

A b2b guide for using brand networking to create a healthy sales funnel

next gen business **growth**

FEEL GOODS

Educate & Inspire



Being discovered in the places your ideal audience already hangs out with **Feel Goods** that encourage the prospect to engage in your **Free Goods** is the objective at the Top of The Sales Funnel - aka - being...

Known

P. PAID MEDIA

Typically where digital marketing and advertising lives.

These are bespoke campaigns designed to advertise your Feel Goods and Free Goods to move your ideal audience into the top of your sales funnel.

O. ORGANIC MEDIA

Your brand owned channels are used to deliver Feel Goods in Long, Med, Short & Micro content across video, audio, text, design.

Educational:

How To
How They
How We
Market Intel

Inspirational:

Critical
Thought
Leadership

S. SHARED MEDIA

Experts, Platforms, Communities and media channels that already have your ideal audience active is where you want to do some brand networking.

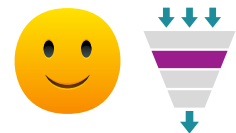
Co-create content that is both Edu-taining and inspiring.

E. EARNED MEDIA

Your news, and your stories published in legacy media, trade publications and industry news sources.

FREE GOODS

Educate & Validate



Liked

Your ideal audience are seeing, reading & participating in your **Free Goods** and developing a head & heart experience of liking you and what you're up to.

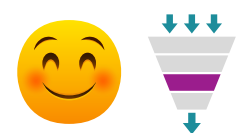
Structured & facilitated

Free Goods and Trial Goods can sometimes combine into one.

Your Ideal Audience gets a safe, small experience of you/your solution that further educates them on the problem/solution, and aids their decision making with moments oof validation to invest in your solution to solve their problem.

TRIAL GOODS

Educate & Demonstrate



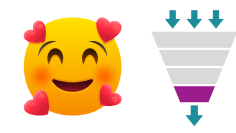
Trusted

Head & heart affirm you have the right solution to solve my problem and I am now ready to move into the transaction phase.

Trial period, Modular Product, and/or a paid for experience that facilitates an ongoing customer relationship.

INVEST IN GOODS

Onboard & Implement



Loved

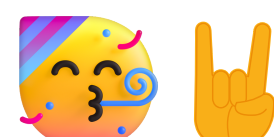
Allocated to clients who have experienced your product and feel validated for choosing your solution to address their problem.

A meaningful transaction has taken place.

Sale is made

REFER GOOD

Advocacy & Repeat Business



Inner Circle

Great services leads to Word of Mouth business, Advocacy Programmes, Upsell, Cross Sell products and your place within their inner circle

**Free 45-Min
Consultation**

NB3.io/Free45



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