SHIPSTARTER
SALES CONTENT FUNNEL

SALES STAGE/ USE	Prospect's Perspective	Your Perspective	Content Assets to Create	Goal of Assets
Cold Prospecting	I am unaware or unconvinced of the value of what YOU are selling. Why should I care? I am not ready to be sold to yet.	YOU need to show the value of what YOU do - create urgency to learn more and communciate the opportunity the prospect is missing.	Consistent release of blog posts on topics related to the prospect's daily problems and challenges. What expertise do YOU have that they need? Distribute content through social sharing, email campaigns, high-quality newsletter.	Create fear and confusion in the prospect's mind. Overwhelm them, so they think they're being taken advantage of a little bit. And, they need help... enough so they reach out to YOU to learn more.
Aware/ Evaluating Options	I understand what YOU sell, but how does it compare to competitors? How are YOU better or different? Do YOU really understand MY business?	Prove YOU are the best choice - leverage case studies and other social proof. Make the customers aware of the possibilities beyond obvious things like saving money. Help them see the long-term benefits and think strategically about YOUR solution.	Offer content with more information on the quantifiable and technical benefits of your solution. Subtley mention what's special about YOUR company to establish some differentiation from competitors, but don't be too "salesy".	Inspire them to take action, create FOMO (Fear Of Missing Out). Paint a picture of what's possible for the prospect. Set up a Demo or Meeting.
Lead Generation	Is it worth MY time to learn more? Why YOU?	The mission here is to secure a demo or meeting. YOU need to create enough urgency for the prospect to take action and talk to YOU.	Actual customer case studies that are industry specific so the prospect can envision themselves benefiting from YOUR solution. Develop landing pages that clearly illustrate the problems YOUR solution fixes and all the benefits.	Set up Demo or Meeting. Establish how YOU are better and different than the competition.
Demo/ Meeting Alternative	Okay, I've heard YOUR marketing pitch, but do I feel it's worth more discussion or taking action to further evaluate? I am not sure, YOU'LL have to convince me.	Convince the prospect they need YOUR solution and YOU are the one to provide it. Make sure the proper stakeholders are engaged and YOU have their buy-in.	Sales Presentation "webinar style" for on-demand use.	Get the prospect to speak to YOUR salesperson asap.
Demo or Meeting Follow up	Okay, I get what YOU do and offer. BUT, are the benefits of YOUR solution worth the cost? Is the disruption and change of implementing it too great for ME?	Create urgency to take action with the correct people at the organization. They need to feel they're missing out and making a mistake by NOT moving forward ASAP.	Whitepapers and case studies sales can use that show the prospect they have to have what YOU sell.	Close the deal.
Post Sale: Retention	Am I getting value from YOUR service and is it worth continuing the relationship? Can I get more from a competitor?	YOU know competitors are calling on all of your customers. YOU need to make sure it never occurs to them to take their calls.	Regular updates (such as a monthly "touch-base" email, or performance reporting), that provide value to the customer. Customers appreciate high-quality content that both reinforces YOUR value as well as educates the customer in other helpful ways.	Keep the customer.
Post Sale: Cross-selling	Do I trust YOU enough to help with other services?	Upselling and cross-selling existing customers is often the "easiest" path to revenue growth. Maximizing the life-time value of YOUR current customers should be a prioroty.	Case studies showing how customers, like those you are targeting, have benefitted from a solution you sell and how they have gained additional benefits through trusting YOU with others.	Upsell/ cross-sell the customer on other services YOU offer.