



## Top, Middle, End – Content for all stages of the funnel

James White  
*CEO, Thirty Seven*

Thirty Seven is a journalist-led content creation agency.





Prospects



Clients





Seth Godin



# Flipping the Funnel



Eric Keiles and Mike Lieberman

 **ThirtySeven**

# SMASH THE FUNNEL



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**THE CYCLONIC BUYER JOURNEY**  
A New Map for Sustainable, Repeatable,  
Predictable Revenue Generation

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ERIC KEILES & MIKE LIEBERMAN

Communi**Gator** Official Partner



**DUMP THE  
SALES FUNNEL  
IN FAVOR OF  
LIFECYCLE  
MARKETING**

By Julia McCoy

 CONTENT  
MARKETING  
INSTITUTE™





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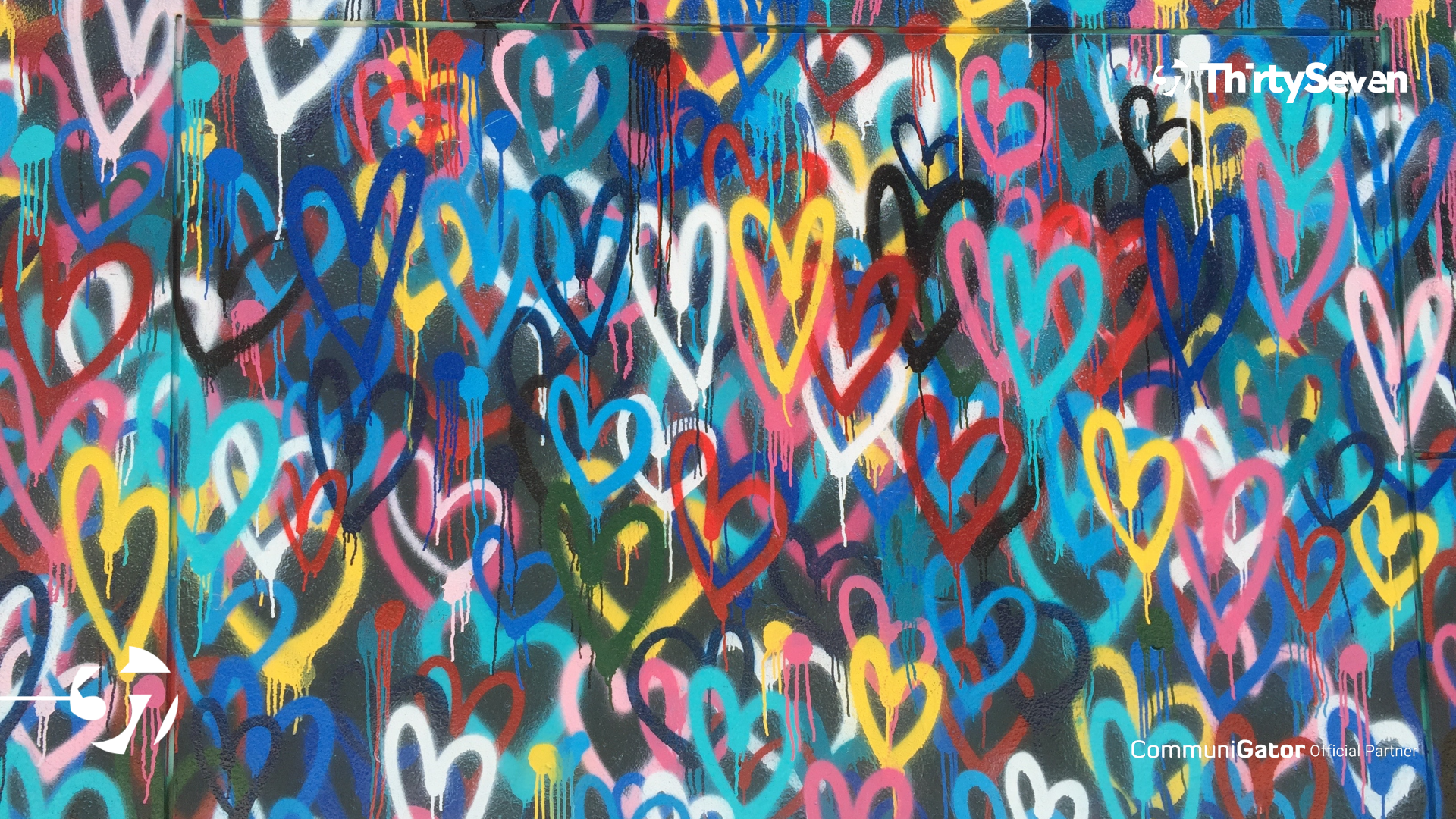
# McKinsey – Customer loyalty loop



Does it matter?







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Key to quality content



TRUTH

T

*Topical*

R

*Relevant (to the audience)*

U

*Unusual (angle)*

T

*Trouble (or a solution to it)*

H

*Human interest (people)*

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The screenshot shows the Express website interface. At the top left is the Express logo with the tagline "Home of the Daily and Sunday Express". To the right are links for "LOGIN", "REGI...", "Apps", and "Puzzles". A navigation bar contains categories: "HOME", "NEWS", "SHOWBIZ & TV", "SPORT", "COMMENT", "FINANCE", and "TRAVEL". Below this is a sub-navigation bar with "UK", "POLITICS", "WORLD", "WEATHER", "ROYAL" (highlighted), "SCIENCE", "WEIRD", "NATURE", "SUNDAY", and "SCOTLAND". A breadcrumb trail reads "Home > News > Royal".

The main content area features a row of five article thumbnails:

- Thumbnail 1: Princess Beatrice wedding: How baby Archie could be used to heal...
- Thumbnail 2: Meghan Markle's sister Samantha accuses Duchess of...
- Thumbnail 3: Coronation Street spoilers: Shona Ramsey's fate sealed in...
- Thumbnail 4: Meander Tiara: diadem in the r... collection from...

The featured article has the headline: "Megxit: The real tragedy of Prince Harry and Meghan Markle stepping down exposed". The sub-headline reads: "THE 'DEVASTATING' and 'saddest' consequence of Meghan Markle and Prince Harry stepping back from the royal... has been... by one royal...".

# science group

Topical  
Relevant  
Unusual  
Trouble  
Human

By interrogating some of the fundamental assumptions, we can unlock new user benefits and new ways of thinking.

## sagentia

### A chance for a fresh perspective

The advantages of such precision are immediately clear: lower overall doses of the chemical across a field mean a reduced likelihood of unwanted environmental exposure and leaching into the water supply.

Already many firms are considering the potential to revive products which had previously been phased out due to environmental concerns and regulatory pressures. This is especially important given the high efficacy of these legacy products and the huge costs involved in developing new formulations and bringing them to market.

At Sagentia, our experience in developing custom devices integrating highly specific fluidic delivery systems across agricultural, industrial, consumer and medical sectors leads us to have a unique perspective on many of the challenges affecting the development of precision agriculture systems. We believe that by interrogating some of the fundamental assumptions and paradigms of these systems, we can unlock new user benefits and new ways of thinking.

This is already being seen by the work we're doing with clients in this sector who are capitalising on our science-based insight and cross-industry expertise to deliver products that create commercial value and competitive advantage.



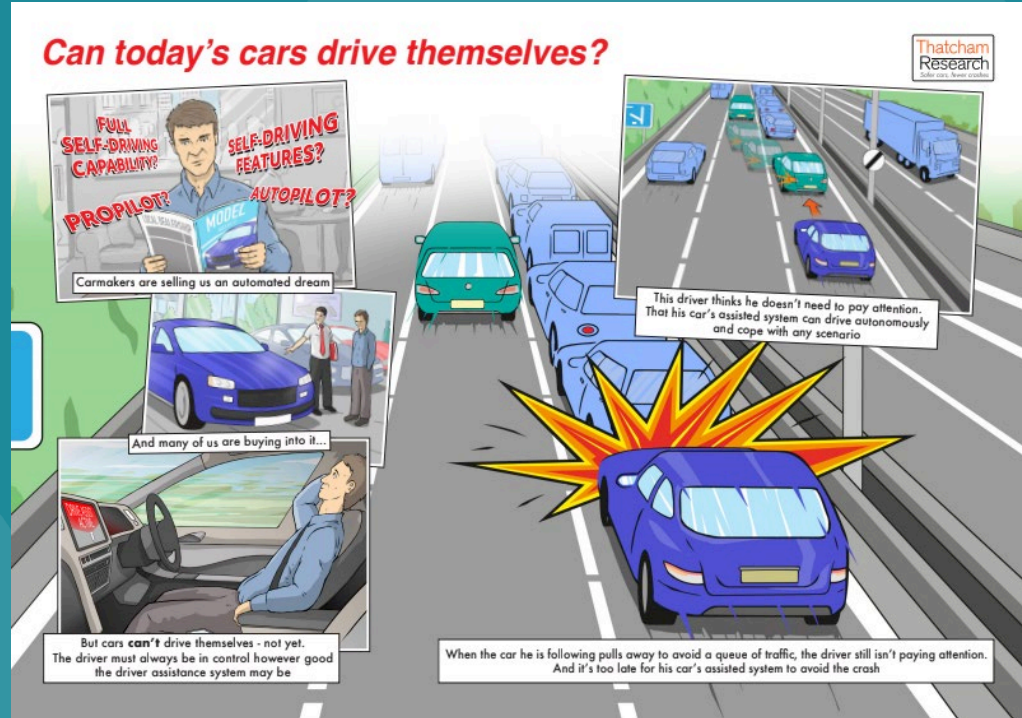
### The harsh reality of precision spraying

Automated precision delivery systems are, unsurprisingly, not simple to design and build to specification. They tend to be large, complex, electromechanical devices, requiring some level of weed (or invasive pest) recognition, coupled to a method to dose chemical remediation at the exact point of interest. As we develop more sophisticated systems, analytical and algorithm complexity is ever increasing: technologies could be built on simple, legacy techniques such as colour discrimination, but more likely require modern methodologies such as hyperspectral imaging or data analysis using complex statistical regimes like machine learning. With the increase in complexity of the control systems and analysis, it becomes more difficult to simulate, test and outright prove the accuracy of the delivery, and so sophisticated droplet tracking and validation techniques are also necessary.



Thatcham  
Research

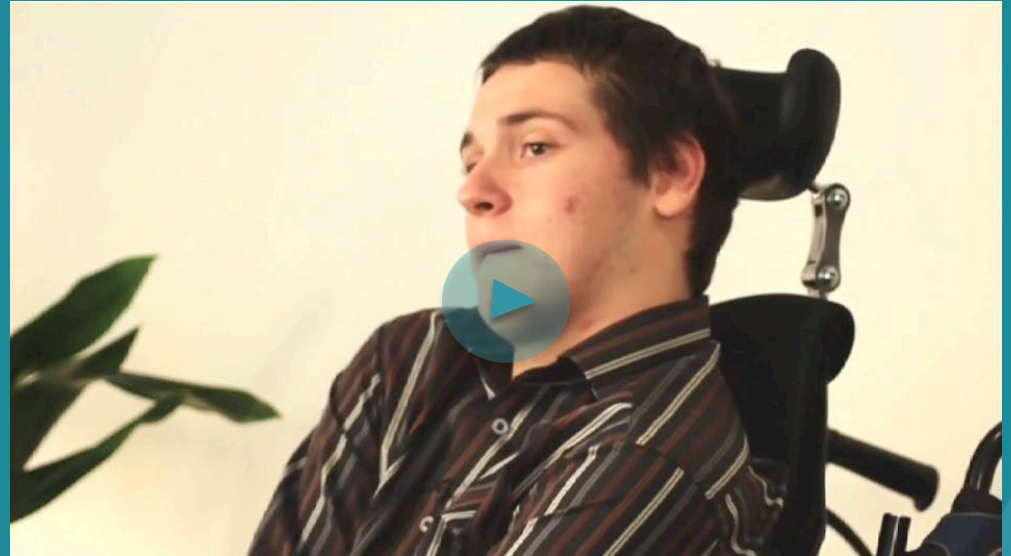
Topical  
Relevant  
Unusual  
Trouble  
Human





Boyes Turner

Topical  
Relevant  
Unusual  
Trouble  
Human





Topical  
Relevant  
Unusual  
Trouble  
Human



# AMEN

**A**

*Audience*

**M**

*Message*

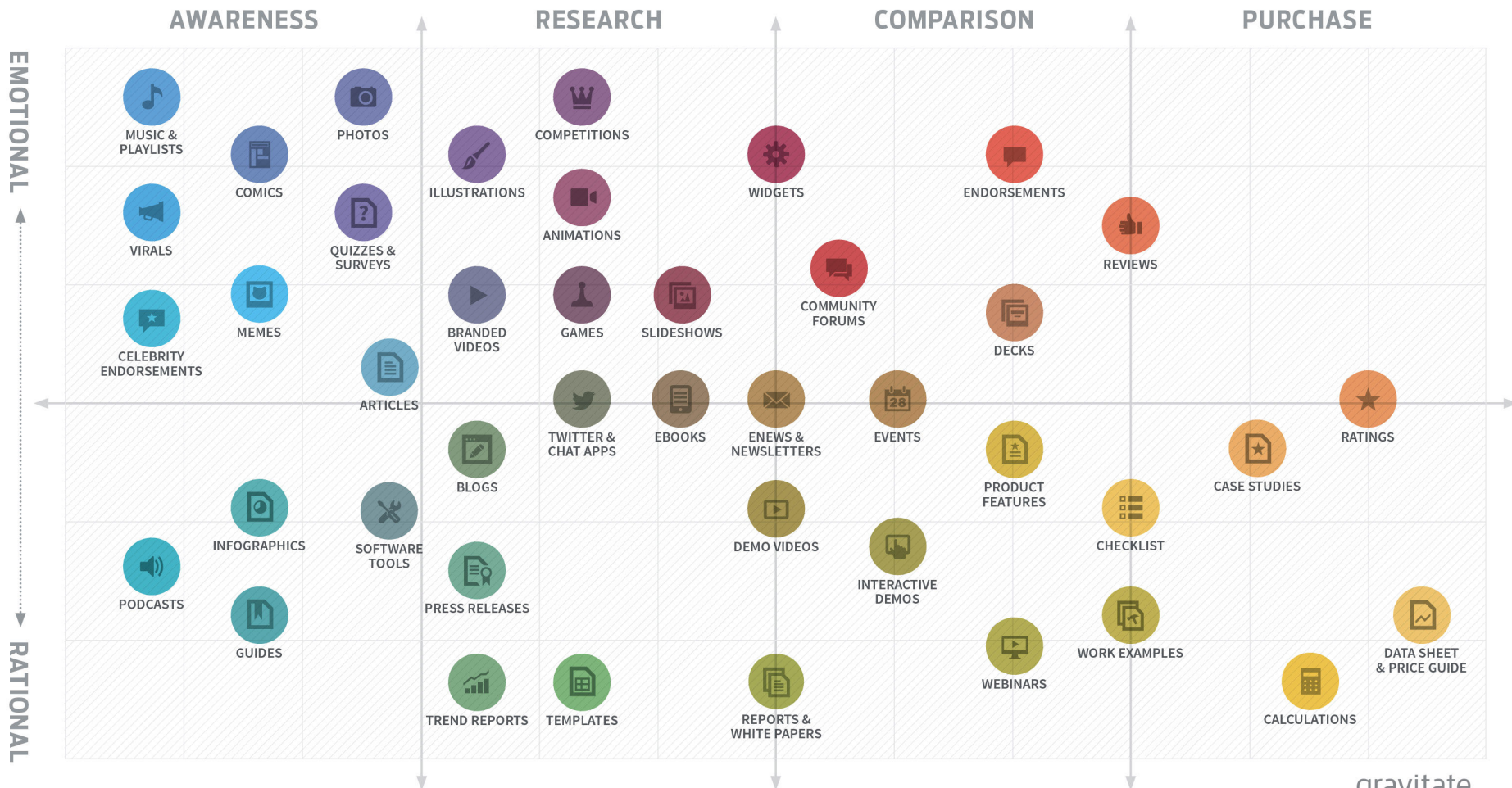
**E**

*Example*

**N**

*Negatives*





# mediafirst

specialists in communication training

## Lead generation process







CommuniGator



LinkedIn

 Trustpilot



Microsoft  
Dynamics 365

bitly



Google Analytics





CRISIS MANAGEMENT, MEDIA SKILLS TRAINING — 13 January by Adam Fisher

## THE KEY MEDIA RELATIONS LESSON FROM 'MEGXIT'

It is the story that has dominated the news for the past few days. And while we have little to add to the endless overall coverage of the Meghan and Harry saga – or Megxit at it has inevitably been...

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MEDIA SKILLS TRAINING — 8 January by Adam Fisher

### 8 TIPS FOR CREATING A POWERFUL KEY MESSAGE



## THE IMPORTANCE OF BRAND IMAGE

What's your brand image? Do you have a good reputation among your customers and the media? In this short video, journalist and trainer Judy Aslett outlines why brand image is crucial and how a good reputation c...

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## CUSTOMER CASE STUDY

Katie Scott-Kurti, Head of Reputation and Communication at the Chartered Institute of Management Accountants (CIMA), discusses how Media First has helped her organisation by delivering a wide range of bespoke c...

[READ MORE →](#)



# Types of video

Instructional

Reviews

Behind the scenes

Interviews

Customer testimonials



Slice and dice





# How to make and start your B2B podcast

Tom Idle



A close-up photograph of a hand holding a silver and black dynamic microphone against a teal background. The microphone's mesh grille is prominent in the upper left.

# Write powerful case studies and gain interview techniques

Charles Abel











To gate or ungate?

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Interrupting the funnel

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Called 135 people

90 dropped

2 no longer correct contacts

1 international

34 proposals

8 hot leads



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# Culture



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Case studies

Sector specific pages

Blogs

Infographics

Social media

Product demos

Single page downloads

FAQs

Audio content

Events

Time saving content

Webinars

Template proposals

Videos

Magazines

eBooks

Video books

Photos

Testimonials

Guides

Press releases

Post course handout

Reviews

Games

Competitions

Emails



Editorial process



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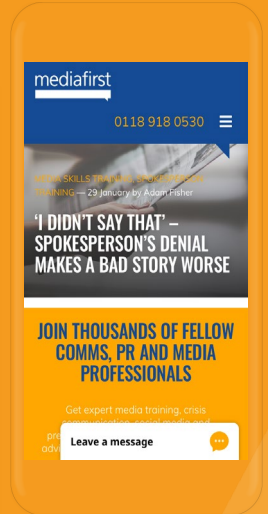
OUTGOING

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## Results

- Huge SEO improvements
- Consistency of content
- Time saving > 8 hours per week on proposals alone
- Brand recognition and industry thought leaders
- 400% increase in revenue and profit



# Horticultural Trades Association

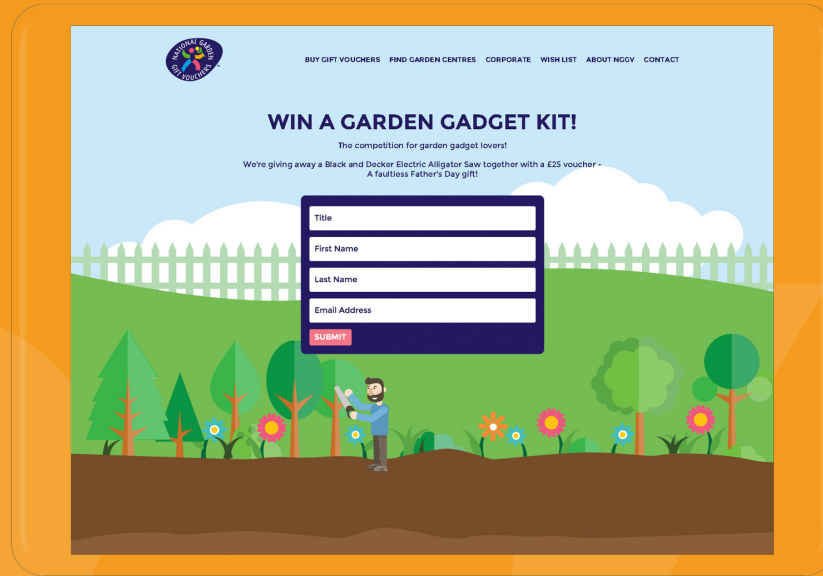
## Case study

- Infographics
- Blogs
- eBooks
- Social media content
- Contests
- Email marketing
- Surveys
- SEO

The headline results of the campaign were:

- Mailing list subscribers more than doubled (52,000 from 25,000)
- Year on year sales were up 14%
- Peak month year on year online sales were up 34%
- Twitter followers were up 150%
- Campaign related sales of nearly £1m

Overall, this represented a 903% return on investment for HTA.





Strategy →

Test and adapt

Culture

**Attract**

**Interact**

**Convert**

**Win hearts and minds**





**Thank you**

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[www.mediafirst.co.uk](http://www.mediafirst.co.uk)