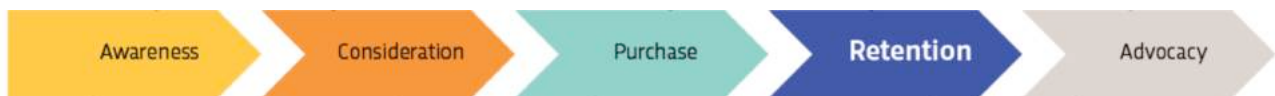


## 5 Step Social Media Funnel Content Plan



### 1) Awareness Content Ideas:

How can you get new people interested in what you offer without selling?

*IDEAS: Education, blog posts, podcasts, education about a specific product (i.e. ingredients, stats)*

### 2) Consideration Content Ideas:

What can you share to get people to come to your website to check out what you do, or sign up to your email list?

*IDEAS: Free download, webinar, mini course, online challenge, product demo, product comparison page, case studies, before and afters, testimonials*

### 3) Purchase Content Ideas:

What can you share that will get someone interested in buying?

*IDEAS: Discounts, special offers, limited time availability, bundles, discovery calls*



**4) Retention Content Ideas:**

How can you get current customers to keep buying?

*IDEAS: Seasonal specials, loyalty offers, sharing UGC, behind the scenes, pre-launch specials*

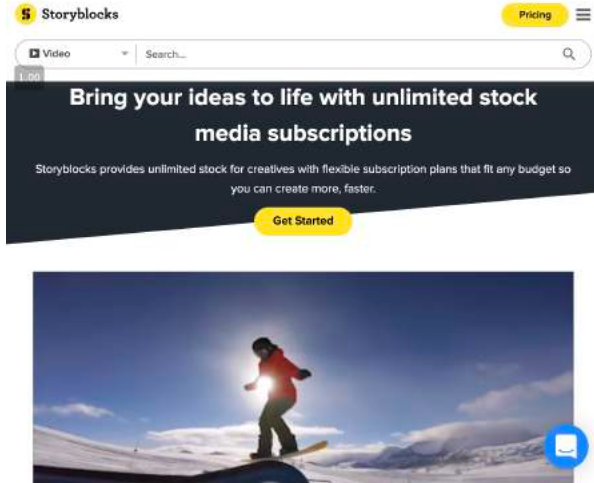
**5) Advocacy Content Ideas:**

How can you get current customers to refer business to you?

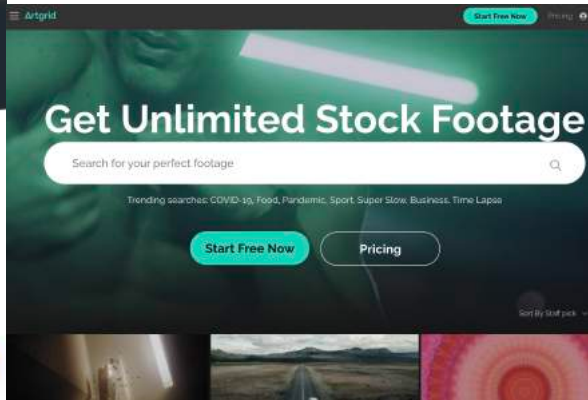
*IDEAS: Referral (share with a friend) discounts, private trainings, pre-launch specials, behind the scenes*

## My Favourite Content Creation Tools

### Videos

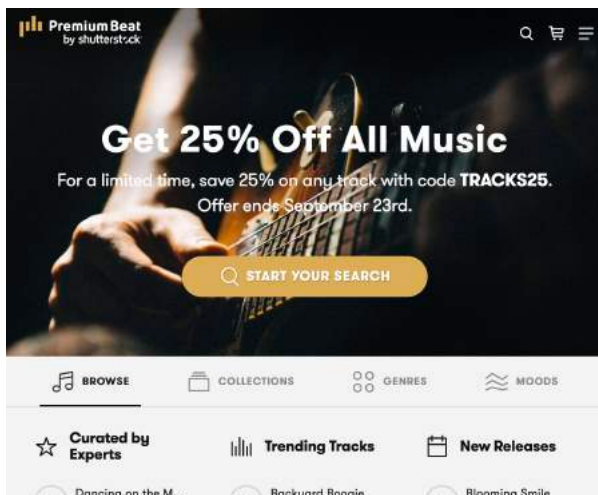


storyblocks.com

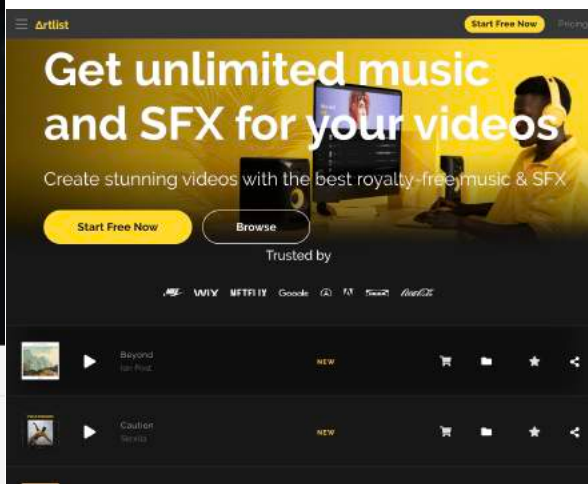


artgrid.io

### Music

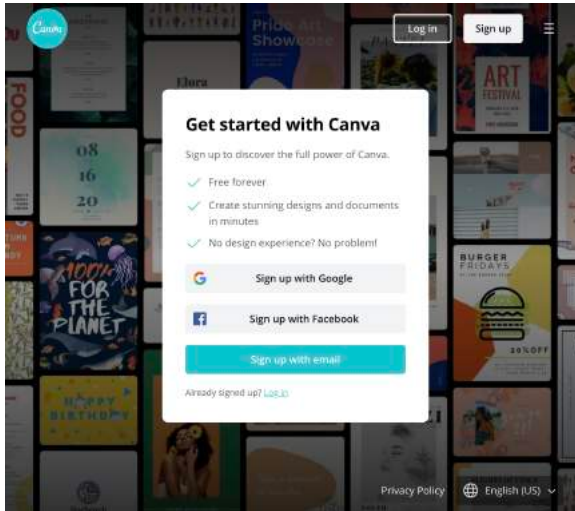


premiumbeat.com

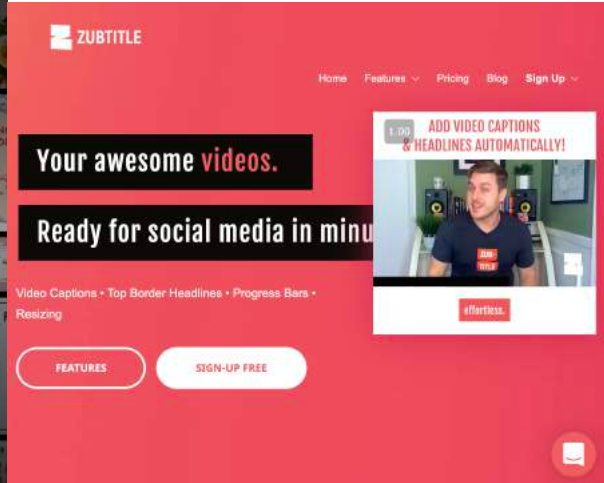


artlist.io

*Graphics and Captions*



canva.com



zsubtitle.com