

Content Funnel Mapping Checklist

For more effective content marketing, map your asset types to the funnel stage and connect one to another to advance your prospects forward.

TOFU – Top of Funnel – Usually not gated

Use BrightEdge to identify topics with query demand to build traffic

1. PR, Advertorial, Topical advisory
2. Web pages, Blog posts
3. Social media posts
4. Explainer video
5. Infographics
6. Case studies
7. Outbound calling

MOFU – Middle of Funnel – Often requires registration

Use BrightEdge to analyze competitor pages and content

1. Newsletters
2. Marketing automation
3. Research reports
4. Interactive quizzes and surveys
5. White papers
6. Checklists
7. Product videos
8. Reviews
9. Account-based marketing
10. Display retargeting

BOFU – Bottom of Funnel

Use BrightEdge for dashboards to report end-to-end results

1. Webinars
2. Reviews/References/Testimonials
3. Sales demo of product
4. Sales presentation
5. Offers, Discounts
6. Decision calculators
7. In-person events

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.