

Increase Conversions at Each Stage of the Sales Funnel with Powerful Content

Buying today is a more self-directed approach for today's consumers. They prefer to do their own research, move at their own pace along the buyer journey, and buy when they are ready.

Brands are adapting to this trend by providing valuable, personalized content in a way that helps buyers progress through different stages of the sales funnel.

That's why we've created a list of questions to ask yourself while you ideate content for each stage of the funnel.

Tip: Use our [10 Proven Content Ideation Techniques Expert Marketers Use](#) and turn your answers into content ideas!

To get started:



Grab a notebook or open a Google Doc or Microsoft Word document.



Answer the questions below.

**Let's
dive in!**





Top-of-Funnel Content Ideation

Make your initial contact with a new potential customer or lead by providing them with content that introduces your brand, your industry, or the idea that a solution exists. This content category may even require you to point out a problem, provided they haven't encountered it before.



Ideation Questions for Blog Posts:

- What do you want potential customers to know about your product or service?
- What solution do you have to offer? How can you best explain it in a way that's accessible to everyone?
- What are your competitors known for? If someone searched for them (and ended up on your site), how would they perceive you as different and relevant?
- What notable trends are in your industry are interesting or applicable to the common person? How can you turn that into a list or topical guide that will inform them?
- What keywords are you already gaining traffic for? How can you create content around those questions to position your brand authority?
- What keywords do you want to see traffic for? What keywords should you rank for? Are there any content gaps?
- What is the purpose of your brand, product, or service?



Ideation Questions for eBooks:

- What industry tips or tricks do you have to share with your readers?
- How can you encourage potential customers to continue researching a topic using eBook content?
- What eBooks have your competitors created? What enhancements can be include to make yours the best, most updated, or most authoritative on the topic?
- Is there a common "how to" answer that isn't easily covered in a single blog post? Would this topic make a good guide or manual that you can market as an eBook?
- Do you have an existing series of related blog posts that you can stitch together and update for an insightful, content-packed eBook?



Ideation Questions for Emails and Newsletters:

- What would you want people to know about your brand right now? How can you tease the content into an email with a CTA for more information?
- What new offers or news updates apply to those just learning about your brand?
- How can you use the email experience to set proper expectations for your brand tone, style, offerings, and customer service experience?
- In your first email, how can you remind people why they are receiving these emails and what they will miss if they unsubscribe?



Content at this stage provides potential buyers with information about products or services or a solution to their problems. Potential buyers form their first impression of the content at this stage.

Middle-of-Funnel Content Ideation

Now that your customer has passed the awareness stage and is moving into the consideration stage, it's time to show them how your product or service can help or why you're different. If you have a large competitive landscape, it's a good time to see what the other brands are doing and do them better.



Ideation Questions for White Papers:

- Do you have a new product or service that's difficult to explain in a short-form piece of content?
- Have you commissioned studies, reports, or other data-backed articles that would help support a future whitepaper?
- Do you have a recent history of upward successes that are easily documented through numbers or stats?
- Is your ideal client someone in the sciences, trades, technology, or an industry where outside expertise is valued?



Ideation Questions for Case Studies:

- What clients can you ask to interview for a case study? What incentives can you provide to motivate them?
- How have other companies in your industry used case studies?
- What objections do you hear from those who decline your offerings? Is this something you can answer through client testimonies?



Ideation Questions for Social Media:

- What social channels are you using? Do you have an established voice that you can build upon?
- What thought leadership pieces can you syndicate to other places, like LinkedIn, Medium, or Substack?
- What are other companies in your industry using? For example, if a brand markets to Millennials and is on Snapchat, do you need to be there, too?
- Do you have existing relationships with any influencers using channels?
- How does your target market use social media today? Where are they primarily located?



Ideation Questions for Email Nurture Sequences

- Do prospects generally perform a particular action before becoming a customer, such as requesting specific information or learning about a new offering?
- Do you have data on your customers you can use to trigger email actions? If not, what can you do to collect that data?
- Is your ideal customer base using email over other communication methods, such as social media or online chat?

Now that your customer has passed the awareness stage and is moving into the consideration stage, it's time to show them how your product or service can help or why you're different. If you have a large competitive landscape, it's a good time to see what the other brands are doing and do them better.



Bottom-of-Funnel Content Ideation

Content at the bottom of the funnel is detailed, technical, or brand-aligned. It may work best to have internal stakeholders at least be part of the planning process, even if you do outsource much of the written word.



Content Ideas Include:

- **Product Demos** - Demonstrations take the mystery out of how things work, giving customers confidence in what they are buying.
- **Webinars** - Webinars at this level of the funnel should be presented as if the attendees are all serious buyers.
- **Emails** - Emails at this stage should be precise, targeted, and include links and embeds to other items on this list.
- **Free Trials** - Free trials are tempting because they offer customers to see under the hood without a long-term financial commitment.
- **ROI Calculators** - Calculators are an easy win to get customers more interest in a bottom line than anything else.
- **Pricing Sheets** - Pricing sheets don't need to have exact prices, a general guide will do.
- **FAQs** - FAQs answer common questions that decision-makers at this place in the journey are likely to have.

Finally, you've hooked a buyer who is either about to convert or has already converted. The goal at this point is to get the buyer to take action. The persuasive writing you employ here will make a difference. Ensure you are writing with a conversion mindset.



Create, Publish, Promote, and Convert

A successful content production cycle begins with ideation. It takes research, time, and understanding of a target audience's needs to produce the content they want.

By identifying different needs at various marketing funnel stages, you will be able to achieve higher rankings on search engine leaderboards and get leads to the right place. As a result, you can generate and convert high-quality leads into customers and brand advocates.

Need help maximizing your potential conversions?

Our freelance network consists of 4,000+ vetted writers in 200+ business categories, so you get the talent you need to create the content you want, all managed by ClearVoice.

Talk with a Content Specialist:

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