

Social Media Marketing Funnel Overview

This funnel will guide our content strategy:

Funnel Stage	Objective	Content Type
Awareness	Get noticed	Reels, Infographics, Memes, Educational posts
Interest	Build curiosity	Course benefits, Testimonials, Before/After skills
Consideration	Show value	Course comparisons, Pricing posts, Live Q&A
Conversion	Drive sign-ups	Limited-time offers, Enrollment deadlines, DMs
Loyalty & Advocacy	Retain & promote	Alumni stories, Success interviews, Referral posts

30-Day Social Media Calendar (May Sample)

Day	Funnel Stage	Platform	Post Idea
1	Awareness	Instagram, Facebook	Reels: “Day in the Life of a Tally Expert”
2	Awareness	Instagram	Carousel: “Top 5 Skills You’ll Learn in MS Office Course”
3	Interest	Facebook, WhatsApp	Student Testimonial (Image + Caption)
4	Awareness	Instagram, YouTube Shorts	Mini Tutorial: “Excel Shortcuts You Must Know”
5	Consideration	Stories, DMs	Poll: “Which course do you want to learn next?”
6	Conversion	Instagram, Facebook	Early Bird Offer for Tally with GST
7	Loyalty	WhatsApp	Share Alumni Group Highlights
8	Awareness	YouTube	Explainer: “What is Digital Marketing?”
9	Interest	Facebook	“Course of the Week: Website Design” with benefits
10	Consideration	Instagram Live	Q&A with an Instructor
11	Awareness	Instagram	Infographic: “Why Computer Skills Are Essential in 2025”
12	Interest	YouTube Shorts	Student Showcase: Digital Marketing Campaign
13	Conversion	Instagram, Facebook	Limited Seats Alert: MS Office Weekend Batch
14	Loyalty	WhatsApp Status	Alumni Appreciation Story
15	Awareness	Reels	“How Tally with GST Works in Real Businesses”
16	Consideration	Instagram	DM for Free Counseling (Story CTA)
17	Interest	Facebook	Quiz: “Guess the Excel Formula”
18	Conversion	Facebook, Instagram	Enrollment Deadline Post

Day	Funnel Stage	Platform	Post Idea
19	Loyalty	YouTube	☐ Interview with a Top Alumni Student
20	Awareness	Instagram, WhatsApp	☐ Meme: “Before vs After Learning MS Office”
21	Consideration	Instagram, Facebook	☐ Course Comparison: Digital Marketing vs Website Design
22	Awareness	YouTube Shorts	☐ “What’s New in MS Office 2021?”
23	Conversion	Stories	☐ Offer Countdown + FAQ Highlights
24	Interest	Facebook	☐ Infographic: “Career Options After Tally”
25	Conversion	Instagram, WhatsApp	☐ Call-to-Action Post with Sign-Up Link
26	Loyalty	Email / WhatsApp	☐ Invite Alumni to Refer Friends (Referral Discount)
27	Awareness	Reels	☐ Time-lapse of a Website Design Class
28	Interest	Instagram	☐ Meet Your Mentor – Instructor Introduction
29	Consideration	Facebook, WhatsApp	☐ Success Stories Collage
30	Conversion	Instagram Live	☐ Last-Minute Q&A Before Enrollment Closes

☐ Platforms to Use

- **Instagram:** Reels, Stories, Lives
- **Facebook:** Posts, Events, Videos
- **WhatsApp:** Status updates, Broadcasts
- **YouTube:** Shorts, Tutorials
- **Email & SMS:** Loyalty/Retention

☐ Bonus Tips

- Use consistent branding and hashtags like #LearnWithVissicomp #TallyTraining #MSOfficePro #DigitalSkills
- Schedule posts using **Meta Business Suite** or **Buffer**
- Track engagement weekly and optimize based on performance (e.g., post timing, format)