



Campaigns and Micro Conversions Based on Your Customer Journey					
	Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5
Campaign Focus	Unaware to Problem Aware	Problem Aware to Solution Aware	Solution Aware to Product Aware	Product Aware to Conversion	Conversion to Nurture
Micro Conversion Goal	To go from unaware or symptom aware to problem aware, your audience needs to understand that their perceived problem is a symptom of a greater (solvable) problem and they need to recognise what that problem is.	To go from problem aware to solution aware, your audience needs to understand the solution landscape and why the "old way" wasn't working for them	This is where you specifically overcome objections, and uniquely position your solution to tackle the root cause of their problem and deliver personal and professional benefits	To go from product aware to the point of conversion, your prospect needs to fully trust your solution and be held accountable to the commitment they made to themselves to pursue their transformation	Help them become a successful, transformed customer by delivering on your promise and guiding them until they've completed their transformation
Content Asset					

Campaigns and Micro Conversions Based on Your Customer Journey					
	Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5
Campaign Focus	Unaware to Problem Aware	Problem Aware to Solution Aware	Solution Aware to Product Aware	Product Aware to Conversion	Conversion to Nurture
Micro Conversion Goal	To go from unaware or symptom aware to problem aware, your audience needs to understand that their perceived problem is a symptom of a greater (solvable) problem and they need to recognise what that problem is.	To go from problem aware to solution aware, your audience needs to understand the solution landscape and why the "old way" wasn't working for them	This is where you specifically overcome objections, and uniquely position your solution to tackle the root cause of their problem and deliver personal and professional benefits	To go from product aware to the point of conversion, your prospect needs to fully trust your solution and be held accountable to the commitment they made to themselves to pursue their transformation	Help them become a successful, transformed customer by delivering on your promise and guiding them until they've completed their transformation
Content Asset					

Campaigns and Micro Conversions Based on Your Customer Journey					
	Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5
Campaign Focus	Unaware to Problem Aware	Problem Aware to Solution Aware	Solution Aware to Product Aware	Product Aware to Conversion	Conversion to Nurture
Micro Conversion Goal	To go from unaware or symptom aware to problem aware, your audience needs to understand that their perceived problem is a symptom of a greater (solvable) problem and they need to recognise what that problem is.	To go from problem aware to solution aware, your audience needs to understand the solution landscape and why the "old way" wasn't working for them	This is where you specifically overcome objections, and uniquely position your solution to tackle the root cause of their problem and deliver personal and professional benefits	To go from product aware to the point of conversion, your prospect needs to fully trust your solution and be held accountable to the commitment they made to themselves to pursue their transformation	Help them become a successful, transformed customer by delivering on your promise and guiding them until they've completed their transformation
Content Asset					

Company Website									
Content Asset	Home Page	Product / Services Pages	About Page	Case Studies, topics TBD	FAQs	Pricing Page	Guarantee / Risk Reversal	Landing Pages	Product or Service Delivery, e.g. Download

Hub Topic 1			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 2			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 3			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 4			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 5			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 6			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 7			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3

Hub Topic 8			
Content Asset Title			
Content Asset Type	Asset 1	Asset 2	Asset 3
Distribution Channel	Channel 1	Channel 2	Channel 3
Publication Date	Asset 1	Asset 2	Asset 3
Sub-Topics/ Spokes	Spoke 1	Spoke 2	Spoke 3
	Spoke 4	Spoke 5	Spoke 6
Spokes Distribution Channel(s) & Schedule	Channel 1	Channel 2	Channel 3