

# Non-Icky Marketing Funnel Checklist

inn8ly  
websites without worry

## 1 Identify Your Audience

List down characteristics such as profile and physical characteristics, attitudes personality, their pain points and how will solving their pain point benefit them.



Think about who would need your product the most and why.

**Tip: Imagine yourself as the customer and trace the steps you would take to make a purchase.**

## 2 Understand the Buyer's Journey

Sketch a simple map starting from discovering your product to buying it.

## 3 Develop Content That Connects

Write down 3 key problems your product or service solves.



Create content like blog posts or social media updates that explain these solutions clearly.

**Tip: Offer something valuable like a free guide or checklist in exchange for their email address.**

## 4 Provide Pathways that Support the Buyer's Journey

Create a basic form on your website where visitors can leave their contact information.

## 5 Focus On Where your Audience is.

Choose one platform to start, where you believe your audience spends the most time.



Share posts that are helpful, entertaining and that invite interaction.

**Tip: Use these insights to understand what your audience enjoys and refine accordingly.**

## 6 Experiment, Review and Optimize

Look at what content is most downloaded, shared, or commented on.