

5-Step Full-Funnel Marketing Planner



STEP 1 AWARENESS - GETTING NOTICED

Where do your potential customers hang out? (Social media, search, blogs, ads)

What type of content will grab their attention? (Videos, guides, blog posts)

How will you make them aware of your business?



STEP 2 INTEREST - KEEPING THEM ENGAGED

What lead magnet will you offer to collect emails?

How will you nurture leads? (Email sequence, retargeting ads, remarketing)

What follow-up actions will you take to stay top of mind?



STEP 3 CONSIDERATION - BUILDING TRUST

What proof do you have? (Case studies, testimonials, reviews)

How will you differentiate from competitors?

What questions or objections might customers have? How will you address them?



STEP 4 CONVERSION - SEALING THE DEAL

What is your main call-to-action (CTA)? (Book a call, sign up, buy now)

Is your checkout process easy and frictionless?

Do you offer a reason to act now? (Limited-time offer, bonus, urgency)



STEP 5 RETENTION - CREATING REPEAT CUSTOMERS

What happens after they buy? (Onboarding, follow-up, support)

How will you keep them engaged? (Loyalty programs, exclusive offers, upsells)

What will turn them into raving fans who refer others?
