

# ✓ **CONTENT MARKETING FRAMEWORKS**

- AIDA (Attention, Interest, Desire, and Action)
- PSB (Problem-Solution-Benefit)
- STAR (Situation, Task, Action, Result)
- 4Ps (Product, Price, Place, Promotion)
- PAS (Problem-Agitate-Solution)
- FAB (features-Advantages-Benefits)
- Storytelling
- PASD (Problem-Agitate-Solution-Desire)



*Slide to proceed*



# TRAFFIC VS LEAD

## TRAFFIC



VS

## LEAD



Potential customers have expressed an interest in your product or service **by providing contact information.**



Every user on your website, social sites with engagement only





# LEAD MAGNET

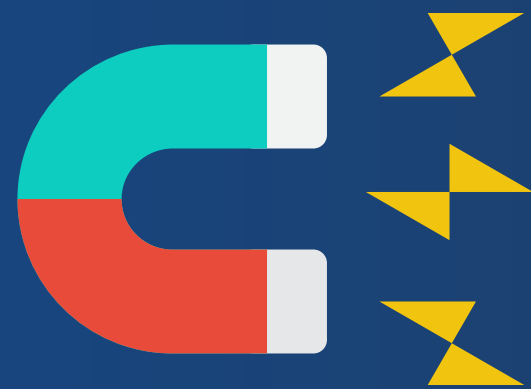


People are offered a free asset or special deal.  
In exchange for their contact information - Become leads





OFFER/ LEAD MAGNET



LANDING PAGE



CUSTOMER DETAILS



LEADS CREATED

PROVIDE OFFERS +

RETARGETED CAMPAIGNS



# ACQUISITION



**Lead magnets** → **Leads**



# ACQUISITION

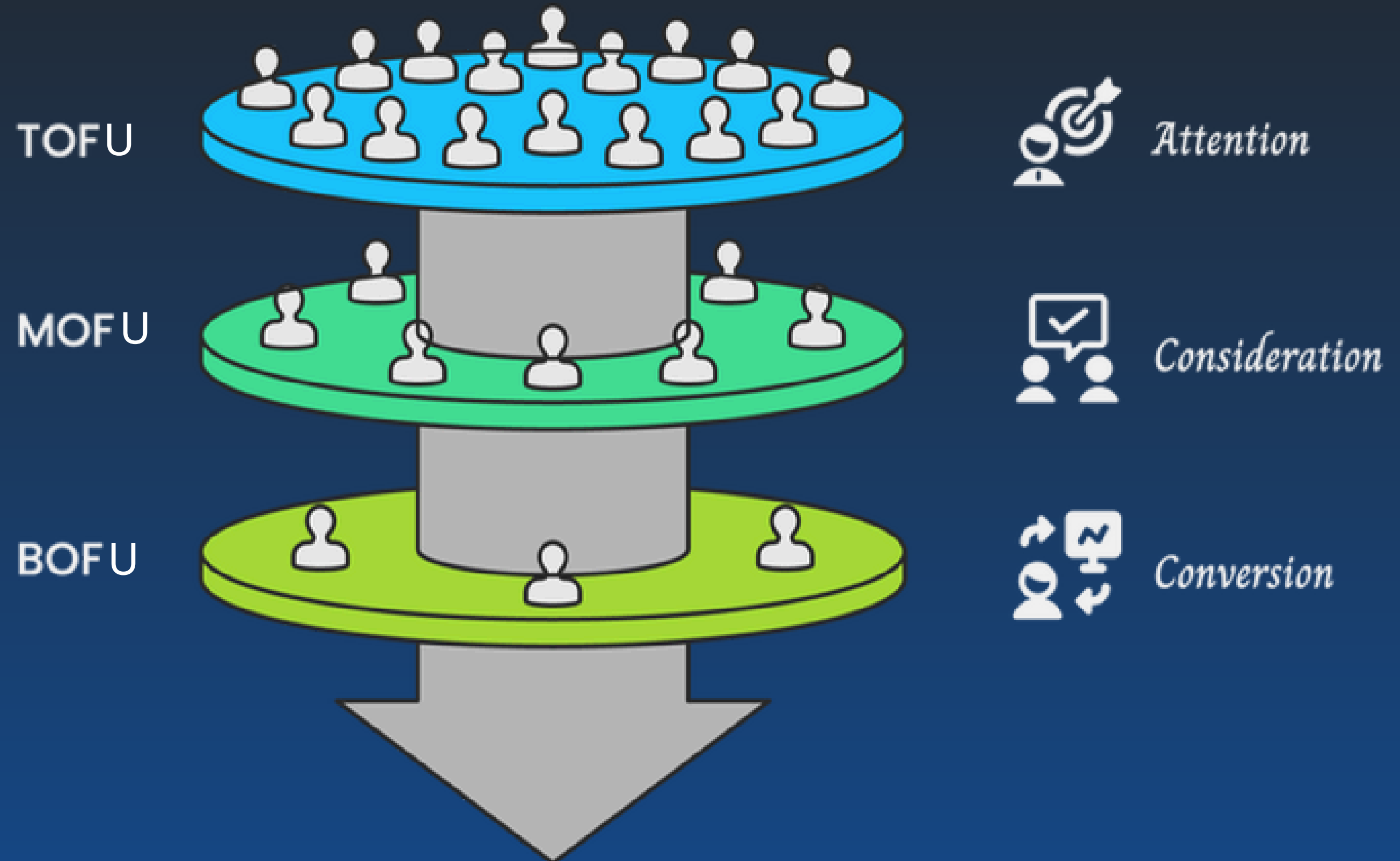
✓ *Lead Magnets*



*Conversion*



# Customer Conversion Funnel



# Customer Conversion Funnel

## 1 Top of the Funnel (TOFU) – Awareness

- **Goal:** Get attention & attract new people
- **Audience:** Cold – They don't know you yet
- **Content Role:** Educate, entertain, or solve a problem



A Chitwan-based dermatology clinic posts a viral reel on "5 common causes of pimples during summer in Nepal."

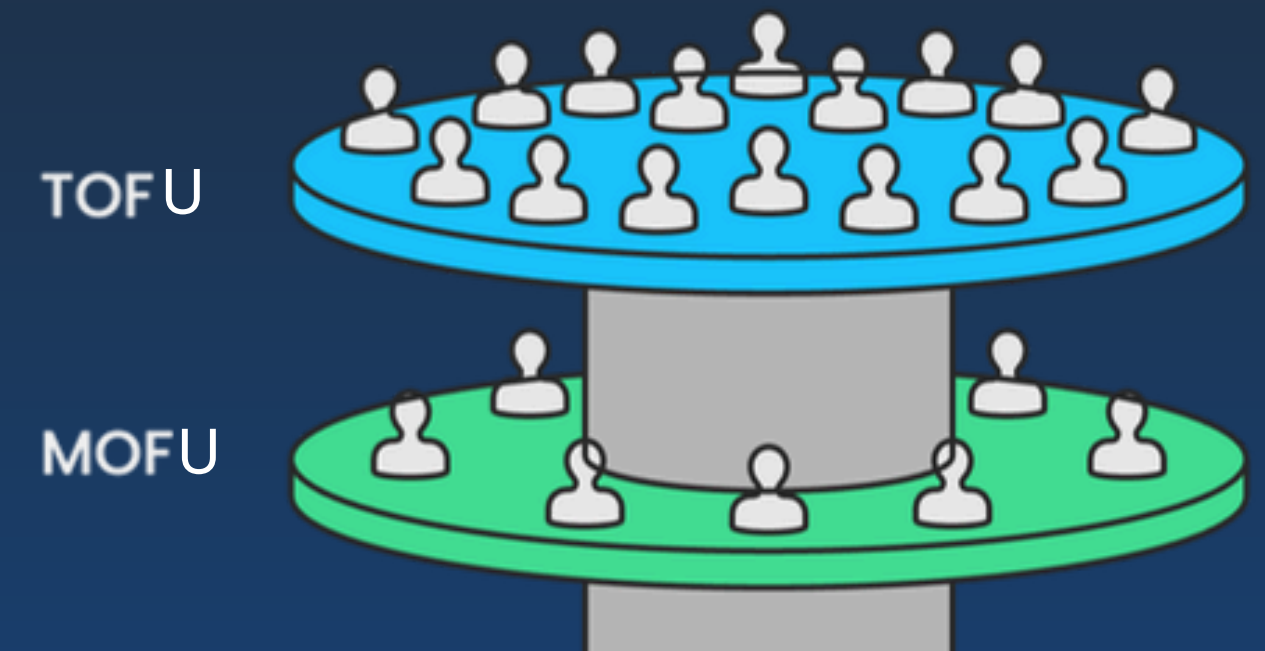


# Customer Conversion Funnel

2

## *Middle of the Funnel (MOFU)* – *Consideration*

- **Goal:** Build trust & turn attention into leads
- **Audience:** Warm – They know their problem & are considering solutions
- **Content Role:** Help them evaluate options



*A Kathmandu-based digital marketing agency offers a free PDF guide on "How to Generate 50+ Clinic Leads Using Facebook Ads."*



# Customer Conversion Funnel

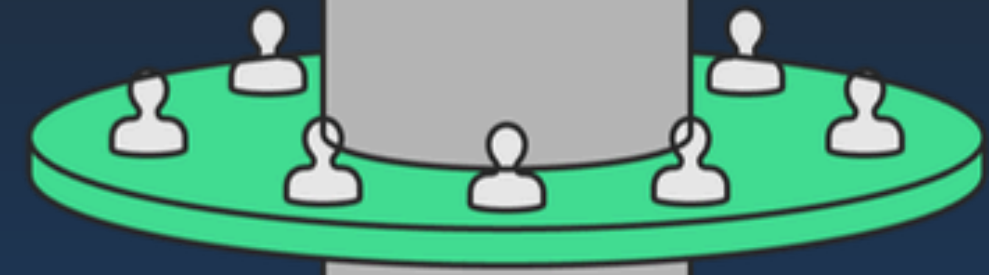
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## Middle of the Funnel (MOFU) – Consideration

TOFU



MOFU



### Lead Magnets

Valuable resources offered in exchange for contact information.



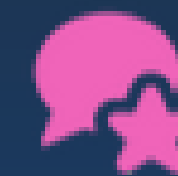
### Email Nurturing

Series of emails to engage and educate prospects.



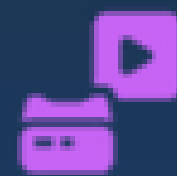
### Case Studies

In-depth analysis of successful customer implementations.



### Testimonials

Positive statements from satisfied customers.



### Comparison Videos

Videos comparing product features with competitors.

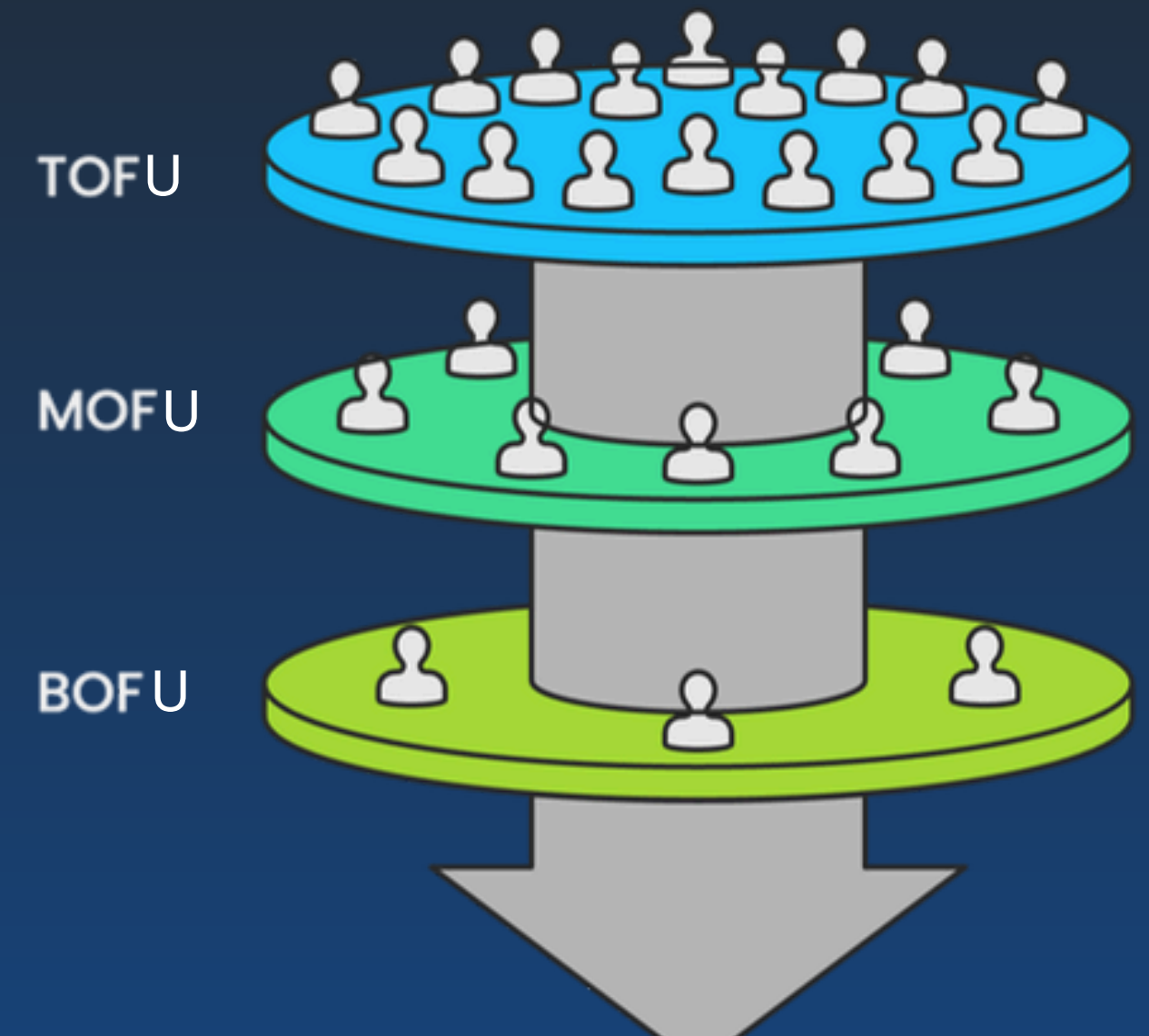


# Customer Conversion Funnel

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## *Bottom of the Funnel (BOFU) – Conversion*

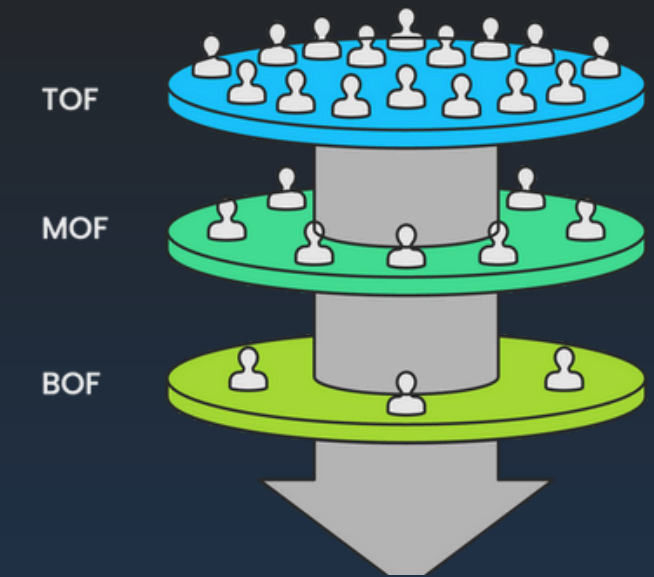
- **Goal:** Turn leads into customers
- **Audience:** Hot – They're ready to decide
- **Content Role:** Remove doubt & push them to take action



*A bag factory in Nepal offers a free design consultation + 10% off on bulk orders this week.*



# Customer Conversion Funnel



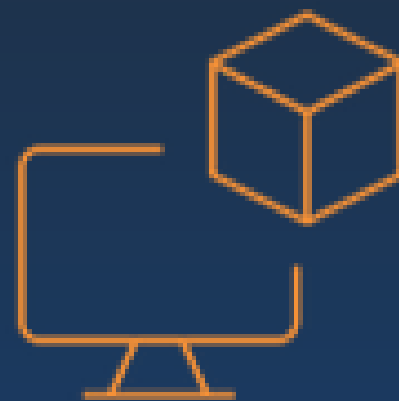
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## Bottom of the Funnel (BOFU) – Conversion



### Consultations

Individual meetings to address specific needs.



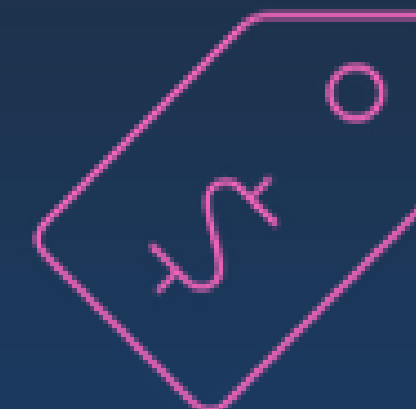
### Product Demos

Showcasing product features and functionalities.



### Success Stories

Sharing positive customer experiences and outcomes.



### Special Discounts

Providing reduced prices to incentivize purchases.

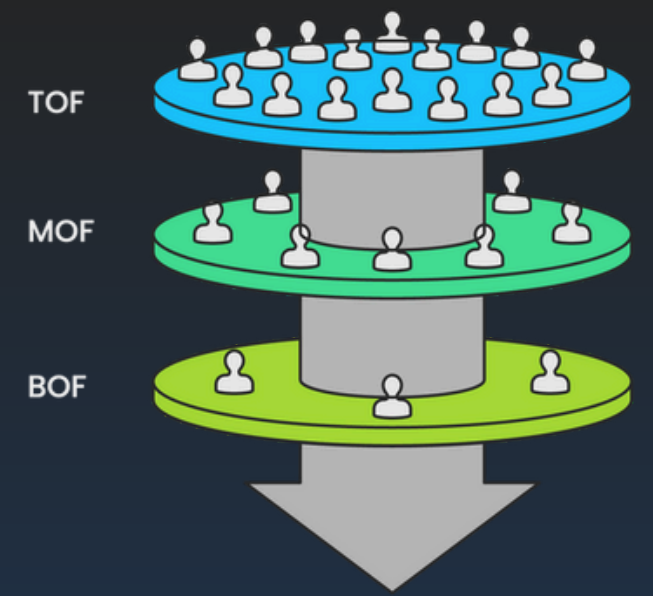


### Time-Sensitive Offers

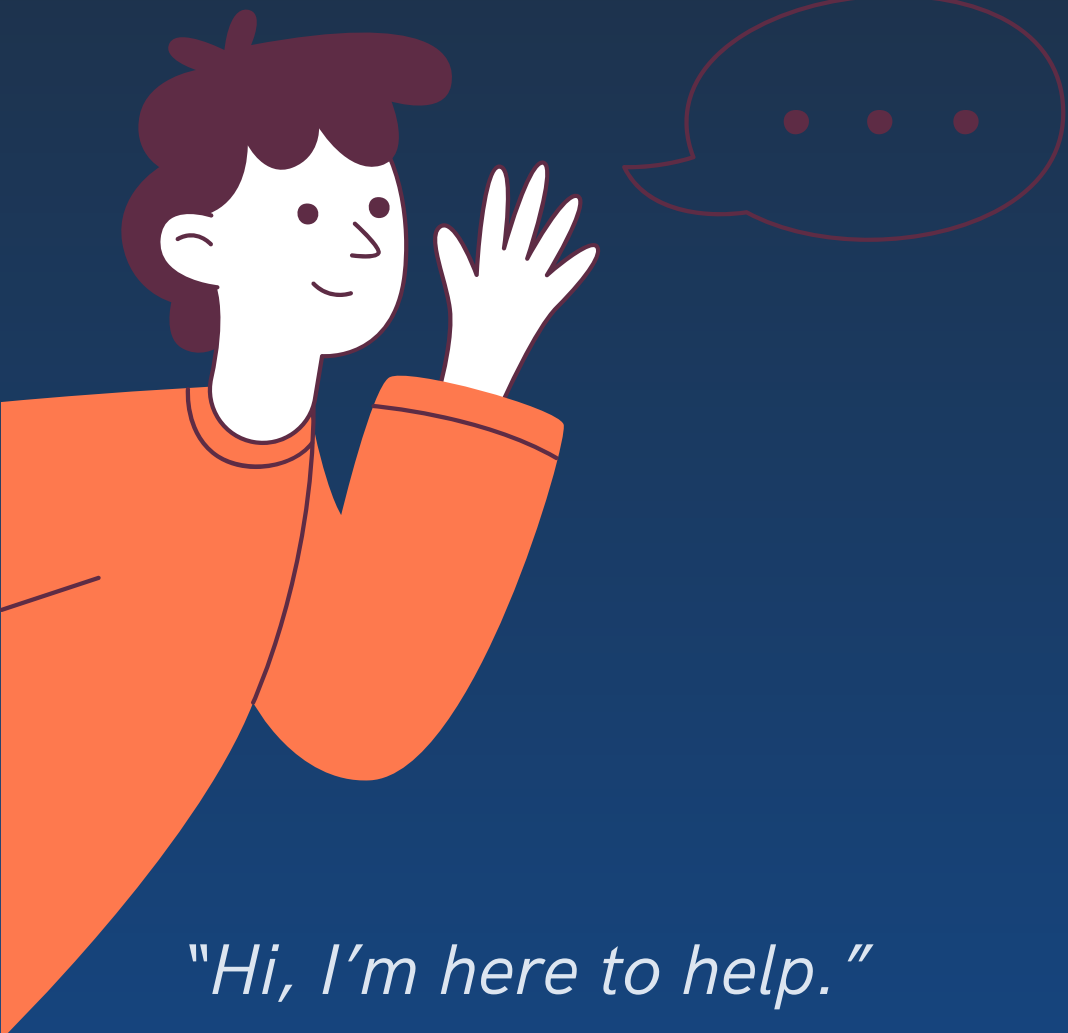
Limited-time promotions to create urgency.



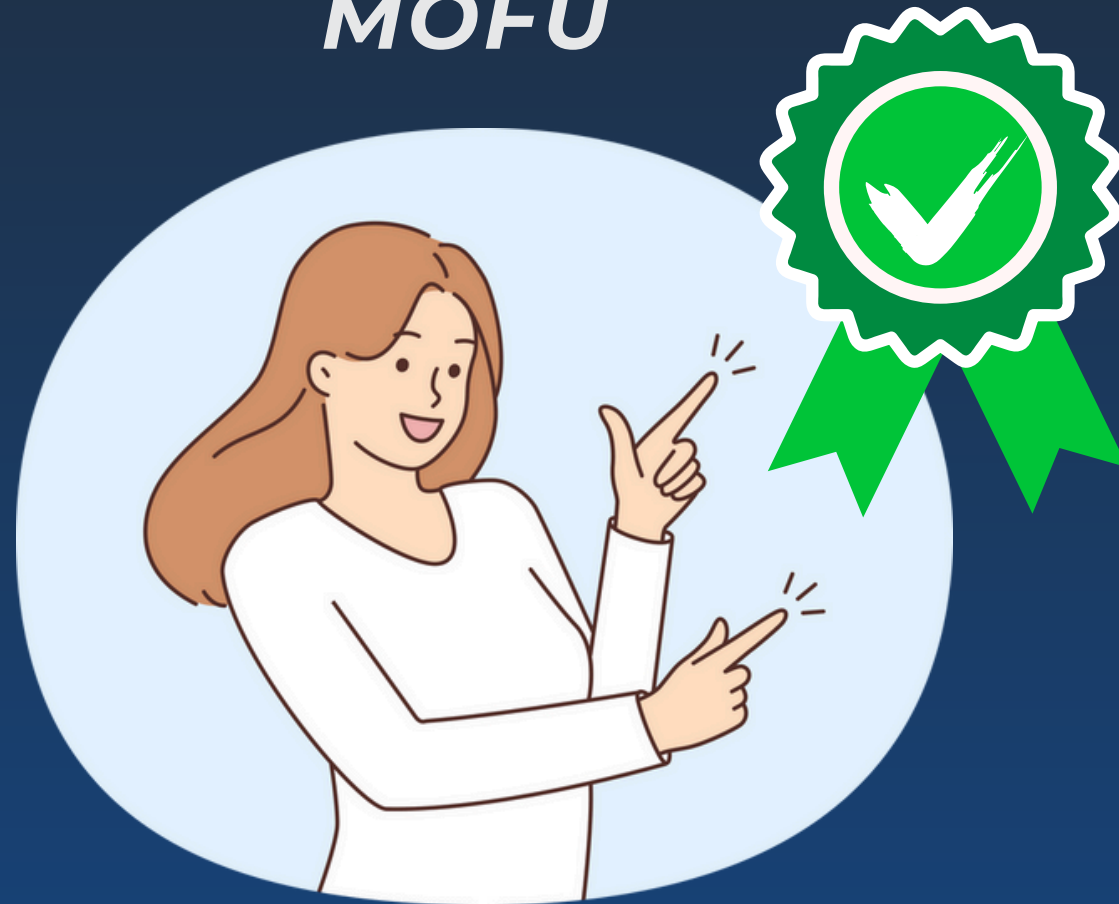
# Customer Conversion Funnel



**TOFU**



**MOFU**



**BOFU**

