

13 DOs and DON'Ts for Dark Funnel Content Marketing

The dark funnel refers to the places that buyers are engaging and making decisions that no attributions software or tracking can account for. Here's how you can start creating content for it that helps build your brand and convert more customers:



DO

- + Create demand with value-adding content across multiple channels including podcasts, webinars, and live events
- + Optimise your content before posting
- + Invest in channels that deliver value to buyers in the long-term
- + Offer value for free
- + Build a well-liked and well-known brand
- + Review the revenue leads are responsible for
- + Hang out where your target audience spends their time
- + Focus on low CAC
- + Ensure your website is mobile, intent, and UX-optimised for conversions
- + Use subject matter experts for content
- + Ask prospects where they heard about you on forms
- + Create key SEO pages for priority keywords
- + Make your content shareable for messaging apps, email, and text



DON'T

- Capture demand solely via SEO, SEM, review sites, and retargeting
- Set and forget your content
- Spend your marketing budget on 0.1% of active buyers
- Gate all your value
- Attract leads that will never buy your product or service
- Focus on how many leads your team brings in
- Sell to your audience without building trust
- Focus on lead volume
- Rely on high-ad spend to deliver conversions
- Rely on Google "research" to address your audience's pain points
- Prioritise vanity metrics
- Only write blogs around long-tail keywords
- Half ass your content headlines