

Here's a complete Social Media Marketing Funnel to sell your video lectures, optimized for creators or educators selling directly to students:

✦ SOCIAL MEDIA MARKETING FUNNEL: SELLING VIDEO LECTURES

Funnel Stages:

- Awareness – Get attention
- Interest & Engagement – Build trust and curiosity
- Conversion – Close the sale
- Retention & Referrals – Encourage repeat business and word of mouth

🔥 1. Awareness (TOFU) – “I’ve never heard of this.”

Goal: Grab attention by delivering fast value and visibility

Content Ideas:

🎬 Short clips from your lectures:

“Here’s how I explain Newton’s 3rd law in 45 seconds.”

📱 Reels/Shorts:

“Students always get this wrong in Physics. Let me explain...”

 Before/after study tip:

“Before watching my lecture – confused. After watching – everything clicked.”

 Whiteboard Explainers:

Record yourself breaking down one key concept quickly.

 Quick quizzes or problem-solving snippets.

Boosting Tactics:

Use educational hashtags like #NEETprep, #JEEphysics, #studywithme, #onlinelearning

Join Facebook or Telegram student groups to share content

Partner with micro-influencers or student YouTubers

 CTA:

“Follow for more quick lessons”

“Check my bio for a free lecture preview”

 2. Interest & Engagement (MOFU) – “This might be useful...”

Goal: Build trust and showcase the unique value of your teaching style

Content Ideas:

🔒 Free Mini-Lecture:

Offer a full lesson or first chapter free to email subscribers or as a YouTube teaser

💬 Story Polls & Q&A:

“What topic are you struggling with?”

“Want me to release the video on [Topic A] or [Topic B] next?”

📷 Behind the scenes:

Show how you prepare your lectures or why your teaching is unique

✓ Testimonials:

Share clips or screenshots of student reviews

🧐 Results-focused posts:

“This student improved 30% after watching my lectures for a month.”

👉 CTA:

“Watch the free sample”

“DM me ‘VIDEO’ for access to the intro class”

3. Conversion (BOFU) – “How do I get this?”

Goal: Make it easy and urgent to buy your lectures

Tactics:



Landing Page or Storefront:

Use Gumroad, Stan Store, Teachable, or Payhip to sell access

 Bundles:

“Full Chemistry Lecture Pack – 15 hours of content + revision PDFs”

 Retargeting Ads:

Run Meta or YouTube ads to people who watched >10 seconds of your free content

 Limited-time Offers:

“50% off for 48 hours”

 Bonuses:

“Buy today and get bonus PDF notes”

 CTA:

“Enroll Now”

“Get Instant Access to the Full Course”

4. Retention & Referrals – “Was it worth it?”

Goal: Maximize lifetime value & word-of-mouth

Tactics:

 Follow-up Emails:

Send bonus content, study plans, or “what to watch next”

 Referral Rewards:

“Refer a friend and get ₹100 cashback or bonus content”

 Request Reviews:

Use feedback in future promotions

 Private Community Access:

Offer a private Telegram or Discord group for paid students

 CTA:

“Share this with your classmates”

“Drop a review and get a gift!”

 Tools You Can Use:

Video hosting/selling: Teachable, Podia, Gumroad, Payhip

Email capture: ConvertKit, Mailchimp, or Beehiiv

Link-in-bio: Stan Store, Beacons, Linktree

Graphics: Canva (for thumbnails, ads, promo posts)