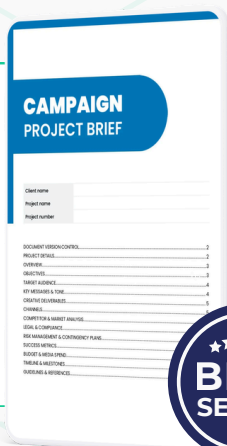


The 5-minute channel & funnel matrix

Map your campaign stages to the right channels, content types, and calls-to-action without overwhelming your audience. Pick 1-2 channels per stage.

Funnel stage	Objective	Best channels	Content formats	Primary CTA
Top of Funnel (ToFu) <i>Awareness</i>	Capture attention and introduce your brand / solution	• Organic social • Paid social ads • Blog / SEO • Short video (reels / TikTok)	• How-to guides • Short video tips • Educational posts • Infographics	"Learn more" "Read the guide" "Watch video"
Middle of Funnel (MoFu) <i>Consideration</i>	Nurture interest and demonstrate value	• Email newsletter • LinkedIn / X • Lead magnet landing page • Retargeting ads	• Case studies • Free worksheets / checklists • Comparison guides • Product demos	"Download template" "Sign up for webinar" "Read case study"
Bottom of Funnel (BoFu) <i>Conversion</i>	Drive action and close the sale	• Direct email sequences • Sales landing page • Search ads • 1:1 outreach / chat	• Limited-time offers • Testimonials / reviews • Free trials • FAQs	"Buy now" "Book your call" "Claim discount"



Turn your channel strategy into a complete plan.

Our Campaign Project Brief Template covers objectives, audience, deliverables, timeline, and risks, all in one Google Doc.

GET THE TEMPLATE

