

Funnel Mapping Worksheet



**DIGITAL MARKETING
SUCCESS PLAN™**

Instructions

Use this worksheet to map out your marketing funnel by identifying key tactics, content, and metrics for each stage of the **Digital Marketing Success Plan™**.

This exercise will help you build a strategic, data-driven funnel to guide potential customers from awareness to conversion.

1. Awareness

Top of Funnel

Goal: How will you generate interest in your brand?

Primary Tactics: (Circle all that apply)

- + SEO & Blog Content
- + Social Media Engagement
- + Paid Digital Ads (Google, LinkedIn, Facebook, etc.)
- + PR & Guest Posting
- + Other: _____

Key Content Pieces:

- _____
- _____
- _____
- _____
- _____

Key Metrics to Track: (Circle or list your metrics)

- + Website Traffic
- + Social Media Engagement
- + Ad Impressions & Click-Through Rate (CTR)
- + Other: _____
- + Other: _____
- + Other: _____

2. Consideration

Middle of Funnel

Goal: How will you nurture leads and provide value?

Primary Tactics: (Circle all that apply)

- Email Marketing & Sequences
- Webinars & Video Content
- Retargeting Ads
- Case Studies & Whitepapers
- Other: _____

Key Content Pieces:

- _____
- _____
- _____
- _____
- _____

Key Metrics to Track: (Circle or list your metrics)

- Email Open & Click Rates
- Webinar Attendance
- Landing Page Conversions
- Other: _____
- Other: _____
- Other: _____

3. Decision

Bottom of Funnel

Goal: What actions will convert leads into customers?

Primary Tactics: (Circle all that apply)

- Free Trials & Demos
- Limited-Time Offers
- Customer Testimonials & Reviews
- Personalized Sales Outreach
- Other: _____

Key Content Pieces:

- _____
- _____
- _____
- _____
- _____

Key Metrics to Track: (Circle or list your metrics)

- Conversion Rate (Leads to Customers)
- Sales Revenue
- Customer Acquisition Cost (CAC)
- Other: _____
- Other: _____
- Other: _____

4. Retention & Advocacy

Post-Sale

Goal: How will you keep customers engaged and encourage referrals?

Primary Tactics: (Circle all that apply)

- Loyalty Programs
- Customer Success Content
- Referral Programs
- Upselling & Cross-Selling Campaigns
- Other: _____

Key Content Pieces:

- _____
- _____
- _____
- _____
- _____

Key Metrics to Track: (Circle or list your metrics)

- Customer Retention Rate
- Net Promoter Score (NPS)
- Customer Lifetime Value (CLV)
- Other: _____
- Other: _____
- Other: _____

Final Funnel Mapping Summary

- ✓ Which stage needs the most focus right now? _____
- ✓ What is your highest-priority action item? _____
- ✓ What resource or support do you need to source/activate? _____



Finding Success

By completing this Funnel Mapping Worksheet, you now have a great resource to use when building your full **Digital Marketing Success Plan™**.



Need more guidance?

Access the full framework and additional resources at TheDMSP.com.



Want hands-on help implementing your plan?

VOLTAGE offers expert execution of the START Planning Process. [Learn more.](#)