

# How to Build an *Effective* Content Marketing Funnel

ToFU

## Top of Funnel

**Stage:** Awareness

**Goal:** Traffic

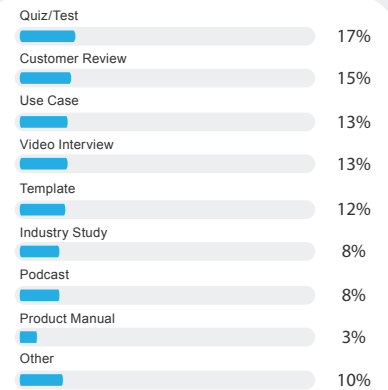
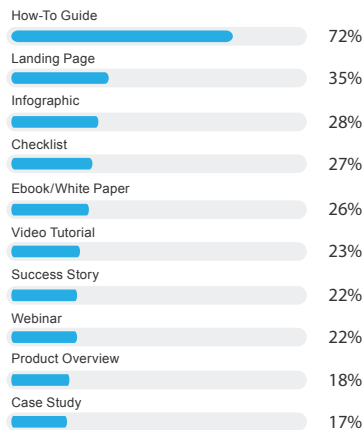
**Solution:** Content that provides info on a problem.

**Topic Example:**

What are SERP features?

**KPIs:** Visitors, Cr, Time on page

### What Content Works Best for Generating Traffic:



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## Middle of Funnel

**Stage:** Consideration

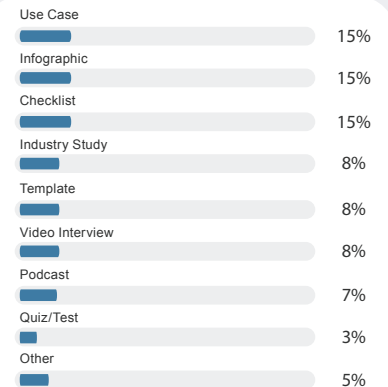
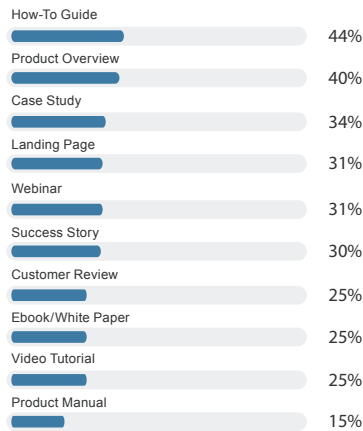
**Goal:** Leads

**Solution:** Content that educates how your product can solve the problem

**Topic Example:** How to target & win SERP features with SEMrush

**KPIs:** Visitors, CR, Number of leads

### What Content Works Best for Bringing Leads:



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## Bottom of Funnel

**Stage:** Decision

**Goal:** Payments

**Solution:** Content showing that your product is the best solution for the problem

**Topic Example:** How Lionbridge grows featured snippet presence by 3800% with SEMrush

**KPIs:** CR, Payments, ROI/ROMI

### What Content Works Best for Driving Payments:

