**Marketing Funnel Worksheet**

**Action Item:** Complete the “Answer” column of the worksheet below and hand to your marketing team. This will help them organize a funnel to start generating leads today.

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| Step | Question to Ask Yourself | Answer |
| 1. Identify your customer’s problem.
 | What is my customer’s pain point that we can solve? (e.g. Controlling security in the lobby of a facility) |  |
| 1. Conduct an information search.
 | How do potential customers search for a solution to their problem? (e.g. Google “lobby security solutions”, “how to control front door security”) |  |
| 1. Create content.
 | Create a piece of content that matches your solution to their problem (e.g. Blog article “5 Things You Need to Know about Securing Your Lobby”) |  |
| 1. Engage and convert.
 | How does a potential customer want to engage with us? Why would they give us their contact information? (e.g. Download a white paper or case study about controlling security in lobby.) |  |
| 1. Call to action
 | What information are they looking for at this point? Suggestion to marketing team (e.g. Landing page to follow download with price range, testimonials and free consultation/demo request) |  |