

CONTENT MARKETING THROUGH
THE SALES FUNNEL STAGES

A jump-starter kit for your content marketing strategy.

*Boosting your revenue growth through
digital marketing strategies & execution.*





Digital marketing mastery.

Our Digital Marketing Mastery content is an initiative to share our knowledge and enable you to gain more traction with your customers. We know that the demand for expert digital marketing skills is growing and businesses like yours, need to ensure that they can keep up with the challenging pace that marketing technology poses.

The team at Engagement Factory are here to share with you our expertise gathered over years of experience on concepts such as email marketing, always-on campaigns and content marketing to take your digital marketing to the next level. With content ranging from detailed guides and formulas to 2-minute-tip videos designed to get results immediately, you're sure to find something useful for you. Each expert from Engagement Factory offers a range of insights, hints, methods and techniques that have been tried and tested. Large and small organisations across industries, countries, cultures and the world have found success with the approach and methods we're about to share with you.

So dive in, have fun and get started. A world of opportunity awaits you.

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CHAPTER 1

Content marketing within today's Marketing funnel.

Serving the right content.

Our customers, leads and audience members expect relevant and valuable content from us which feels natural and organic, not disruptive.

By honing in on effective content marketing you can achieve this goal, which in the process will boost conversion, improve brand awareness and lead to increased revenue. It all starts with **knowing your target audience**, being able to answer the questions they have at each stage of the buyer's journey. If you haven't created a buyer persona, then we highly recommend you first look into our [Buyer Persona Workook](#).

In order to not disrupt your audience it should feel natural. Having a narrative or telling a story that feels authentic, engaging and tailored to your audience is key to achieving success. Inbound marketing is a good example of being the least disruptive.

Next to knowing your target audience, it is just as important you understand the stages of today's marketing funnel. Knowing which channels and content are best to use at each stage will enable you to create best in class campaigns. But before we look into creating a **content map** – used to create these impactful campaigns – let's first dive into today's marketing funnel.



The old marketing funnel is dead.

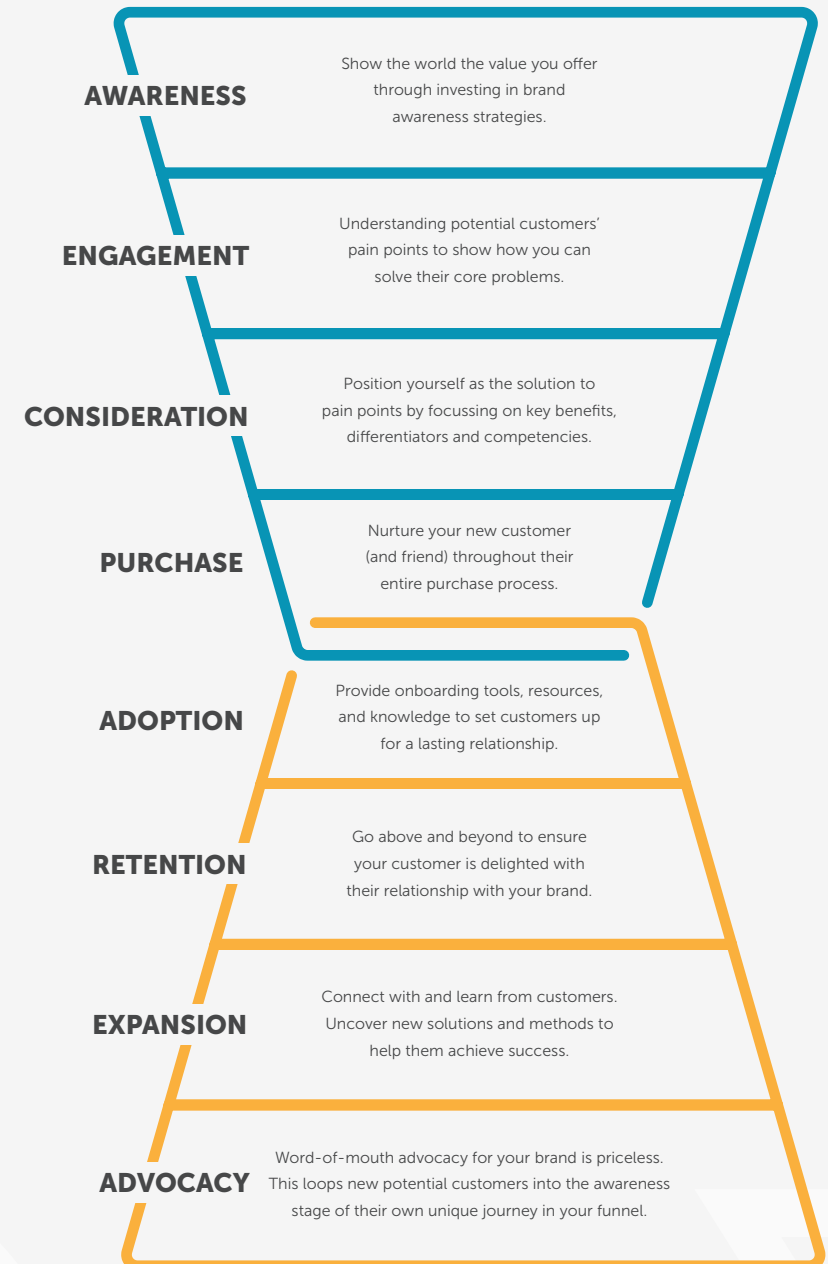
Marketing has always been about driving growth. And the formula for how to drive growth in today's market has changed. Buying patterns are no longer linear in nature. Digital technology and mobile devices have put people in control. We all now expect an immediate answer in the moments we want to know, go, do and buy. And all of these intent-rich moments are creating journey shapes as unique as each of us. In many ways, intent is redefining the marketing funnel.

Today's marketing funnel is an infinite loop.

People are making decisions at every step of the journey: beginning (top of funnel), middle (middle of funnel) and end (bottom of funnel). A lead in the top of funnel stage might be two clicks away from making a purchase.

Leads inform themselves, through reviews and content, since they can now gather knowledge on their own terms. The result, they enter the marketing funnel at different times and via different channels. For this reason, marketing in the new funnel must be personalised and omnichannel. After all, that's how people nowadays expect to interact with your brand.

And their journey doesn't end after the purchase. The modern funnel creates a "loop" between the pre-purchase and post-purchase stages. The modern marketing funnel shows it's important to **take a holistic approach** into account for **the entire customer lifecycle**.



CHAPTER 2

Content mapping; which content works at each stage?

Ensure alignment between marketing and sales.

The new marketing funnel's focus is on advertising a product or service, to give leads a reason to buy. The sales funnel aims to convert those leads into actual buyers, with the aim of repeatable sales.

To successfully lead customers through all stages of the marketing funnel, we as marketers need to know where a customer is within the cycle and provide them with relevant content to stay engaged. At the same time the content should also support sales in reaching their goal; turn prospective buyers into paying customers. To achieve this the marketing content strategy should be aligned with the sales funnel content strategy.

This is the reason why we prefer to map content towards the three sales funnel stages, so you know sales can follow-up when leads move through the funnel.

- Top of the Funnel (TOFU)
- Middle of the Funnel (MOFU)
- Bottom of the Funnel (BOFU)



An introduction to the sales funnel stages.

And how they combine with the marketing funnel stages.

TOFU

Demand generation



Stage(s): Awareness > Engagement

Objective: Generate known contacts

Content types:

- Videos
- Animations
- Blogs
- Infographics
- Social media
- Tip sheets
- Advertising

MOFU

Lead management



Stage(s): Engagement > Consideration

Objective: Nurture interest to active leads

Content types:

- Campaign landing pages
- E-books
- Whitepapers
- Webinars
- Newsletters
- Tutorials
- Advertising

BOFU

Sales enablement



Stage(s): Consideration > Purchase

Objective: Generate Sales Qualified Leads

Content types:

- Campaign landing pages
- Demo or trials
- Customer Success Stories
- Testimonials (video)
- ROI calculator
- Assessments
- Advertising



Top of the funnel content.

Inbound marketing should fuel your funnel and show the world the added value your brand brings. The content is focussed on brand awareness and gathering an audience.

At the top of the funnel (TOFU), we want to attract a much larger base of an audience with potential leads. The content goal here is to educate a specific query, need or requirement they are looking to get addressed. Meaning the content should address high-level topics, provide a great deal of upfront value, without a direct sales tie-in and at best be free.

Goals and tips:

- Establish trustworthiness
- Increase traffic
- Engage and educate
- Gather opt-ins
- Buyer-centric
- Visual design
- Snackable content

Campaign types:

- Thought leadership
- Awareness
- Acquisition
- Social media
- Paid advertising

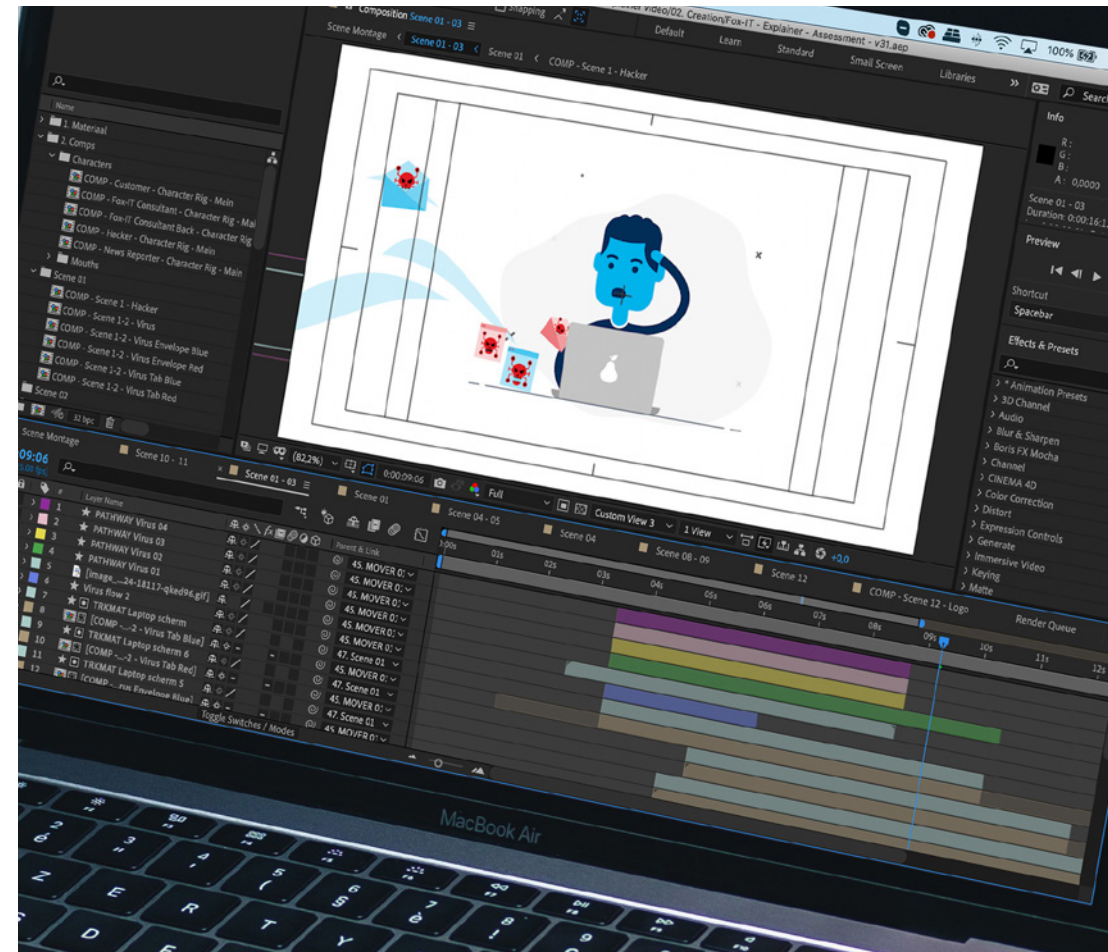
Content types that work well:

- Videos
- Animations
- Blogs
- Infographics
- Social media
- Tip sheets
- Advertising



Videos.

Video content can help raise the heat on your marketing funnel. We all know that content marketing is about creating valuable content tailored to your audience. It should attract, engage, and convert your potential customers. Basically, it should encourage them to move down the funnel. With video, you can get your brand across through visuals, colour, sound and storytelling, in ways that would be more difficult for other mediums.



Animations.

Your animated video-content should be focused solely on the customer's needs and problem solutions. At this stage, it is better to take an educational approach. It is not the time for "salesy" and "promotional" videos. It is time to engage the audience, make people interested in what you offer, and turn them into potential buyers. Your primary objective is to deliver people relevant information to contribute to their research.



Blogs.

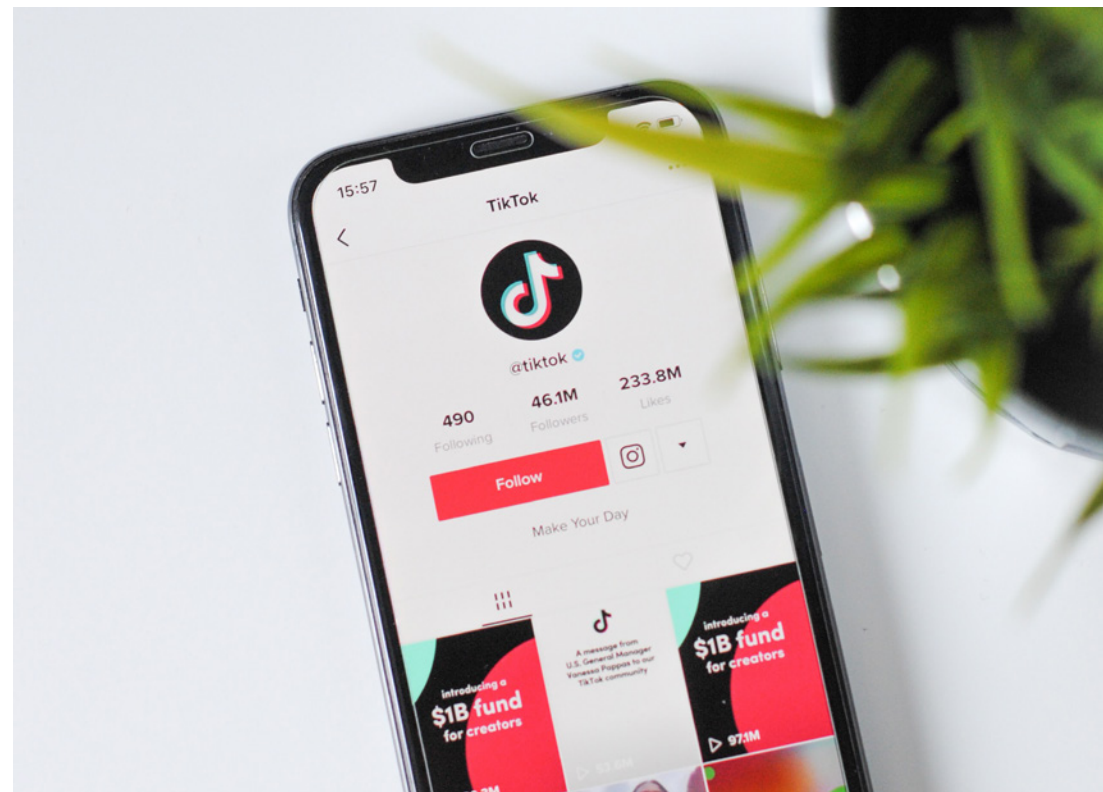
Think of your blog as a Lead Magnet. It's not a place where people come to directly buy from you, but it is a place where they come to learn about you, preview what you have to offer and decide whether or not to engage with you further. Many companies treat their blog as a repository for content rather than as the valuable lead generation tool it really is. People who visit your blog represent a captive audience who are interested in what you have to say. And that means they're ripe for conversion.

This type of content is informative without being pushy and can usually be found with a simple Google search. Remember if you use SEO you will get your website ranked higher and therefore make it easier to access your content. In some cases, a blog strategy can be difficult, you can create loads of topic ideas by making a list of the questions and concerns that your potential customers might have before making a purchase. Use your persona research to help you create these problem-solving articles!

Infographics.

Not only are infographics visually appealing and fun to look at, they're also an extremely effective marketing tool. They take the factual connection to data and marry it with the design aspects of graphics. People love information—especially statistics, numbers, and figures. Infographics are perfect for compiling a lot of data into one easy-to-follow format that's both nice to look at and persuasive. Not only will your audience appreciate the flawless format of your information, they'll also find your information more credible and compelling.

What makes the information more compelling is its ability to be understood. Infographics are excellent at helping people easily digest the data. What that means is your visual representation helps them quickly get the insights they need, which adds a ton of value to your content.



Social media.

Every piece of content you create is an opportunity to bring a new lead closer to a sale or to inspire an existing customer to take action. Content synergy is the most important element here. The beauty of social media is that you can win over customers of all shapes and sizes. People who've never heard from you before? Those people who just need a little "push" to become long-term buyers? That said, reeling in customers through social media means you can't take a one-size-fits-all approach to advertising. Instead, you need to create content and ads that speak to individuals regardless of where they stand with your business. You need a comprehensive social media marketing funnel to become truly successful.



Tip sheets.

Simple and effective marketing communications work best. An often-overlooked element is a tip sheet, which most probably could become the hardest working piece of content in your digital toolbox. Prospects and customers like them because they offer helpful information in an easy-to-digest format. They make great “bait” for lead generation, and because they are easy to create and inexpensive to produce. Journalists and bloggers love tip sheets because they can be used ready-made. Social media channels raise stories like “Top 10 ways to....” Or “Fun Facts about...” Prospects will read the tip sheet you write today for years to come, which makes it an ultimate evergreen with an almost limitless shelf life.



Advertising (TOFU).

Top of funnel advertising is vital to sustainable growth and avoiding stagnation. After all, you can't get more customers if they aren't aware of your company, product, or service. Upper funnel advertising refers to messaging that reaches users before they are aware of your brand, product or service. Example formats include video, display, and sponsored content. When done right, targeted advertising to build awareness will put you in front of ideal customers before they start looking for competing services, letting you emerge as the top choice. Top of funnel advertising should be a blend of reach and quality. The perfect placement will position your brand in front of the largest possible portion of your prospects.

Examples include but not limited to:

- Display Advertising
- Video Advertising
- YouTube
- Banner Advertising
- Google Adwords



Middle of the funnel content.

It is the most difficult phase, that should energize your funnel. As you continue to educate your leads and audience, you also position your company as “the solution” to their needs and challenges.

In the middle of the funnel (MOFU), you start to introduce your audience to your products or services. In this phase the leads perform a lot of research and consume in-depth informational content. During this stage you need to further develop the relationship. Answer their “how?” questions and remove boundaries that could lead to abandonment of your brand.

Goals and tips:

- Informative content
- Product / service comparisons
- In-depth knowledge transfer
- Webinars or events.

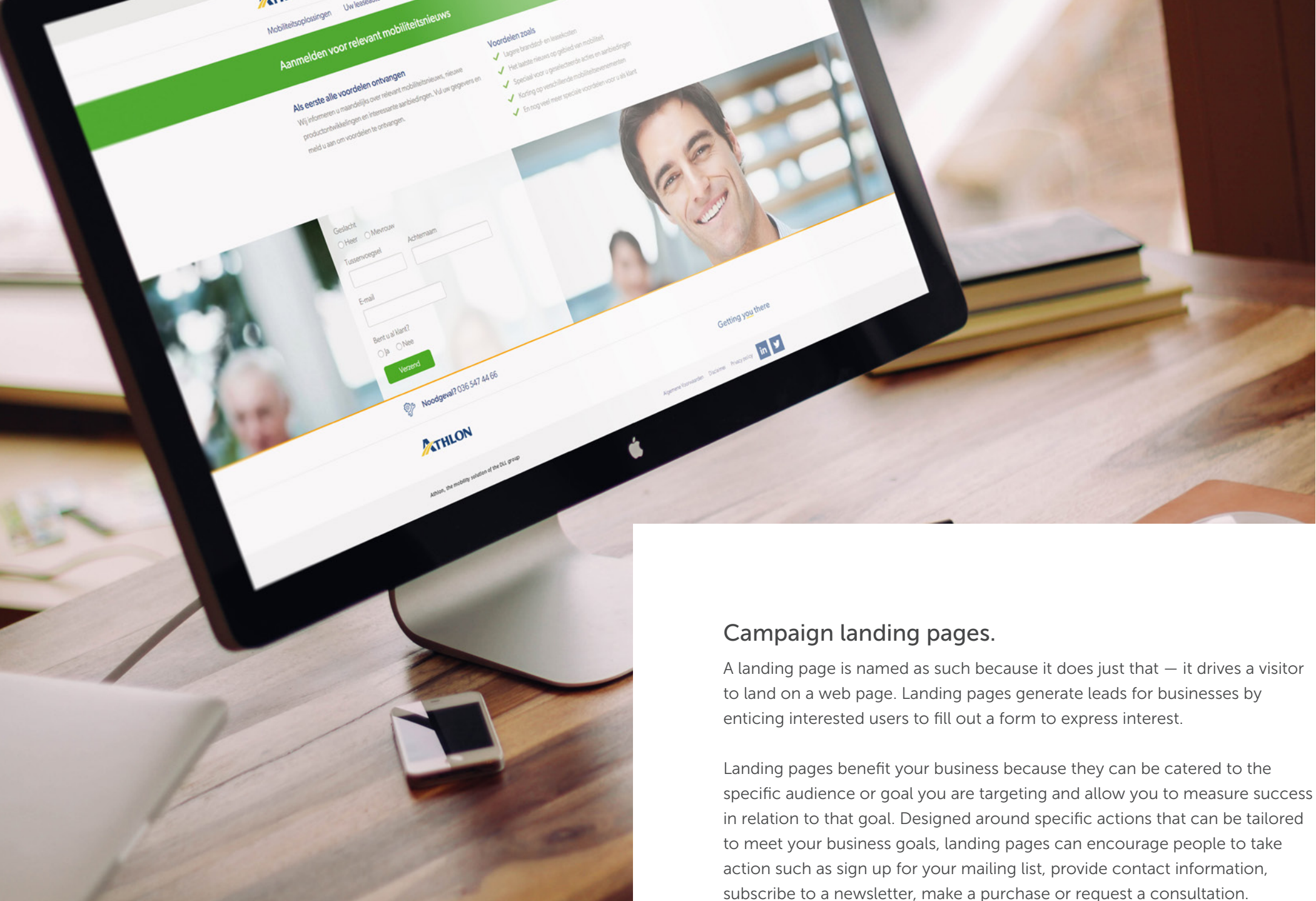
Campaign types:

- Automated / triggered
- Product specific
- Paid advertising

Content types that work well:

- Campaign landing pages
- E-books
- Whitepapers
- Webinars
- Newsletters
- Tutorials
- Advertising





Campaign landing pages.

A landing page is named as such because it does just that — it drives a visitor to land on a web page. Landing pages generate leads for businesses by enticing interested users to fill out a form to express interest.

Landing pages benefit your business because they can be catered to the specific audience or goal you are targeting and allow you to measure success in relation to that goal. Designed around specific actions that can be tailored to meet your business goals, landing pages can encourage people to take action such as sign up for your mailing list, provide contact information, subscribe to a newsletter, make a purchase or request a consultation.

E-books.

E-books can provide your business a means to attract informed potential customers or also educating prospects about your products or services. Because of its educational basis, e-books serve an important purpose in the online world as a middle of funnel tactic. An e-book can be easily accessed from virtually any device that is connected to the internet. Smartphones, tablets, e-readers as well as laptops and desktops can access an e-book.

It's Reusable – without a complete re-write, you can leverage your e-book in multiple channels such as social media, industry events and your web site. You can also send your e-book to your email subscribers once a year, making only minor revisions where needed.

It's Printable – if you desire to have a print version of your e-book the effort is relatively simple.

It's Interactive – with an e-book online you can request readers to provide their comments and feedback. This is a cool marketing tactic that lets you respond more personally to those who could be converted to customers.





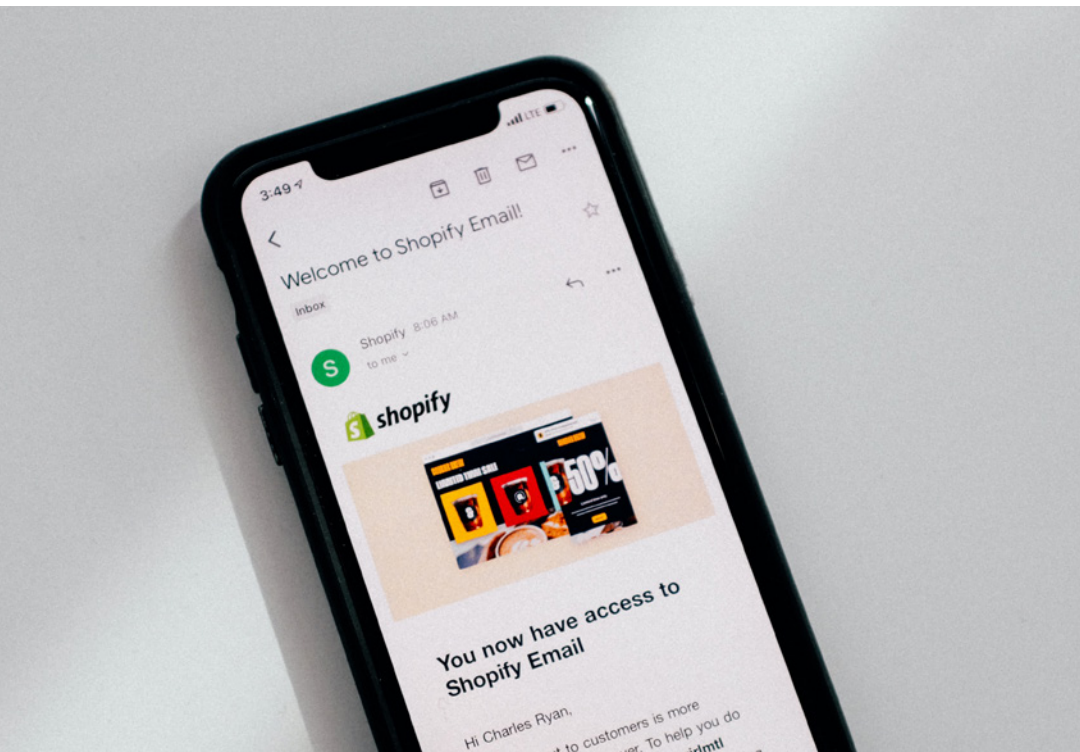
Whitepapers.

In a social media-driven world where LinkedIn, Twitter and Instagram posts are the social currency, B2B whitepapers can seem like a marketing strategy of the past or perceived as a “bit boring” but this is not the case! Whitepapers are a powerful form of content and are perceived by customers and prospects as educational and trustworthy. The goal of a white paper is to inform and persuade with evidence, so it is not a sales pitch and, though the lines can get blurred, white papers are also not e-books. Generally, white papers are extremely detailed, ranging from a few pages to hundreds of pages. They show a high degree of expertise, are well researched and are backed by a lot of data. Your white papers can only be as good as the problem they solve.

Webinars.

The best part about webinars is that they’re an opportunity for people to get to know you. In return, you should focus on building trust and educating your audience. If you give them highly valuable free info and advice that could change their lives (or at least their businesses), they’ll start to wonder what your paid products are like, and they’ll be much more likely to buy. Whenever you run a webinar, there are bound to be people who will miss the airtime. That’s okay. Just about every webinar tool out there lets you capture a live webinar and then replay it as if it were a live webinar (but this time it’s recorded). It captures everything from the chat to the Q&A session at the end. Obviously, when you run prerecorded webinars, you should let people know that they’re watching a recording. As long as you are clear about that, they’re usually okay with it.





Newsletters.

The power of email marketing has been put to the side when various digital communication channels entered the game, such as social media marketing and SEO. But email is still widely used, and many adults go online to check their emails rather than visit social media sites or shop online.

Email marketing never stopped gaining momentum as a way of promoting businesses. Email advertising newsletters can help you build loyalty and awareness to your business while increasing your bottom line, because email marketing is one of the only channels that consumers ask to receive. This allows for much higher conversion rates as a business is only targeting those who already have an interest in their brand.

Tutorials.

Simply put, tutorials are super easy to find. All you have to do is search for keywords online, and you should be able to find a video that meets your needs within minutes. Video tutorials can be long or short, but they're typically short so that you can find specific pieces of information very easily. As a content medium that aims to inform and teach, it is an ideal communication channel for middle of funnel engagement in which you can build a relationship with your prospect by showcasing your expertise.





Advertising (MOFU).

For mid funnel advertising you'll want to make sure that your call to action is the focus and that the offer is featured in the ad. The ad could include a white paper or other low friction mid funnel content offer. The landing page for the ad should have a mix of gated (requiring free registration or signup) and ungated (no signup) content. Here in the middle of your sales funnel, you've gained people's interest and got them to come this far. They're curious and hoping you give them what they crave—further validation that the topic you've raised.

You want to take the opportunity during this educational phase to feed your audience's curiosity and, more importantly, provide value to the viewer by reinforcing why they might be an ideal customer. Deliver information plus entertainment. Start to talk about how to solve the problem. Feed their curiosity but leave the hard sell for the third and final stage.



Bottom of the funnel content.

This is where your funnel ignites, you actually start to sell products and services. During this phase leads are figuring out where they want to become a customer and what it takes to do so.

We're at the bottom of the funnel (BOFU), this is where you pull out the last sales strategies such as limited time offers. These last steps is where you nurture your new customers throughout the entire purchase process. Again ensuring there are no boundaries which could lead to abandonment during these final steps into becoming an actual buyer.

Goals and tips:

- Show credibility
- Remove purchase boundaries
- Explain the purchase process
- Customer success stories

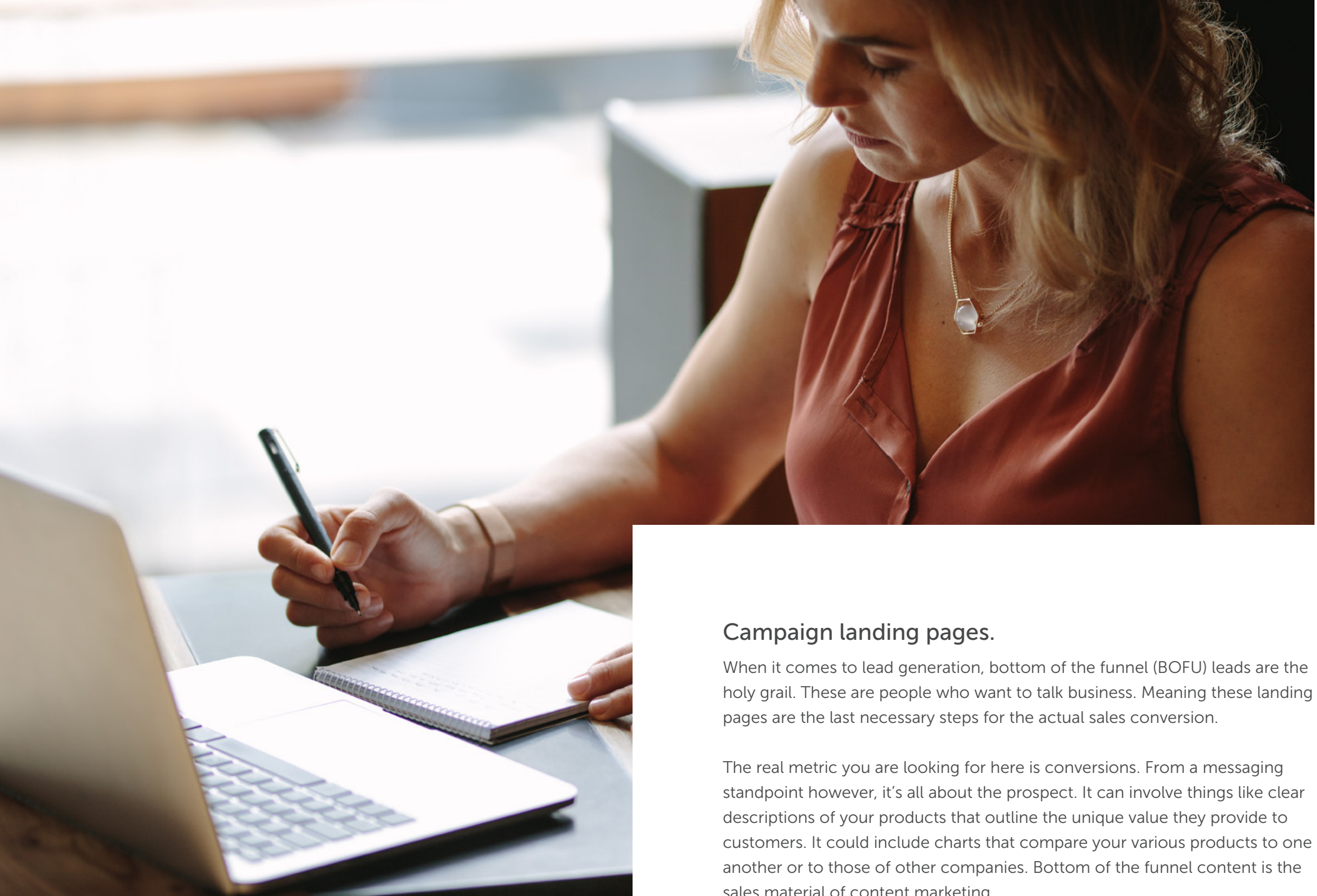
Campaign types:

- Promotional
- Cross-sell / upsell
- Sales accelerator
- Re-targeting
- Paid advertising

Content types that work well:

- Campaign landing pages
- Demo or trials
- Customer Success Stories
- Testimonials (video)
- ROI calculator
- Assessments
- Advertising





Campaign landing pages.

When it comes to lead generation, bottom of the funnel (BOFU) leads are the holy grail. These are people who want to talk business. Meaning these landing pages are the last necessary steps for the actual sales conversion.

The real metric you are looking for here is conversions. From a messaging standpoint however, it's all about the prospect. It can involve things like clear descriptions of your products that outline the unique value they provide to customers. It could include charts that compare your various products to one another or to those of other companies. Bottom of the funnel content is the sales material of content marketing.

Demo or trials.

Remember that viewers who've stayed with you to the bottom of the sales funnel are already seriously considering you! You've captured their attention with your top and middle sales funnel videos, so you can take a little more time here with the demo/webinar videos. By providing them with a longer format at the end, you're showing them you're here to solve the problem with them, as a partner. Use these types of videos to explain the nuances of what you're offering, from features and sub-features to short- and long-term benefits and even answers to questions or concerns you haven't yet covered. Demos and webinars can also help further convince viewers of your elite place in the industry and demonstrate why you're the right choice.



Customer success stories.

At the bottom-of-the-funnel, you don't want to send just any case study about your product or service. Instead, send case studies that are related to the buyer or to their industry. For example, if they are in healthcare, then send another healthcare-related case study so that the buyer can see the potential benefits. Always include impactful numbers that show a high return-on-investment (ROI) and plenty of product value. Case studies have more credibility than other sales or marketing. Case studies provide testimony of an organisation's prior experience – they prove what you've actually done, not what you might be capable of doing!



ROI calculator.

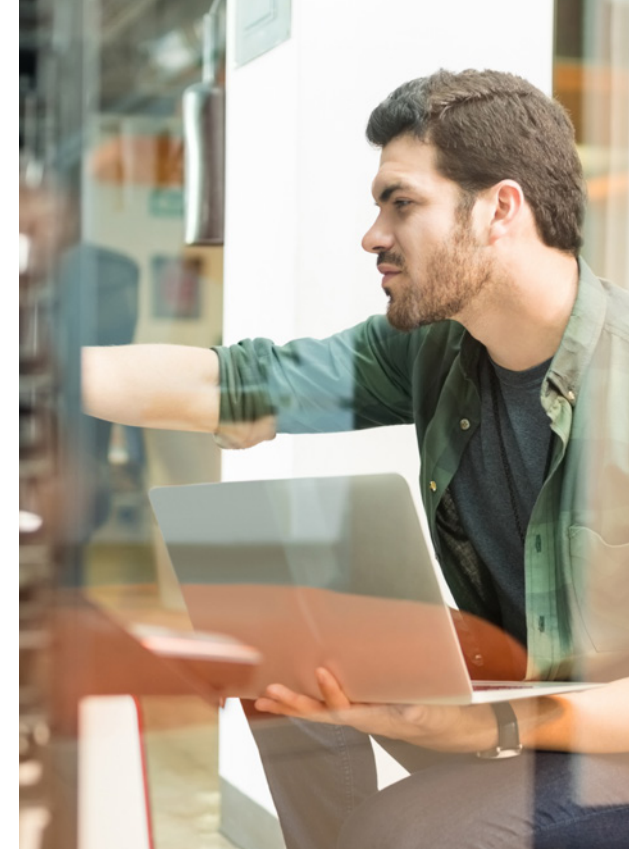
With calculations, you can show your prospects what works and what doesn't by presenting them with a logical method to reach that conclusion. As an example, some numbers-oriented executives consider marketing and advertising to be a kind of black pit they throw money into. They know they need to market, and they know it drives sales, but they think that there is no way to confidently measure the return they are getting on their investment. ROI calculators are a great way to prove the impact of expenditure.



Testimonials (video).

Think of your audience as a collective of people who are looking for a way out of a challenge. Not only do they want to hear about a solution that works, but they want to hear about it from other users who've had success.

At the bottom of your sales funnel, testimonial videos are a terrific way to "show and tell" real-world success stories. Done well, testimonials can be very inspiring and persuasive, and help your audience envision a better lifestyle through use of your product or service.



Assessments.

Assessments facilitate a quick and easy to view access on practical issues the prospect would be facing. These are generally self-help tools, guided by a list of questions that a prospect completes. It provides useful answers to how they are doing, what they can be doing better and what areas require attention. It increases interactivity and provides instantaneous gratification. Best of all, it provides insight into your prospects real pain points. This guides and facilitates discussion points that can be used later for future personalized conversations.



Advertising (BOFU).

The TOFU and MOFU stages of the sales funnel were all about creating and stoking the relationship with a new audience. Here, in the final funnel space, it's your time to shine. Take all the pearls of wisdom you've shared in the first two phases' and "bring the message home," as they say. You're not only promoting your company as "the answer" to the problem, you can even take the initiative to get ahead of their doubts before they experience them!

Think through the reasons a person might opt out of moving forward with buying and help them overcome the obstacle by providing key details. Maybe you make their decision easier by showing them what life will be like after they solve the problem, or better yet, giving them helpful information that they can use after they buy.



Time to create a content map.

With your buyer persona in place, renewed knowledge around the marketing and sales funnel and the proper insights into which content works for each stage of the customer journey, it's time to put it all into action.

On the next page you'll find a basic content mapping framework. In this content map you see a basic example of how we promoted this exact 'Content marketing jump-starter guide'. We recommend that you turn this format into a digital document so all of your team can access it.

Filling the content map isn't as hard as it might seem, with the following simple steps you'll be on your way in no time.

Step 1 – start with the TOFU stage (Awareness > engagement) and look at the questions your persona is asking at these stages.

Step 2 – How can you answer the questions of your persona? Select which content type is best suited to answer that question. Decide on the messaging theme and complete the first part of your content map.

Step 3 – Now it's time to think about your key message and which channels or platforms are necessary to promote that message. Verify these with your buyer persona.

Step 4 – Rinse and repeat the steps for each stage of the customer's journey and ensure alignment between the marketing and sales funnel phases.



Example content map.

How we promoted the coffee sessions series around the content marketing topic.

Funnel stage	Buyers stage	Question	Theme	Content concept	Format	Key message	Channels
TOFU	Engagement	What does good content look like?	Strategy	Benefits of developing a content marketing strategy.	Blog	Benefits of developing a content marketing strategy.	Twitter LinkedIn Email Pad Per Click Adv.
–	–	–	–	–	–	–	–
MOFU	Consideration	How can I create relevant content?	Content types	Benefits of developing a content marketing strategy.	Video	7 Quick steps to developing a content marketing strategy.	Twitter LinkedIn Facebook YouTube Email Pad Per Click Adv.
–	–	–	–	–	–	–	–
BOFU	Purchase	What service can I expect?	Content marketing jump-starter kit.	Guide to accelerate the reader in creating a content marketing strategy.	PDF	Jump-start your content marketing with this toolkit	Instagram LinkedIn Facebook Newsletter Pad Per Click Adv.
–	–	–	–	–	–	–	–

CHAPTER 3

Turn your content map into an actual campaign.

Content maps; the foundation for succesful campaigns.

After gathering the content pieces it's time to create a campaign so you're able to deliver the right content to your buyer personas.

It is incredibly important for content to be mapped to customer journey workflows. This allows for growth and alignment with your core KPIs. Otherwise, it is nearly impossible to create a consistent experience that guides consumers from awareness to conversion to life-long advocacy.

The goal is to connect the content across all touchpoints, look at the entire campaign story holistically and look at how consumer actions feed into the big picture. This supports in driving customer actions towards a single business goal.

Let's look at some example campaigns and how they function.





TOFU campaign types.

Understanding your customer who is on the receiving end of your digital communications, ensures they receive the right message at the right stage of their journey.

This right here is the reason you need to focus on specific message development for your top of funnel acquisition campaigns. Your prospect becomes aware of your business and what you offer for the very first time. It might be a Facebook post shared by someone, a Google search, a display ad or something else entirely.

More often than not, this stage is all about getting in front of your customer when they first start looking to understand their problem. Only then, can you start courting them and seducing them into returning to your site and engaging more with your business. Optimizing your top of the funnel marketing can cut your costs dramatically and help you reach the right audiences every time.



Acquisition campaign.

This campaign is a marketing effort to acquire first-time subscribers, usually with a discount, incentive or a bundle of high valued content.

It's typically run over public channels: website, social media channels (Facebook, YouTube, etc.) or emails to registered non-converted users.

Key content features of an acquisition campaign:

- Content is your most powerful acquisition tactic
- A/B test your content, in terms of key words and CTA's
- Keep design helpful and customer-centric
- Worry less about the sophistication
- Give them an offer that is hard to refuse
- Value of the customer must exceed the cost of the acquisition

Figuring out what matters most to your persona's is crucial. Make sure that they're experiencing real value and that they see the value your product or service can bring. This is also about giving them an experience that is emotionally engaging and gets them excited.





MOFU campaign types.

You have amazing content, great quality products or services, you have been successful in attracting new customers towards your business, and you have generated new leads, but it still doesn't seem enough?

Mid-funnel content is persuasive, educational, and targeted. Aimed at people already in your CRM system, mid-funnel content delivers the right content to the right people at the right time, usually with the help of marketing automation technology.

Accordingly, the goal of mid-funnel content is to guide your prospect through the buyer's journey, providing material that will help them evaluate your brand and develop an affinity for it over your competitors.





Nurture campaign.

Nurture campaigns are time-based emails that are sent out to your audience in order to inform them, over time, to motivate them to take some sort of action.

Such a task could be to engage potential customers in the hope of turning them into loyal customers of the brand. The email nurture campaign begins when any particular visitor engages in a specific behavior (such as page visit, form fill, download eBook etc) on your website. This helps in triggering an email that helps in nurturing the relationship with that visitor by providing relevant information.

Nurturing emails also help in guiding potential customers throughout the buying procedure. This allows the focus to not just be on generating potential leads but to also follow up with the leads that have been generated.

Key content features of an email nurture campaign:

- Communicate the USP of your organization
- Give free content to your customers. Refer to examples as cited in the MOFU content sections
- Deliver the right content at the right time
- Don't sell, educate them instead

To wrap things up, there are various benefits that an organization can achieve by employing a successful email nurture campaign. Try using these content features and see the best possible results for yourself.



BOFU campaign types.

The moment of truth. This is mission-critical. You would really rather not get rejected here.

After all, you've already forged a bond or relationship with your lead through excellent MOFU content. Now, your lead is going to look to you for specific information about the products that will solve their problems. One key thing to remember is that even though you are trying to inspire a lead to convert at this stage, BOFU content should not be a direct sales pitch. Your lead still hasn't committed to anything, and you could still scare them away by jumping into things like a pitch too quickly. You still want to prove that you're here to help, not to sell.



Sales accelerator campaign.

Accelerator campaigns are used to move prospects along the buying cycle faster by sending content at the right time.

These campaigns are triggered on prospect activity, like visiting a certain web page, reading a specific email or searching on specific terms to find your website. These campaigns become even more interesting when demographics are used to further segment the campaigns, making sure that the right messages are sent when an accelerator campaign is triggered.

Want to create quality rich email content for your bottom of funnel campaigns? It is a good idea to adhere to these tips:

Key content features of an sales accelerator campaign:

- Include a call to action
- Add a button or link to a demo or sign up for a free trial
- Have relevant use cases available. Show them someone else's success and how you supported other clients reach their goals
- Video, webinar or live videos are a great way to get your lead excited about what you do

BOFU is the narrowest part of the funnel. It is the point of transaction (or conversion). Here we know contacts remaining in the funnel are interested in what we have to offer; we're just trying to convince them to open their wallet.





Time to take action!

It is important to build a strategy that employs the different types of content to make sure you are reaching your leads where they stand. Figure out what draws awareness and attention to your company, prove your worth to make the evaluation process a breeze, and then seal the deal with easy, actionable converting content.

The best part? When you get good a lead nurturing at different stages of the funnel, you will likely generate more leads! Why delay?



We are Engagement Factory, a customer engagement agency to the core. Driven to help our clients transform into a customer-centric business, we do so by combining strategy and insights, fuelled by creativity and technology. By delivering compelling experiences throughout the customer journey, we enable our clients to build long-lasting customer relationships. From our main base in the vibrant heart of Europe's tech hub, the Netherlands, we operate across the globe. Our international team empowers local support, from Sweden to South Africa – and everywhere in between.

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