| **FUNNEL STAGE** | **OBJECTIVE** | **ACTIVITY/CONTENT IDEAS** | **MIN. BUDGET** | **PLATFORM** | **COMMENTS/NOTES** |
| --- | --- | --- | --- | --- | --- |
| **AWARENESS** | Engagement and video views | Advertise company posts to reach and engage target audience. | $50/month | LinkedIn, Twitter, Facebook (100% cold traffic) | Can skip if the budget is tight. |
| Generate customer testimonials, product/service reviews, how-to videos, behind-the-scenes glimpses, and case studies. | $50/month | Monitor clicks and dwell time. Retarget viewers later in the funnel.  Can skip if the budget is tight. |
| Link Clicks | Create and promote quizzes, polls, contests, and giveaways. | $100/month | Can skip if the budget is tight or if not applicable. |
| Traffic | Advertise blog articles, product/service pages, and specific landing pages. | $200/month | Also Google Search | Capture contact info with blog comments section or “learn more” buttons on landing pages. |
| **CONSIDERATION** | Micro-conversions  (traffic or lead campaigns) | Run lead-generation campaigns with easy-to-consume content (short ebooks or webinars). The objective is to capture contact info to engage later. | $400/month | LinkedIn, Google, Facebook, Twitter Google Ad Extensions, email, phone (50% cold, 50% warm) | Guides, analyses, reviews, cost calculators, predictions, templates, whitepapers, lists, or discounts. |
| Free or on-demand webinars or workshops | May require more commitment from users. |
| Podcast or channel subscriptions | Low cost and easy to track data. |
| Chat or Messenger connections | Easy way for prospects to ask questions. |
| Free trials, no credit card required |  |
| Free consultations | Try to schedule at least one call with prospects. |
| Requests for quotes or more information |  |
| Detailed product comparisons |  |
| Product demos |  |
| **Conversion** | Purchase | Low-risk front-end offer, like a free trial or 30-day guarantee | $300/month  (this will be your smallest audience) | Google, LinkedIn, Facebook, Twitter, email, chat, phone (100% of all site visitors) | Smaller product/service package can give customers an idea of your products/services. |
| Free gift with the first purchase | Temporary access to exclusive content or samples of other products. |
| Limited-time discount |  |
| One-on-one call to answer specific questions |  |
| Partial payments | Payment plans can be challenging, so save this option for your most expensive offerings. |