Converting Content Funnel

November 10, 2026
A guide to organizing content around a path from reader interest to a next step.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Matching content to different stages of a funnel.
- Choosing calls to action for each stage.
- Using stories and case studies to explain an offer.
- Planning and organizing funnel content.

Who this ebook is for

This book may be useful for marketers and communications teams who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

Format: Ebook. Pages: 76. Words: 10484.

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