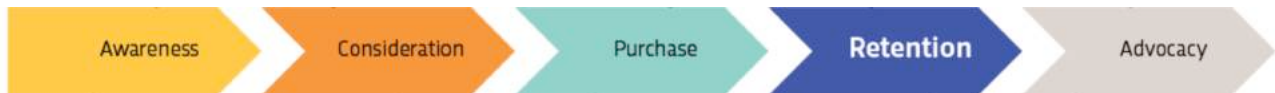


5 Step Social Media Funnel Content Plan



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

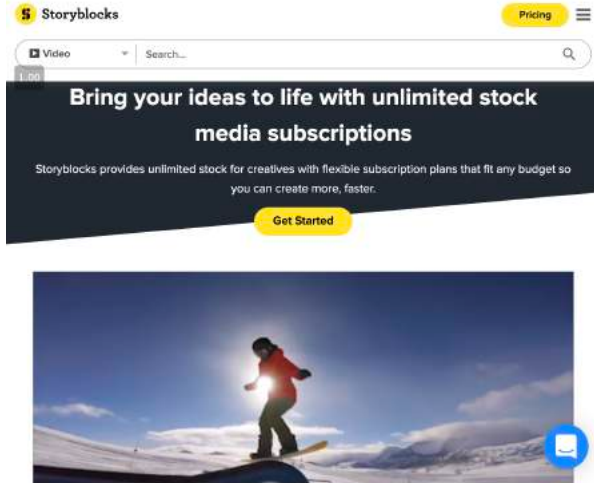
5) Advocacy Content Ideas:

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

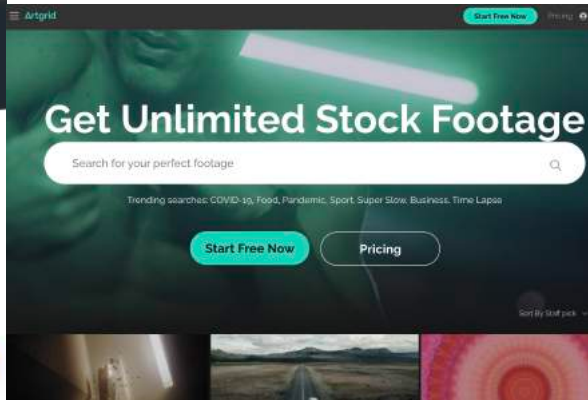
IDEAS: Referral (share with a friend) discounts, private trainings, pre-launch specials, behind the scenes

My Favourite Content Creation Tools

Videos

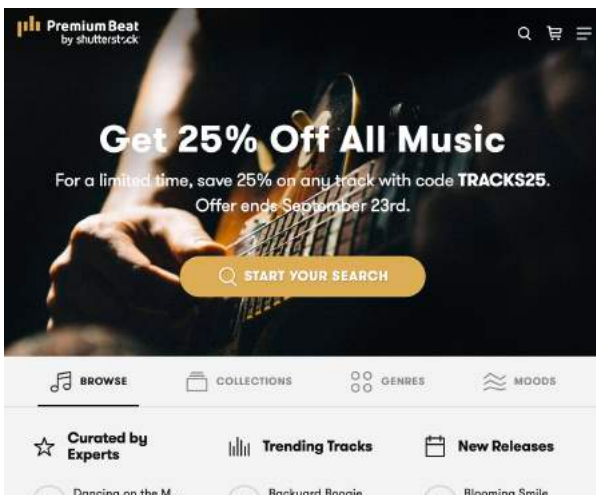


storyblocks.com

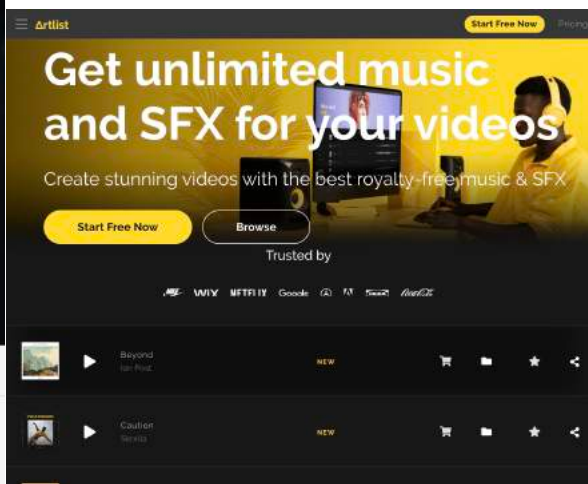


artgrid.io

Music

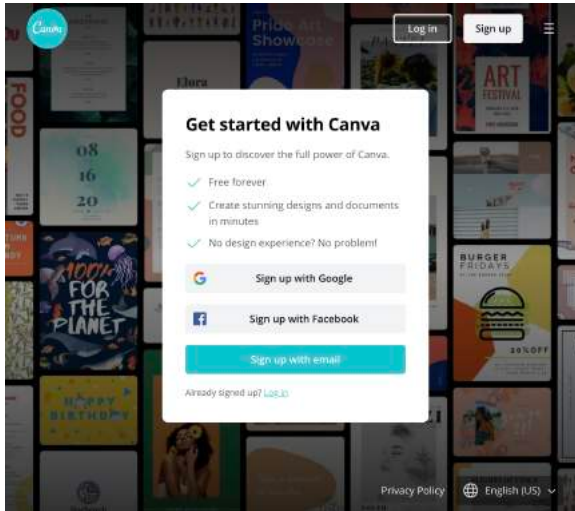


premiumbeat.com

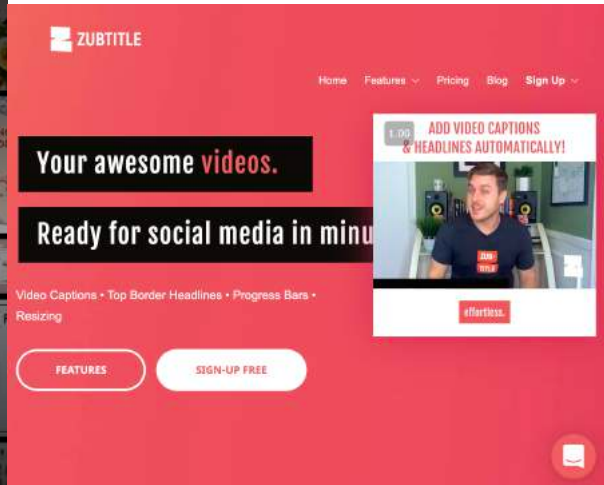


artlist.io

Graphics and Captions



canva.com



zsubtitle.com

Content Creation Apps



Ripl

Layer animated templates on top of photos



Videoshop

Combine photos and videos, experiment with stop-motion, resize and edit videos



Unfold

Create stories with multiple photos



Mojo*

Create stories from video templates



Adobe Spark Post

Transform photos with design and animation templates



Adobe Photoshop Mix

Cut and combine images



Quik

Animate your photos to music



Plotaverse

Add motion to still images