

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**

Imagery

Infographics

Animation

Live Video

Text

Video

Audio

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?**



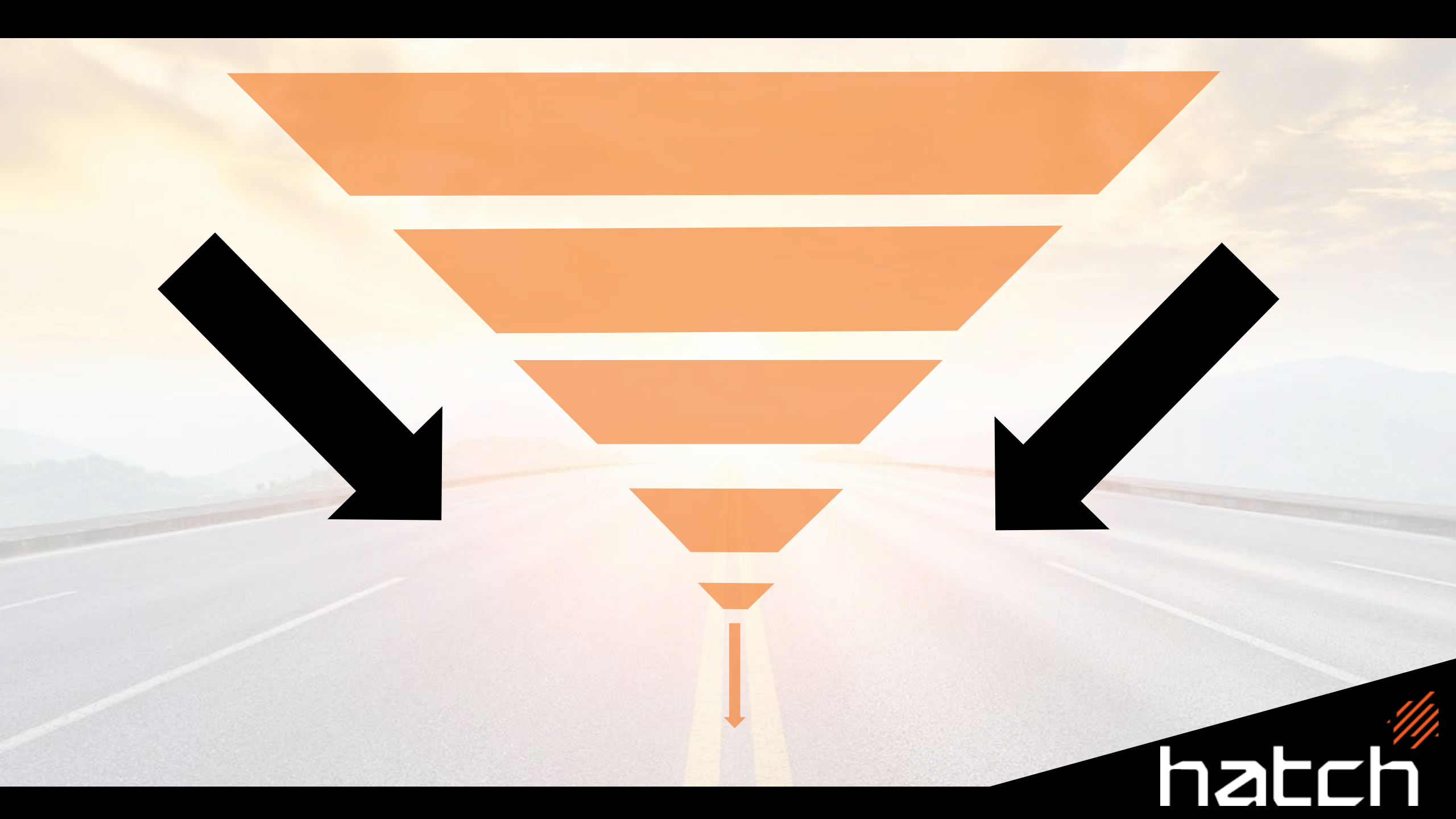
Be realistic.



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



Inspiring Imagery

Infographics

Lives

Keynotes

Inspiring Imagery

Infographics

Lives

Keynotes

Webinar



Inspiring Imagery

Infographics

Lives

Keynotes

Webinar

\$ Paid Product \$


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Example #2:

Social Media Post



Social Media Post

Newsletter

Social Media Post

Newsletter

Blog

Social Media Post

Newsletter

Blog

Podcast

Social Media Post

Newsletter

Blog

Podcast
PDF

Social Media Post

Newsletter

Blog

Podcast
PDF

\$ Paid Product \$


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4

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

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