

## **Marketing Fundamentals: Crafting Effective Funnels for the Modern Age**

Cam Lay, VP of Marketing, Skillshare

### **INSTRUCTIONS:**

- Print as many copies of the marketing path template as needed to complete the tasks.
- Fill in each node according to the instructions below
- Take a photo of your completed worksheets and share to the class Project Gallery!

### **TASK 1: Analyze the marketing path of a company other than yours**

- Choose a company and analyze one of their marketing funnels. Ideally, you'll be able to click through their marketing funnel yourself, either through an email newsletter, an advertisement, or a social media post.
- Fill out the top of the page with a few thoughts on the audience you think they're trying to target, and the bottom of the page with the outcome you think they're trying to achieve (sign a new client, product purchase, subscription, etc)
- Click through the messages and actions as you're prompted. Examples include seeing an email subject line message, then clicking into the email as the prompted action, or perhaps seeing a social media post and then expanding the post to play a video. Print out extra pages of nodes as needed.
- Fill in their marketing funnel below to the best of your ability to see how they are moving potential or existing customers along through the nodes with messages and actions.

### **TASK 2: Map out your own marketing path as it currently functions**

- Fill out the top of the page with a few thoughts on the audience you're trying to target, and the bottom of the page with the outcome you're trying to achieve (sign a new client, product purchase, subscription, etc)
- Starting either from the beginning of the marketing path (the first time you have contact with a customer) or the end (when the customer makes a purchase), fill in each node of your current marketing path. Print out extra sheets of nodes as needed.
- Consider navigating from one of your own email newsletters, advertisements, or social media posts, noting the message and desired action as you go.
- Don't make improvements or changes until you're totally finished, at which point you can start to dig into where customers are not completing the action you want, and why that might be happening.

**TARGETING**

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**MESSAGE**

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**ACTION**

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**MESSAGE**

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**ACTION**

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**MESSAGE**

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**ACTION**

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**END GOAL**

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**MESSAGE**

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**ACTION**

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**MESSAGE**

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**ACTION**

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**MESSAGE**

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**ACTION**

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**MESSAGE**

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**ACTION**

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