

**SECRETS
TO GROWING
YOUR BRAND
QUICKLY
AND EASILY
ON LINKEDIN**

WWW.PEAKROAD.COM

CREATE CONTENT BASED ON YOUR FUNNEL GOALS



When reaching prospects on LinkedIn, we strategically utilize different types of content tailored to where they are in the sales funnel.

This approach ensures we effectively engage and guide prospects through each stage of their journey.

1. Awareness
2. Consideration
3. Decision
4. Purchase
5. Affinity/Referral

FOCUSED ON GROWTH?




At the Top of Funnel (TOF), we focus on high-growth content to attract a broad audience and spark initial interest.

Content Examples:

- In-depth broad topic carousel
- Broad topic cheat sheet
- Resources/tools post
- Viral billboard
- Viral video

FOCUSED ON BUILDING TRUST?




As prospects move to the Middle of Funnel (MOF), our focus shifts to high trust-building content, nurturing relationships and establishing credibility.

Content Examples:

- Lead magnets
- Personal stories
- Your personal tools/systems
- Reactive content with your expertise

FOCUSED ON CONVERSIONS?



Finally, at the Bottom of Funnel (BOF), we employ high conversion-based content designed to encourage prospects to take action and convert, turning interest into measurable results.

Content Examples:

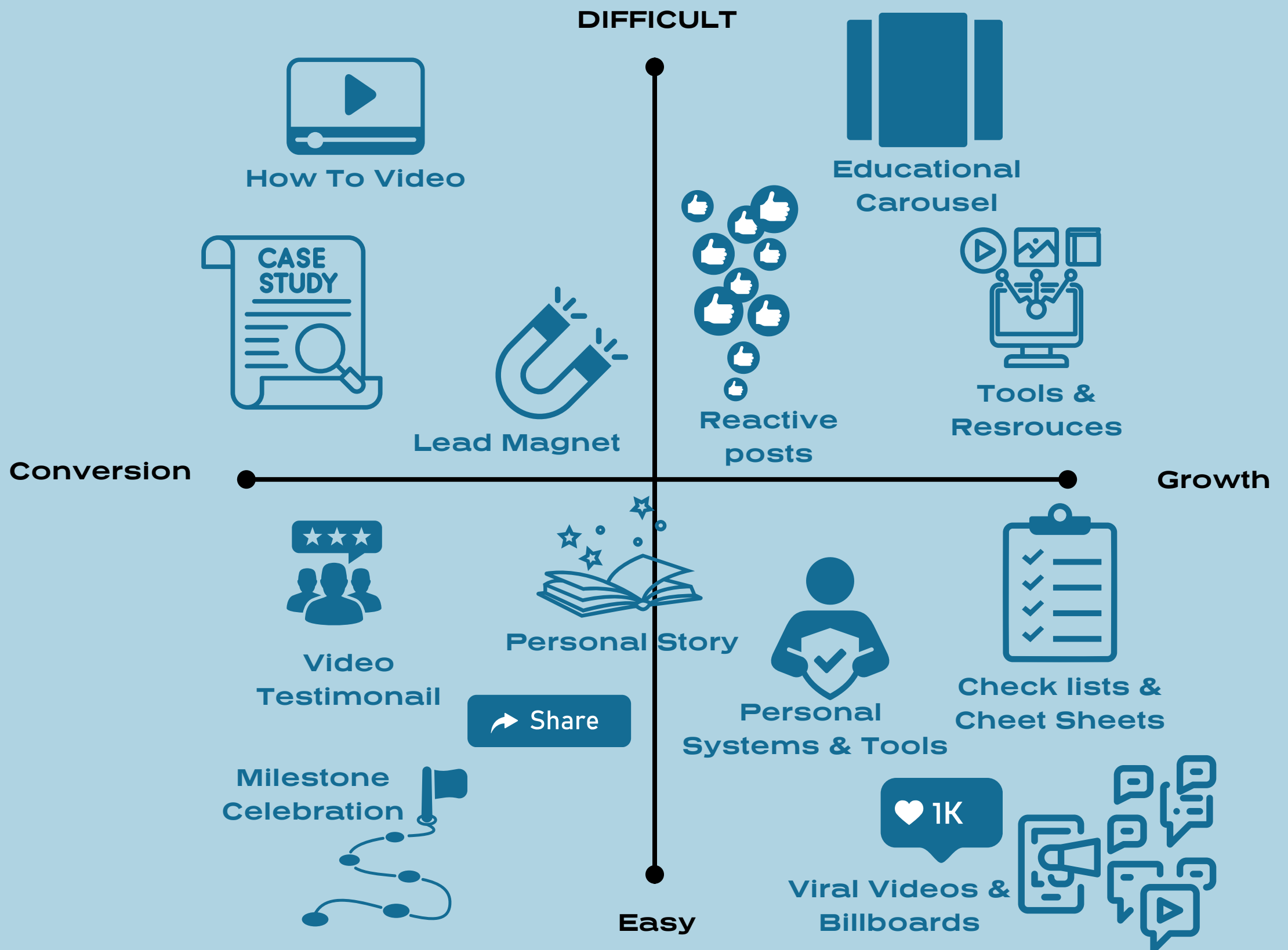
- Testimonials
- Case studies
- Milestone posts
- Niche “how to” video
- Sharing your processes

CONTENT MATRIX

Your content strategy should directly reflect your goals.

Want more customers quickly? Focus hard on MOF/BOF content.

Want to reach more people? Focus on TOF content.



- Top of the funnel (TOF) - High growth content
- Middle of the funnel (MOF) - High trust-building content
- Bottom of the funnel (BOF) - High conversion-based content



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➔ **At Peak Road we help business owners and senior leaders cut through the clutter to quickly craft company's strategies that improve profit and performance.**

Ignite your marketing with tailor-made tactical support.

