—A Thorough Guide

*“Is there a thorough guide to install the Facebook Pixel and tracking conversions in Eventbrite?”*

It seemed that an innocuous question like that, when typed into a Google search, would yield dozens of blog posts and professionally-designed ebooks with step-by-step instructions. It doesn't.

It doesn't

*“FoodJets launched with strong design and branding. Logan was able to turn that into an original voice with our website, email and social media that our customers love. His work added a new dimension to our brand.*

*Darren McAdams*

*CEO, [FoodJets](#)*

*“We have been impressed with Logan's ability to listen, understand, and synthesize advanced subject matter into*



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ABOUT

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# The Sac HUG Blog

Thought leadership content concerning inbound marketing in the city of trees.

## Inbound Marketing Explained With Baseball

Posted by [Logan Mayville](#)

Nov 2, 2016 3:28:09 PM

If you work in inbound marketing, October means two things: postseason baseball and blog posts.

For those uninitiated in either baseball or inbound marketing, this post will use comparisons between the two to explain inbound marketing at a beginner level. Specifically, we'll show how inbound marketing resembles an

We are the Sacramento HUG, a group of Inbound Marketers mastering the HubSpot platform.

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By: **Matt Kozloski**

January 11th, 2017 Print this Page



## How to Create an Effective Small Business Cybersecurity Policy

What's the #1 reason to create (and enforce) a [small business cybersecurity policy](#)?

Getting hacked poses a serious risk for your business, if it hasn't already happened.

Hacking, viruses, phishing, malware, worms, Trojans—cyber attacks go by various names, but the common denominator is that [everyone has the potential to be attacked](#). Seriously, *everyone*—from the well-publicized 2016 hacking of the Democratic National



**HOW ABOUT AN  
EXAMPLE?**

# A Guide to Infrared Sauna Detoxification: Benefits, Side Effects, and How It Works

When I was younger before I started using infrared saunas, I thought detoxification was a process to clean up water, or to help drug addicts stop the substance they were using. I didn't realize that your body stores toxins like drugs, pollutants, preservatives, pesticides, and heavy metals, among other poisonous substances, in your fat cells.

I'm not alone in my lack of basic knowledge about detoxification. I've found that many of the customers I talk to about infrared saunas don't know much about detoxification either, but many of them are interested in learning more, or correcting whatever misinformation they may have read.

## How Infrared Saunas Detoxify the Body

Simply put, one of the best ways to get rid of many kinds of the toxins your body stores is to **sweat them out**. Now,



# Illnesses Caused or Affected by Toxicity



Kidney Dysfunction  
and Liver Disease



Pulmonary Damage



Cardiovascular  
Damage



Cancer



Anemia and blood  
changes



Reproductive and  
Fertility Impairment



A Guide to Infrared Sauna Detox

saunacloud.com/infrared-sauna-health-benefits/detoxification/

800.370.0820 | Spring Detox Sale Until March 20th—Request Pricing | Request Catalog

SAUNA CLOUD

INFRARED SAUNAS | WHY SAUNA CLOUD? | WHY INFRARED? | HEALTH BENEFITS | INFO/RESOURCES | BLOG

Logan

While everyone can benefit from having less toxins in their bodies, there are certainly some who can benefit more than others. If you're having feelings of fatigue, trouble sleeping, joint pain, or just general discomfort, it's entirely possible that toxins in your body may be to blame. And if you have a condition like arthritis or Lyme Disease, toxins could be making it worse. When a customer comes in asking me questions about detoxing, I always tell them that they can have a test done by their physician to determine how badly they may need to detox. Doctors can perform blood and urine tests to determine how much lead is in the body, which is a good indicator of whether someone is carrying additional heavy metals as well.

While there are different opinions on the best way to detox, as there are on many health and wellness topics, far infrared saunas like we sell here at SaunaCloud are the best way to go. A far infrared sauna evenly distributes light that heats you to your core while keeping the air around you cooler than traditional saunas. I can comfortably stay in an infrared sauna for 30 minutes or longer, reaping the benefits of the long and cleansing sweat I'm experiencing without feeling—as I do in a steam sauna—like I can't breathe. If you'd like more in-depth information on how an infrared sauna can help you detoxify, my free book goes in-depth about how saunas work to make you feel better.

Lose Weight, Feel Great, and Detoxify

*The*  
**DEFINITIVE  
GUIDE TO  
INFRARED SAUNAS**

Christopher Kiggins

First Name \*

Last Name \*

Email \*

What health benefit is MOST important to you? \*

Please select one

DOWNLOAD NOW

Don't forget the CTA!

**THAT'S HOW YOU WRITE  
FOR THE TOP OF THE  
FUNNEL**

# WHAT DID WE ACCOMPLISH

- ▶ We will generate traffic through organic search by using appropriate keywords.
- ▶ We introduced ourselves as subject matter experts.
- ▶ We built trust with our audience by providing value before we asked for it.





I KNOW WHAT YOU'RE THINKING

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**BUT WE HAVEN'T MADE ANY  
MONEY YET!**

–You



THINGS ARE  
GETTING SERIOUS

---

WRITING FOR THE  
MIDDLE OF THE FUNNEL

**HOW DO I KNOW WHEN  
SOMEBODY IS IN THE MIDDLE  
OF THE FUNNEL?**

–You

# USE EMAIL 'GATES', RETARGETING, OR REGISTRATIONS

- ▶ **Conversion** - Your MoFu content should usually require an email address in exchange—think premium content guides (PDF's), webinar registrations, etc. This accomplishes two things:
  - ▶ You now know exactly which stage they're at in the marketing funnel
  - ▶ You have their email address for future marketing efforts

## SHOW THEM OPTIONS FOR SOLVING THEIR PROBLEM

- ▶ **Consideration** - Now that your audience understands their own problem, it's time to show them a range of ways to solve it. Remember, people want to see the full spectrum of solutions; not just yours.

# EXAMPLES OF MOFU CONTENT

- ▶ Guides
- ▶ Checklists
- ▶ Ebooks
- ▶ Case Studies
- ▶ White papers
- ▶ Calculators, spreadsheets (not written)
- ▶ Webinars (not written)



**HOW ABOUT AN  
EXAMPLE?**

# The Definitive Guide to Infrared Saunas

## THE DEFINITIVE GUIDE TO INFRARED SAUNAS

Lose Weight, Feel Great and Detoxify



A \$10 Value on Amazon, yours free for stopping by!

GET YOUR FREE COPY

## WHAT TO WRITE IN YOUR EMAILS

1. Ask a question
2. Post a link to a blog post/web page that has the answer

# Red Cedar, Spruce, or Poplar? What Is the Best Type of Wood for an Infrared Sauna?

When I first became involved in the infrared sauna industry, I assumed the wood that makes up the panels of the cabin and the bench was purely aesthetic. When I'd read sauna specs and see the section on wood, I assumed that people picked different types of wood based mostly on their home decorating scheme. I mean, these saunas are serious pieces of furniture, large boxes of elegant wood that go in the corner of a workout room, or on a deck overlooking a wooded backyard. But, the more I learned about them, the more I discovered that the type of wood used in a sauna is important because every material in a sauna has the potential to affect a user's health.

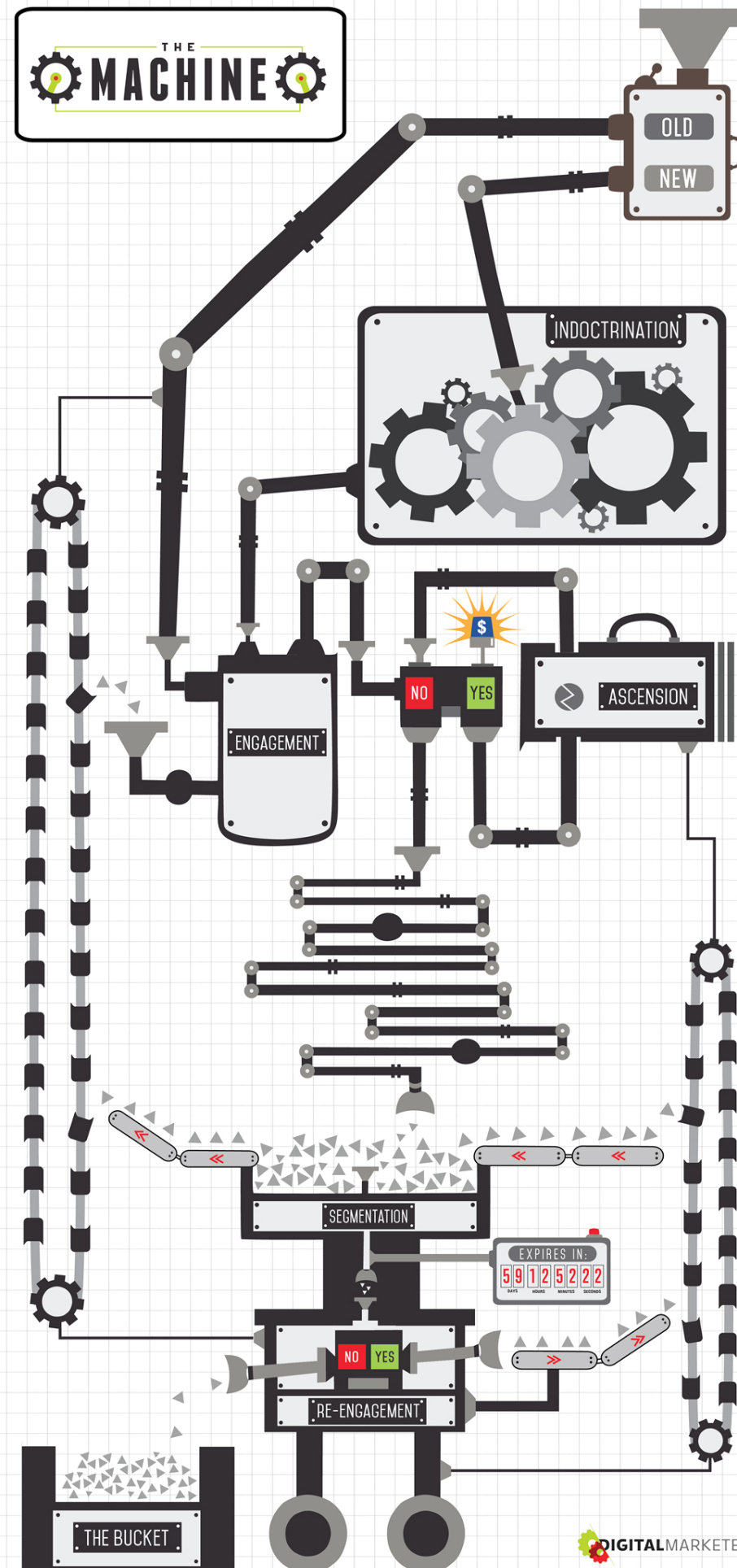
And that's not the only reason wood matters. The type of wood used makes a difference in how well the sauna will age, how well it will stand up to repeated use, and whether your sauna will be comfortable enough that you'll want to continue using it over time.

## Why Wood Matters Within Infrared Saunas

Let's examine, in depth, the biggest factors to consider when choosing a type of wood for your sauna:

## HOW TO NURTURE YOUR LEADS WITH MOFU

- ▶ Segmentation - Since you have a lead in your pipeline, should you just blast them with all your content? Definitely not. Instead, let them self identify based on their reactions to your emails (delete, open, click) and use that info to understand what to send them next. You'll need some sort of marketing automation tool to accomplish this, but you can start by sketching out a lead nurturing workflow with pen and paper.



<https://invisiblesellingmachine.com/>



### WHAT DID WE ACCOMPLISH?

- ▶ Converted web visitors into leads by offering premium content in exchange for an email address
- ▶ Segment our leads with email and marketing automation
- ▶ Continually provide value by helping our leads sort through their options for solving their problems
  - ▶ Reminder—Use landing pages!





TIME TO DANCE

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**WRITING FOR THE  
BOTTOM OF THE FUNNEL**

## THEY'RE INFORMED, THEY'RE QUALIFIED

- ▶ Offer branded product literature (offline purchases)
- ▶ Schedule a demo
- ▶ Free trial/offer
- ▶ Create sense of urgency (scarcity)

## ATTENTION > INTEREST > DESIRE > ACTION (AIDA)

# Moz Pro

**Attention** **Drive more traffic to your site.**

**Interest** The Moz Pro subscription saves you time by giving you an all-in-one set of SEO research and analytics tools that help increase your search engine visibility and keep you ahead of

**Desire** your competitors. Moz Pro is backed by industry-leading data and the largest community of SEOs on the planet.

**Action**

[Start my Free 30-Day Trial](#)

[See Plans and Pricing](#)

MOZ



# PROBLEM > AGITATION > SOLUTION (PAS)

## The 80/20 Guide to Finding a Job You Love



Hi, I'm **Ramit Sethi**, New York Times bestselling author and founder of I Will Teach You To Be Rich.

We know that our Dream Job won't just fall into our laps... and that the best jobs usually aren't listed on any job boards.

But when tired old job hunt "tricks" fail us, we end up frustrated, embarrassed, scared of wasting time, and paralyzed by the fear of being stuck.

In this video, you'll get insider information thousands of students have already used to get out of a "rut", get raises, find their Dream Jobs, and take control of their future, including:

- *A simple word-for-word script that can save you years of wasted effort*
- *Invisible Scripts that affect our behavior...without us even knowing it*
- *Which 3 job hunting activities are most effective – delivering 80% of the results in 20% of the time (most people don't even know about them, giving you an advantage)*
- *How to stand out in a sea of faceless applicants and avoid the resume "Black Hole of Doom"*

# WRITING FOR THE BOTTOM OF THE FUNNEL

## CREATE A SENSE OF URGENCY

Amazon.com: Dunlop Sportmax Q3 Tire - Rear - 180/55ZR-17 , Position: Rear, Speed Rating: W, Tire Type: Street, Tire Construction: Not Available, Tire Application: Sport, Tire Size: 180/55-17, Rim Size: 17, Load Rating: 73 32SM32

NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon Prime

Automotive Parts & Accessories

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Browsing History

Jaclyn's Amazon.com

Today's Deals

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Parts

Accessories

Tools & Equipment

Car Care

Motorcycle & Powersports

Truck

Jeep

RV


Tires & Wheels

Vehicles

Find parts for your: 2005 Suzuki SV650 Go

Your Garage (2)

Motorcycle & Powersports > Parts > Wheels & Tires > Tires & Accessories > Tires & Inner Tubes > Motorcycle & Scooter > Motorcycle > Street > Sport



Roll over image to zoom in

Dunlop Tires

Dunlop Sportmax Q3 Tire - Rear - 180/55ZR-17 , Position: Rear, Speed Rating: W, Tire Type: Street, Tire Construction: Not Available, Tire Application: Sport, Tire Size: 180/55-17, Rim Size: 17, Load Rating: 73 32SM32

★★★★★ 21 customer reviews | 4 answered questions

Price: \$148.95 Prime

Get \$50.00 off instantly: Pay \$98.95 upon approval for the Amazon Rewards Visa Card. Learn more

Note: Available at a lower price from other sellers, potentially without free Prime shipping.

In Stock.

Want it Wednesday, March 1? Order within 18 hrs 58 mins and choose One-Day Shipping at checkout. Details

Sold by Cycle City Inc. and Fulfilled by Amazon. Gift-wrap available.

- Features Carbon Fiber Technology (CFT)

See more product details

Compare with similar items

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Add to Cart

Turn on 1-Click ordering for this browser

Ship to: Jaclyn Lowe- Sacramento - 95811

Add to List

Add to Wedding Registry

Add to your Dash Buttons


Other Sellers on Amazon



# CREATE A SENSE OF URGENCY CONT.

50% Complete

Call 800.370.0820 to speak with an sauna expert or complete form below for special offers.



- The Only Sauna Backed By a Full Lifetime Warranty with No Asterisks
- Exclusive Patented Carbon *and* Ceramic Combination Heaters
- Lowest EMF of any Infrared Sauna, Guaranteed
- Dedicated 24/7 Customer Service


First Name

Email

Phone

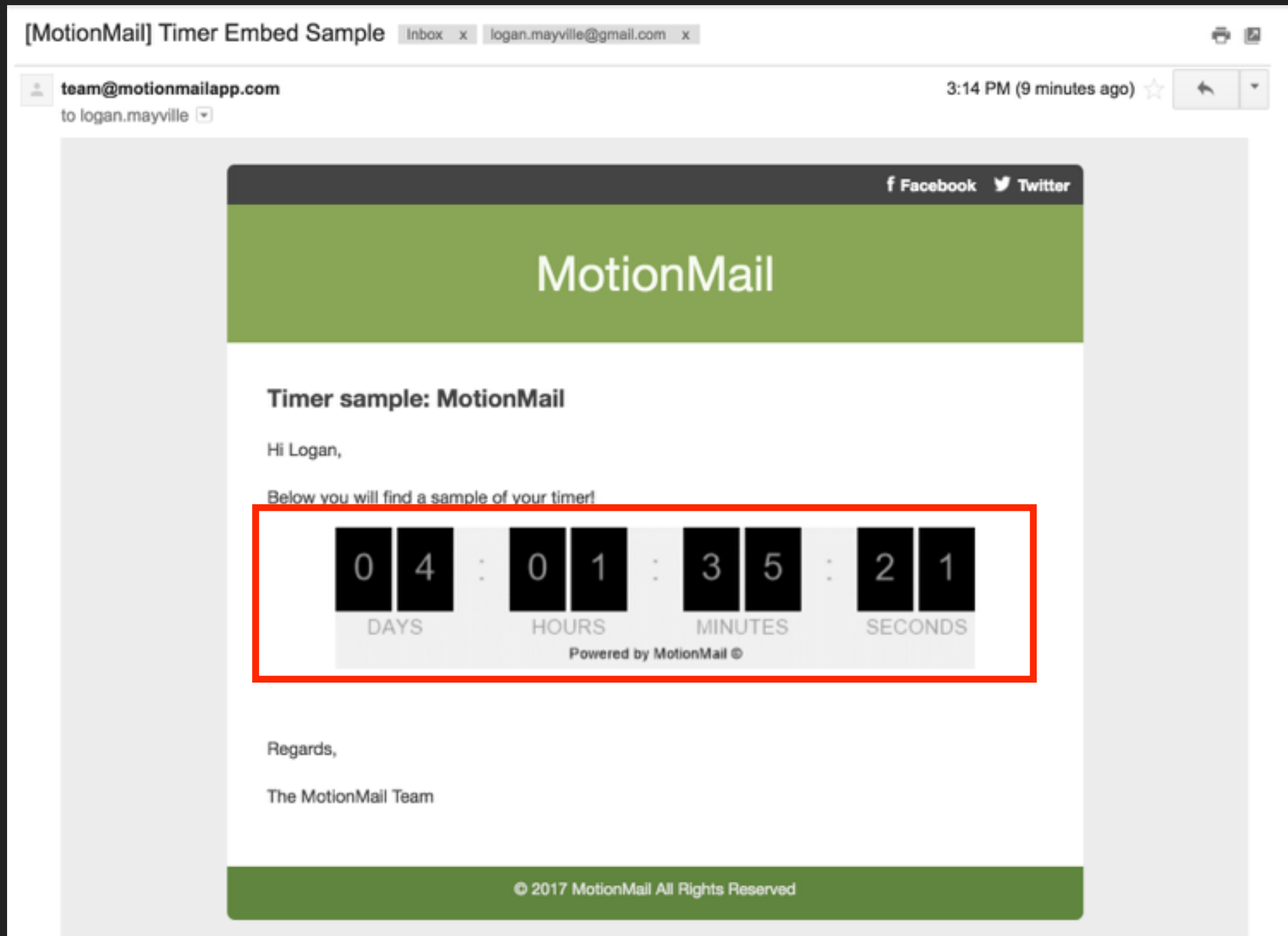
What health benefit is MOST important to you? ▾

**REQUEST PRICING »**

 We hate SPAM and promise to keep your email address safe.

## WRITING FOR THE BOTTOM OF THE FUNNEL

# CREATE A SENSE OF URGENCY CONT. AGAIN



**THAT'S IT.**

# ORGANIZE YOUR CONTENT

	Persona #1	Persona #2	Persona #3
ToFu	6	9	8
MoFu	3	1	0
BoFu	1	1	2



Your customers aren't in a funnel.  
They're on a journey.







**SACRAMENTO  
HUBSPOT  
USER GROUP**