A Roadmap to Multimedia Sales Funnels

By Emily Breedlove
Who am I?
What is Multimedia?
Using more than one medium of expression or communication
The use of a variety of artistic or communicative media
Why Multimedia?
Our cultural learning style has changed
Engagement increases
Retention increases
Performance increases
Brand Loyalty increases
How to use Multimedia?
1. Know Your Audience(s)
Market Research & Segmentation
What commonalities do they have?
What preferences do they share?
How can you:

✓ Find them
✓ Connect with them
✓ Convert them
2 Know Your Multimedia
Don’t Assume. Test.
What mediums work best for your Market?
What mediums work best for YOU?
Be realistic.
3 Build Your Roadmap
A Sales Funnel is STACKED by level of....
Engagement
How do the mediums increase engagement for your Market(s)?
Example #1:
Inspiring Imagery
Inspiring Imagery
Infographics
Inspiring Imagery
Infographics
Lives
Keynotes
Example #2:
Social Media Post
Start Driving.
Dirty Little Secret #1
Everyone sucks at first.
Dirty Little Secret #2
Being broke is not an excuse.
Dirty Little Secret #3
Not everyone is a petty douchebag.
HERE TO HELP:
HatchAVL.org  |  @HatchAVL
@emilyhbreedlove