

Funnel Stage	Blog Content Goal	Blog Content Ideas	Blog Offerings
Unaware of your solution	Create brand awareness	How-to's, educational content or "Step-by-step guide on..." (Pick a business concept and use that as an example for each idea you provide below)	eBook, research report
Lead	Get prospect in your target market to engage with your brand		Video, live interaction with SME
Qualified Lead	Get prospect in your target market to gain interest in your brand		Demos, Free Trial
Customer	Get prospect in your target market to invest in your brand		Training sessions, consultations
Brand Advocate	Get loyal customer to tell others about your brand		Referrals, Partnership Opportunities